imimr systems:
Kindling the Next AI Paradigm

One of the largest tourism organizations in Hong Kong was facing a peculiar challenge. To serve tens of millions of tourists annually, they had to collaborate with various service partners to provide tourists with the necessary information regarding events, programs, and privileges. The information had to be provided in various formats, including PDF, MS Excel, image, or a website URL, which the tourist organization found challenging to manage. Further, it was hard for their hotline staff to answer tourist inquiry in a fast and accurate manner. It was at this juncture that the AI solution provider, imimr systems, entered the scene. By providing a system that combined AI chatbot and knowledge base management imimr enabled the clients to get an appropriate answer to an inquiry in less than half a second. The response time was under 0.5 seconds for searching the documents in the database using artificial intelligence (AI). The chatbot gave an exact answer while AI-based search functionality identified related documents, highlighting the related paragraph and words—all in the same user interface. imimr's AI searching was offered with logical semantics that gave results based on the question asked, even when the question was asked in a different form. The solution provided unparalleled customer experience in a fast and precise way. The case stands as a testament to the value proposition that imimr delivers by leveraging AI technology.

Founded in 2015 with the goal to make commercial grade AI solutions, imimr spent around 18 months on research and development before launching its first product, a multichannel workflow based chatbot. The intent was to build a solution that is fast, accurate, convenient. In the following years, the company migrated to AI Chatbot and then developed various AI business solutions. Today, imimr provides a broad spectrum of AI-based business solutions that encompass

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selling, marketing, customer service, and internal operations through the latest technologies of NLP, voice recognition, image recognition, sentiment analysis, and big data analytics. "We create products that have daily-life applications; our users find it is beneficial and engaging," says KC Lee, the Founder of imimr systems.

The AI business solutions that imimr delivers can understand the customer as users no longer need to figure out where to get the required information from. Further, the solutions also provide better customer experience, shorten the inquiry-handling time, and enhance efficiency. "Localization is the key to great customer experience. With a focus on Hong Kong market, our NLP and voice recognition can not only cater for English and Mandarin, but our solution also works for Cantonese and mixed language—Chinese and English—which is a common language spoken in Hong Kong," mentions Mr. Lee. The solution takes only 1-3 seconds to answer a user's inquiry on FAQ or product vs. 3-6 minutes in the traditional website/ mobile apps to find the right information for inquiry on general questions or product search.

Having carved a unique niche for itself through its solutions focused on a specific domain and context, the company aims to develop a Voice Customer Service AI solution that can handle customer voice inquiry with voice reply in the near future. "The best AI solution is the one that can be readily adopted in the real world; a solution that intuitively understands the user's needs," concludes Mr. Lee. **ACO**

KC Lee,
Founder

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