

MAX

# MAXIMIZE YOUR COLLABORATION QUOTIENT

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Enabling the people conversations that matter



It is a reality that employees across the financial spectrum are becoming increasingly engaged with their organizations, usually to understand and avail of employee-friendly policies and benefits in a way that is meaningful, and benefits them and their business groups. However, issues such as a lack of transparency, complicated UIs, and cluttered online approval processes can potentially interfere with what could be a seamless conversation. Meanwhile on the other hand, demanding levels of technology proficiency and UI experience can be a real working challenge for a set of users with little or no IT skills, and eventually even scare them away from enjoying their rightful experience.

With these insights as its core building blocks, the MAX solution from Societe Generale (SG) is purpose-built to bridge the collaborative gap between the individual and the system, irrespective of their level of technological expertise. The main objective behind the design of MAX is to simplify and optimize the conversation process, and to maximize employee productivity that is otherwise usually spent in misdirected interactions and the woefully slow grasp of burdensome procedures.

## DIFFERENTIATING FEATURES

- Human-friendly, conversational UI
- Zero IT knowledge required for users
- Computer acts per human instruction
- Intuitive UI that understands natural expressions of users
- Enables businesses to manage and service conversations with almost zero intervention
- Connects multiple APIs to complete user tasks in a naturally expressive interface



## USER BENEFITS

- Understands human expression
- Establishes conversations
- Maintains correct conversational context
- Integrates easily with Application APIs
- Performs user tasks as humanly instructed
- Zero coding system
- Provisioning to add new conversations



## 3 SIMPLE STEPS TO GET THE JOB DONE



### 1 DESIGN YOUR CONVERSATIONS

Business user will use Conversation Designer (Visio interface) to design his dialogue.



### 2 TRAIN AI ALGORITHM

Within few clicks train deep learning algorithm by giving sample expressions.



### 3 INTEGRATE WITH CORPORATE IT SYSTEMS

Connect user's intention to actionable APIs exposed by corporate IT applications.

## WHY MAX FROM SOCIETE GENERALE?

Societe Generale Global Solution Center (SG Global Solution Centre) is a 100% owned subsidiary of European banking major Societe Generale (SG), and delivers IT solutions as well as business and process consultancy with ease, and with an emphasis on quality and cost efficiencies for SG's varied financial activities. With its game-changing capabilities and a proven record of innovation, the SG Global Solution Centre continues to produce solutions that add depth and meaning to every single user engagement. Leveraging the latest in Design Thinking methodologies enables the SG Global Solution Centre innovation team to focus on transforming futuristic ideas into tangible, result-driven solutions for business.