



STRONGER TOGETHER

Creating meaningful business results with conversational AI

A boost.ai partner guide

Welcome to the boost.ai partner guide

If you're reading this, it means that you probably have an active interest in learning how conversational AI can help transform customer service and internal support by creating meaningful business results.

Our partner network is constantly growing, and we are always looking for strategic and exciting partnerships to help bring our technology and, importantly, our vision of the future of scalable customer service automation to as many people as possible.

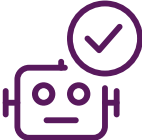
At boost.ai, we believe in a partner-first approach. That means that our partners are key to the continued success and growth of our business. Our platform is optimized to enable the creation of virtual agents that are more than just surface-level chatbots, but that actually generate measurable value for our partners and their clients.

In this guide, we will outline what makes boost.ai the conversational AI platform of choice for leading system integrators, and how, by working with us, you can become a trusted advisor in customer service automation.

Adam Fenwick
SVP Global Alliances



About us

 **600+**
live AI agents

 **4,500+**
certified AI trainers

 **150m+**
automated conversations

Founded in 2016 | 150 employees | Offices in EU & US (HQ Stavanger, Norway)



4.8 out of 5

Gartner

'Leader'
2025 Magic Quadrant for CAI
Platforms



4.8 out of 5

Make every customer a VIP

with conversational AI

Before we delve into the specifics of the boost.ai partner program, it's a good idea to first brush up on the basics of conversational AI.

What is conversational AI, anyway?

Think of conversational AI as the 'brain' that powers a chatbot.

It encompasses a variety of technologies (such as Natural Language Processing and Machine Learning) that work together to enable efficient, automated communication via text or speech.

understand user intent, decipher language and context, and respond intelligently, in a human-like manner.

AI agent business benefits

At boost.ai, we refer to our chatbots as 'AI agents' because conversational AI makes them able to do so much more than simply chat. Both informational and transactional use cases make it possible to increase self-service rates and realise a variety of business benefits, such as:

- Instant response times
- Increased revenue via up/cross sell
- Decreased costs by negating the need to scale up staff
- Increased employee efficiency
- True omnichannel support
- Increased brand loyalty with Gen Z & Millennials
- 24/7 availability



Conversational AI on the rise...



80%

of CS inquiries managed
by chatbots by 2025

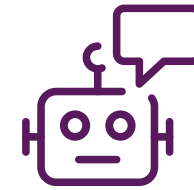
-The Financial Brand



\$7.3

billion in cost savings in FSI
thanks to chatbots

- Juniper Research



74%

of customers prefer
answers from chatbots
for simple questions

- PSFK

Let's get started!

Our partners come in variety of shapes and sizes. In the guide, we will focus on how solution providers can best position themselves to unlock the potential of the boost.ai platform.



4 reasons to partner with boost.ai:

1

You can team up with a trusted partner that has a proven track record and outstanding project success rates



2

You can count on unrivaled end-to-end support making a project easy and pain-free



3

You can create additional long-term revenue through access to new projects and increased stickiness



4

You get access to a scalable conversational AI platform that lets you stay on the leading edge of digital transformation



Partner success story - A

Helping organizations close the technology gap with conversational AI.

100%

ability to deliver projects independently

20+

ARR* clients since 2016

100%

NPS**

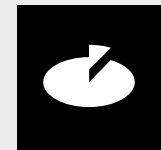
* Annual Recurring Revenue **Net Promoter Score

“Boost.ai really listen to feedback and their technology helps to solve real problems that our clients face which, as a partner, is truly valuable.”



Bjørn Bergholt,
Partner, Avo Consulting

H E L S e
n o r g E



Skatteetaten



A partner-first approach that delivers...

80%

of deals closed via partner program

Strategic partnerships are incredibly important to boost.ai. This is reflected in our partner-first approach and the fact that approximately 80% of all closed deals come through our partner program.

We understand that helping partners provide holistic solutions based on their customer's needs is key to delivering results. We offer flexible partnerships that allow you to be in the driver's seat, delivering advice and expertise, while we provide reliable support and take care of the technical parts.

Gain creators

Conversational AI offers a variety of benefits for both businesses and their customers. The boost.ai platform is regarded by our partners as top-of-class and an integral piece of their technology portfolio that facilitates meaningful digital transformation.

1. Essential digitalization tools

Broad digitization and automation initiatives require a conversational AI platform that creates genuine value by maximizing automation rates.

2. Customer value-add

Unparalleled ability to create new offerings for customers; increased customer satisfaction and stickiness.

3. Momentum up the value chain

A direct result of the expansion of professional services and offerings.

4. Consultancy income

Possibility to receive up to 100% in consultancy income, leading to strong ROI.

5. Recurring revenue

We offer our partners a substantial share of annual subscription fees and conversational ticker revenue.

Partner success story - netnordic



At the beginning of the pandemic in 2020, NetNordic worked closely with the Norwegian Labour and Welfare Authority to ensure that its virtual agent gave citizens and businesses easy access to critical services such as unemployment benefits and sick leave.

The bot did the equivalent work of **220** FTEs*
with an **80%** resolution rate.

[Read full case study](#)

* Full time employees

Product advantages

The boost.ai platform is a market leader in the enterprise space trusted by more than 300 public and private-sector organizations worldwide. Recognized by Gartner and highly rated on leading software aggregation sites, we offer unique functionality that puts us (and our partners) at the forefront of digital transformation.

1. Enterprise-scale AI platform

A market leader in the Nordics with global reach:

- 550+ live AI agents
- Low customer/partner churn
- 94% NPS score
- Broad-scope AI agent tech built for scale
- Integration-ready with all leading tech platforms
- Enterprise-grade security

2. Top class NLU and NLP

Unrivalled language understanding that can scale to thousands of topics without compromising accuracy. Consistent 90% resolution rates across all industries (banking, insurance, telecommunications, e-commerce, public sector, and more), considerably higher than the market average.

3. Pioneering continuous development

We stay ahead of the competition thanks to rapid development cycles and our nimble ability to innovate. We work closely with partners on system improvements that have a direct impact on solution development.

4. Potential for signature projects

Marquee features such as Virtual Agent Networks (VAN) and Voice bots that can create unlimited future opportunities.

5. Implementation-ready

from day zero we offer easy-to-deploy, pre-built industry-specific content that makes getting started a breeze.

Partner success story - accenture

With the boost.ai platform, Accenture delivers on the promise of technology and human ingenuity with deep digitization expertise.

97%

ability to deliver projects independently

150+

opportunities

20+

ARR* clients launched since 2017

Nordea

 **Santander**

 **VERO
SKATT**

 **Telia**

* Annual Recurring Revenue

Pain relievers

We believe that onboarding a new technology should never be challenging. That's why we strive to keep the barrier to entry of our conversational AI platform at a minimum while providing partners with a range of tools and support options that sets them up for success from start to finish.

1. No-code platform

No data scientists or engineers required. The boost.ai platform is developed specifically to be operated and managed by customer service teams and non-technical personnel.

2. End-to-end support

We offer a comprehensive commitment to supporting partners with:

- Online training courses
- Partner-specific playbooks
- A dedicated partner portal
- Expert support and advice (from pre-sales to delivery)

3. Client-facing consulting

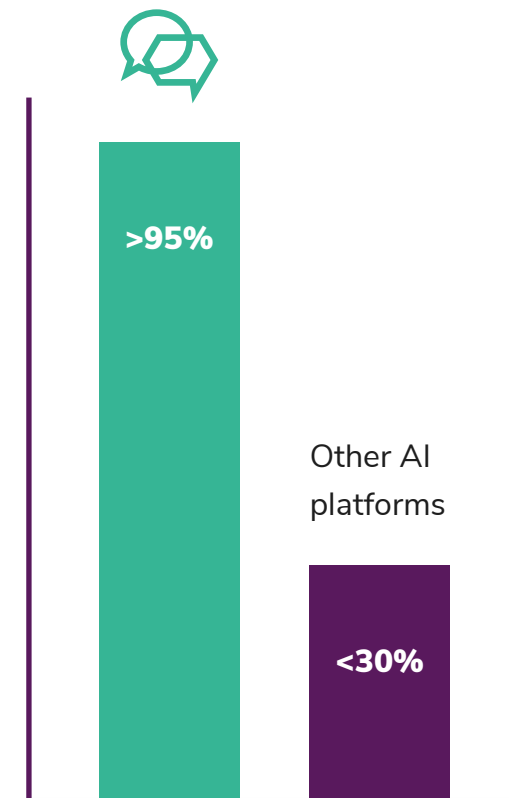
We position our partners as the face of the project. They control the scope and take full project ownership, with boost.ai providing support.

4. Demand generation and sales acceleration tools

Boost Automator and accelerated POCs available to partners at no cost.

5. Proven track record

Our project success rate sits at **>95%**, compared to an estimated market average of **<30%**.



Partner success story - front.d

Founded exclusively to promote the boost.ai platform with extensive knowledge and network in the Nordics.

100%

ability to deliver projects independently

10+

AAR* clients since 2019

97%

NPS*

nets



collector bank

* Annual Recurring Revenue **Net Promoter Score

Partnership tiers that work for you

We offer a multi-tier system designed to accommodate a variety of system integrators. Partners decide how much ownership they want over the partnership, and we provide the appropriate level of support in the form of revenue sharing, opportunity handover and marketing support.

Partners across all tiers receive many additional benefits, including:

- Access to a dedicated partner portal that includes training materials, onboarding courses, AI certification and workshops
- Access to a sandbox test environment
- Use of the Boost Automator
- A free virtual agent for your own use



Platinum



Gold



Silver

Multi-tier benefits*



		Partner logo	Info 'tile'	Info 'tile'
Marketing	Boost.ai partner directory listing			
	Case study showcasing partnership included on the website or in other marketing materials		✓	✓
	Marketing budget used on joint marketing activities approved by Boost, e.g. ■ Event participation, e.g. booth fee, keynote address sponsorship ■ Webinar hosting including promotion costs ■ Paid marketing campaigns ■ Participation in Boost's outbound marketing		✓	✓✓
Commercials	Licence revenue share – new projects ■ Applied on all new ARR from the launch of the programme ■ Revenue share is adjusted every year in line with the partner tier in that year	✓	✓✓	✓✓✓
	Ticker revenue share – new projects ■ Same rules as for licence revenue share	✓	✓✓	✓✓✓
	Boost.ai / partner opportunity handover ■ The revenue from opportunities received from Boost will be subject to the same revenue share arrangement as all other projects and will be included in annual targets		✓	✓
Product development	Additional vote importance, visibility and impact on boost.ai product development (Product Champion)		✓	✓✓
	Direct feedback session with Boost (annual)			✓

*For system integrations

Partner success story - advania

Leading Nordic IT services firm conquered its native market of Iceland with conversational AI. Advania boasts a perfect track record of implementing 10+ virtual agents across a variety of use cases and industries, including banking, insurance, aviation, public sector and more.

“There is a tight synergy between us and boost.ai. We collaborate on sales strategy and how to scope projects, and it feels like our representative is my closest co-worker.”



Sigurður Óli Árnason,
Product Manager, Advania

[Read full case study](#)

We love tech partners, too!

While this guide is aimed at system integrators, our platform already integrates with many of the world's leading technology platforms. This makes it easy for partners to seamlessly insert conversational AI into their clients' existing tech stacks.

We also work closely with strategic technology partners in areas such as analytics, VoIP*, messaging and more.

If you're not a system integrator but are interested in partnering with boost.ai from a technology perspective, we'd love to hear from you. Read on for how to get in touch.



* Voice over Internet Protocol

Ready to partner up? Get in touch!

I hope this comprehensive overview of the boost.ai partner program clearly illustrates our ambition to not only be the world's foremost conversational AI platform but that we are serious about working closely with our partners to enable them to better serve their clients.

In this guide, we outline what makes boost.ai the conversational AI platform of choice for leading system integrators, and how, by working with us, you can become a trusted advisor in customer service automation.

Looking forward to working with you,



Adam Fenwick
SVP Global Alliances
adam.fenwick@boost.ai

Glossary of terms

A

A-POC (Accelerated Proof-of-Concept) - 2-3 day intensive workshop held at a client's premises to determine the viability of boost.ai solution.

Algorithm - A set of operational commands or operational steps that can be used to solve a problem.

API (Application Programming Interface)

- A set of tools, protocols and definitions used to build application software.

AI (Artificial Intelligence) - The development of computer systems that require human-like intelligence, including speech recognition, language translation and understanding, and decision making.

AI-assisted human chat - An application of Conversational AI where a Virtual Agent works behind-the-scenes to provide human support staff with helpful answers that can be given to customers.

ASU (Automatic Semantic Understanding)

- A proprietary algorithm developed by

boost.ai that is layered on top of other Deep Learning algorithms to enhance a Virtual Agent's ability to understand a customer request. ASU improves key language understanding pain points including complex sentences, multiple intents and can reduce false positives by up to 90%.

B

boost.ai - Norwegian software company founded in 2016 specializing in Conversational AI.

Boost Automator - Self-learning AI application developed by boost.ai that scans a company's existing websites, emails and chatlogs to significantly reduce time taken to develop virtual agent model.

Bots (see Chatbot) - Abbreviation for an autonomous program on a network (especially the Internet) that can interact with computer systems or users.

C

Channel The medium for which customers connect with a business, i.e. phone, email, chat, etc. Conversational AI exists primarily on the chat channel,

including platforms such as Skype, Slack, Messenger and more.

Chat log - Collected data of human-to-machine interactions.

Chatbot - An autonomous program on a network (especially the Internet) that can interact with computer systems or users. Chatbots are considered rudimentary versions of Virtual Agents due to their lack of 'true AI' and reliance on prompts and button-based systems.

Cloud - A network of connecting computers that share data and processing resources via the Internet.

Context - Relevant information that Conversational AI extracts from a user conversation and can be used to provide responses or complete tasks.

Conversational AI - The synthetic brainpower that makes machines capable of understanding, processing and responding to human language. Applying this technology in Virtual Agents helps companies with high volumes and frequency of online customer traffic improve interactions happening in their direct messaging channels.

Conversation - A logic diagram or decision tree of a scripted conversation. Can either be linear or branching, with multiple outcomes and answers.

Customer experience (CX) - A phrase used to describe the relationship a customer has with a business. Customer experience refers to the total of all experiences the customer has with the business, based on all interactions and thoughts about the business.

D

Deep learning - A subset of Machine Learning where artificial neural networks learn from large data sets in order to improve.

E

Enterprise-grade - Description of the components and capabilities of boost.ai's Conversational AI platform that are designed for large business, companies and organizations.

Entity - Fields, data or words that are designated as important for a Virtual Agent to complete a request. Examples include location, date, time, numbers, etc.

Entity extraction - The process by which Conversational AI identifies important words in a user request and matches them with relevant Intents in order to deliver a correct response.

H

Hosting - Available hosting options for boost.ai clients include on-premises and in the cloud via Amazon Web Services (AWS).

I

Intent - Important topics that define what a user wants when interacting with a Virtual Agent. Intents are often combinations of nouns and verbs: e.g. Order a credit card, Find my invoice, etc.

Interaction - Text or spoken communication between a human and a Virtual Agent.

M

Machine learning (ML) - A process in which a computer learns from experience rather than programming. This is achieved by gathering data and identifying insights on its own, without the aid of a human.

Multiple intents - Complex user requests that contain more than one intent that Conversational AI must process and prioritize.

N

NLP (Natural Language Processing)

- A subfield of linguistics, computer science, information engineering, and artificial intelligence concerned with the interactions between computers and human (natural) languages, in particular how to program computers to process and analyze large amounts of natural language data.

NLU (Natural Language Understanding)

- The comprehension by computers of the structure and meaning of human language (e.g., English, Spanish, Japanese), allowing users to interact with the computer using natural sentences.

P

Pilot - Early development stage of a Virtual Agent where it is deployed to a controlled user group for testing.

R

Response - A Virtual Agent reply based on user input.

S

Sentiment analysis - The ability for Conversational AI to understand user mood during an interaction. This is assigned a score that can subsequently be used to trigger specific conversation

flows, improve the model or seamlessly transfer to human chat agents as necessary.

Structured data - Information that is organized to a large degree and easily searchable from within a database.

Synonyms - Alternatives and variations to intents that can be added to a Virtual Agent's synonym list allowing it to understand a greater range of topics and enhancing its natural language understanding capabilities.

T

Test data - Data that has been specifically identified for use in testing Conversational AI.

Training data - An initial set of data used to help a program understand how to apply technologies like neural networks to learn and produce sophisticated results.

U

Use case - Specific ways in which a company or organization can implement a Virtual Agent to achieve its desired business goals.

Unstructured data - Information that lacks consistency and does not fit a pre-defined data model.

V

Virtual agent - An advanced Chatbot that uses Conversational AI to deliver real-time customer service. Virtual Agents use Natural Language Understanding and Deep Learning algorithms to automate customer interactions by either efficiently answering questions, performing tasks on a user's behalf or transferring to customer support when identifying a necessity to do so.

Virtual agent network (VAN) - A proprietary technology from boost.ai that combines multiple separate virtual agents in a network configuration that can be accessed via a single chat window.



Stronger together

A boost.ai technology partner guide



www.boost.ai



contact@boost.ai

