

ARTIFICIAL SOLUTIONS

ŠKODA AUTO, Artificial Solutions & Cognizant announce European expansion of Conversational AI Solution

[Artificial Solutions®](#) ([SSME: ASAI](#)) announces today that ŠKODA AUTO is expanding its Conversational AI solution to cover new European regions, taking the total number of countries covered by its chatbot 'Laura' to 13. 'Laura' is an intelligent chatbot that provides customers with valuable information, helping them in the process of new ŠKODA vehicle selection by advising them which vehicle best fulfills their expectations and requirements and guiding them through the following steps, like test drive booking or requesting a tailored quote from a dealer.

With the support of Artificial Solutions' partner Cognizant, ŠKODA AUTO will be able to increase the reach and capabilities of 'Laura', which has already provided a significant increase in test drive bookings for the car manufacturer.

Each new region will see the deployment of solutions in their respective native language, allowing for deeper levels of engagement and communication with customers across Europe.

The regions within Europe include France, Spain, United Kingdom, Poland, Serbia, Sweden, Ukraine, Czech Republic, Slovakia, Ireland, Finland, and Italy. The project has also been expanded to New Zealand

The solution, built and launched in 2020 by Artificial Solutions' award-winning SaaS platform Teneo, has gradually scaled upwards across the European continent over a two-year period, providing car buyers with highly personalized conversational customer experiences.

Veronika Marečková, Business Lead from ŠKODA AUTO, said:

"The expansion of our Conversational AI solution in these key regions further demonstrates our commitment to provide our customers with the best service and experience possible. The dedicated team has been working hard in order to expand the market coverage and capabilities of 'Laura' and we're extremely excited about the next phase of our project and look forward to sharing 'Laura' with millions more people."

Harshit Mistry, Engagement Lead of Automotive Industry Consulting at Cognizant, added:

"ŠKODA AUTO has demonstrated a strong commitment to build best-in-class conversational customer experiences by investing in technology and in specialized teams that focus on delivering results. The success of their virtual assistant 'Laura' has demonstrated that consumers want a personal and bespoke experience when interacting with a brand online and so, we're delighted to announce this expansion and further enhance the position of ŠKODA AUTO and Cognizant as industry-leaders in this field."

Joel Plazzotta, Account Executive for Automotive at Artificial Solutions, said:

"Once more, Teneo has demonstrated its ability to scale solutions effortlessly and adapt to highly complex requirements and client needs. ŠKODA AUTO has enjoyed significant success and gained a competitive edge over its competitors over the past two years by investing in Conversational AI and by showing a commitment to growing its dedicated team. I'm thrilled with the results we have achieved so far and look forward to many more years of expansion and success."

For further information, please contact:

Marie Angselius-Schönbeck, Chief Impact Officer
Email: marie.angselius@artificial-solutions.com

About Artificial Solutions

[Artificial Solutions](#)® ([SSME:ASAI](#)) is the leading specialist in Conversational AI. We enable communication with applications, websites and devices in everyday, humanlike natural language via voice, text, touch or gesture input.

Artificial Solutions' advanced conversational AI Teneo®, allows business users and developers to create sophisticated, highly intelligent applications that run across 86 languages and dialects, multiple platforms and channels in record time. The ability to analyse and make use of the enormous quantities of conversational data is fully integrated within Teneo, delivering unprecedented levels of data insight that reveal what customers are truly thinking. Artificial Solutions' conversational AI technology makes it easy to implement a wide range of natural language applications such as virtual assistants, conversational bots, speech-based conversational UIs for smart devices and more. It is already used daily by millions of people across hundreds of private and public sector deployments worldwide.

For more information, please visit www.artificial-solutions.com