

**Professional Services  
for Digital Assistants**

**Transform self-service with  
a GenAI digital assistant**



**Personalize self-service  
interactions and boost  
operational efficiency**

Organizations are continuously seeking innovative ways to streamline operations, optimize costs and deliver exceptional user experiences. Generative AI digital assistants have emerged as a game-changing solution across industries, empowering businesses to unlock new levels of productivity, self-service capabilities and process automation.

Dell Technologies enables you to implement a Generative AI digital assistant featuring a humanistic AI Avatar interface that is personalized for your audience, optimized for your use case, integrated with your data, and deployed on a trusted framework.

**Rapidly deliver digital assistants with a proven solution**

Dell simplifies the deployment of digital assistants, providing a complete solution from infrastructure and platforms to professional services. Validated designs ensure optimized, protected and reliable performance with a scalable, flexible infrastructure. Dell Professional Services provide expert strategy, implementation, and ongoing guidance to drive continued success.



Elevate end-to-end self-service experiences for customers & employees



Engage individuals in their language, 24/7 for always-on, customer assistance



Offload repetitive tasks and refocus employees on high-value activities

**GenAI is poised to be this century's game-changer:**

**\$1T**

In GenAI-fueled productivity gains expected by 2026<sup>1</sup>

**\$3.5x**

For every \$1 invested in GenAI companies average \$3.5 in return<sup>1</sup>

**\$151B**

Projected spending on GenAI by 2027<sup>2</sup>

# Professional Services for Digital Assistants

## Create memorable interactions that personify your brand & engage audiences

- **Tailor to your business needs:** Dell can tailor digital assistants to practically any use case, such as customer service, technical support, training and education, concierge, scheduling and more.
- **Customize for your audience:** The humanistic AI Avatar interface can be customized to resonate with your audience. Beyond appearance, you can customize voice, personality, language, gestures, and define specific dialogs or behaviors.
- **Integrate with your data:** Digital assistants integrate with a wide range of information sources to provide a dynamic, personalized experience for your end users.
- **Upskill & drive adoption:** Leverage custom skills for intelligent, engaging and personalized experiences, and create a supportive environment to drive adoption and foster ongoing success.

## Pave the way to success with Dell Services

- **Plan for success:** Our comprehensive planning and initiation process ensures a smooth and successful solution tailored to your specific needs and goals.
- **Develop your AI Avatar:** Our expertise allows us to create a unique and engaging AI Avatar that enhances your use case and improves customer interactions.
- **Implement your solution:** Dell platform implementation provides a protected and scalable solution that integrates with your data and allows for custom skills.
- **Optimize and scale:** Our AI experts can provide ongoing guidance to drive continued success, improvement and adoption of your AI Avatar solution.

## Accelerate your AI innovation with a Digital Assistant

Take the first step to implementing your own Digital Assistant – schedule a technical workshop or design discussion for your use cases today!

Sources:

1 IDC, *Worldwide Core IT Spending for GenAI Forecast, 2023–2027: GenAI Is Triggering Hyper-Expansion of AI Spending*, Doc# US51539723, December 2023

2 IDC InfoBrief, sponsored by Dell, *Workforce Upskilling for the AI Era*, Doc #US5133182, January 2024 3 IDC Infographic, sponsored by Microsoft, *The Business Opportunity of AI*, doc #US51315823, November 2023



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