Figure 9.1: CAI Design and Orchestration Environment		
Cognigy.ai	**IntelePeer**	**Sestek**
Please describe the design and development environment for building CAI applications.		
Cognigy.AI provides a unified, low-code design and development environment for enterprise CAI: • Graphical Flow Editor: Drag-and-drop interface for building conversational logic using prebuilt nodes for messaging, conditions, APIs, knowledge access, and handover. • Dual-mode automation: Combine rule-based (NLU-enabled) flows with Agentic (LLM-based) decision-making in a single agent. • Prompt-based GenAI design: Use natural language prompts to define agent personas, intents, and responses. • xApps integration: Embed secure micro-web apps (e.g., forms, ID upload) for multimodal use cases. • Multi-channel support: Design once, deploy across chat, voice, and custom endpoints. • Built-in testing tools: Live simulation, transcript review, voice preview, and playbooks for validation. • Extensibility: API access, CLI tools, custom nodes, and marketplace components for advanced developers.	The primary IntelePeer CAI design and development environment is SmartFlows, an environment that integrates/combines communication, AI, and third-party integration concerns into a drag-and-drop workflow builder. Supporting environments include AI Hub, where applications such as AI workflow builder are used to build, test, and iterate on the AI experiences prior to inclusion within the larger orchestrated workflow in SmartFlows.	The design and development environment for building CAI applications is comprehensive and user-friendly. The platform offers: • User Interface (UI) Design Tools: An intuitive drag-and-drop interface that allows designers to create conversation flows and customer interactions without the need for extensive coding knowledge. • Natural Language Understanding (NLU) Engine: Advanced NLU algorithms train the bot with sample utterances to enhance its ability to understand and accurately respond to customer intents. • As an Agentic AI Builder Platform, Knovvu CAI offers the ability to create AI Agents with desired personas by selecting communication style, creativity level, and response detail level. • Integration Capabilities: facilitate integration with various third-party services and different channels. • Testing and Debugging Tools: A built-in testing environment for simulating customer interactions and debugging the bot's responses to ensure accuracy and reliability before deployment. • Flexible Deployment Options: On-premises, cloud-based, or hybrid solutions to accommodate the specific client needs and infrastructure. • Analytics and Reporting: Comprehensive analytics tools that provide insights into customer interactions, performance metrics, and areas for improvement to optimize the bot's effectiveness.

Figure 9.2: CAI Design and Orchestration Environment

Teneo	UJET	Verint
Please describe the design and development environment for building CAI applications.		
Teneo provides two primary environments for designing and developing conversational AI applications: Teneo Studio Desktop, a Windows-based application, and Teneo Studio Web, accessible directly via a web browser. Both environments offer a structured workflow for building conversational flows, supporting the entire CAI development lifecycle from initial design, testing, and deployment through ongoing optimization. Additionally, Teneo offers API-based access to various platform features, for further flexibility and integration opportunities for developers.	UJET's Virtual Agent platform enables businesses to design, develop, and deploy CAI applications with: • No-Code Design Tools: customer journey creation without complex programming. • Developer Toolkits: SDKs for iOS and Android for integration into mobile and web experiences. • Google Cloud CCAI Integration: a secure, scalable conversational AI solution.	Verint IVA Studio for designing and developing Conversational AI applications features a low-code/no-code platform with drag-and-drop functionality, pre-built components, and multi-channel support. The Conversation Designer module enables creation of customized experiences using Intents, Entities, and Conversation Flows. The platform includes testing tools, analytics, and deployment features. The entire platform is designed to be used by non-developer resources but also has advanced features available for developers to design fully customized behaviors.

Source: DMG Consulting LLC, April 2025

Figure 10.1: Customer-Facing CAI

Cognigy.ai	IntelePeer	Sestek
Please describe how your solution/platform delivers answers, information, or content based on the intent/context of the customer's conversation.		
Cognigy.AI delivers responses based on a combination of: • Intent recognition (NLU): Determines user goal and triggers the appropriate flow or action. • Agentic AI (LLM): Uses context and reasoning to generate dynamic, personalized responses. • Memory & profiles: Leverages short- and long-term memory to maintain context across sessions. • Knowledge AI (RAG): Retrieves answers from structured/ unstructured content using semantic search. • Tool integration: Executes real-time actions (e.g., booking, updates) via APIs based on the conversation context.	The CAI solution incorporates RAG (Retrieval Augmented Generation) and Question Answer pre-cache at every interaction turn for context-aware proactive search of collected brand-specific knowledge/data, such as business policies, FAQs, procedure steps, and similar data used during interactions.	The platform analyzes user input in real-time, identifying the underlying intent and extracting key contextual details to provide the most accurate response. Through Natural Language Understanding (NLU), it maps user queries to predefined intents and dynamically retrieves relevant responses from a knowledge base, APIs, or external data sources. When the intent is unclear, the CAI solution employs fallback handling and intent refinement to guide users toward clarity, even suggesting alternative questions or responses. Additionally, the AI Agents will autonomously take action, trigger workflows, or escalate interactions based on predefined rules or real-time conversation needs. Knovvu Virtual Agent continuously learns from interactions to refine its understanding, and leverages multiple response-generation techniques to ensure personalized, accurate, and efficient customer engagement.

Figure 10.2: Customer-Facing CAI

Teneo	UJET	Verint
Please describe how your solution/platform delivers answers, information, or content based on the intent/context of the customer's conversation.		
Teneo's platform delivers contextually relevant responses by leveraging Teneo's hybrid approach, which combines TLML scripting with advanced machine learning. It begins by using custom input processors that analyze user inputs through POS and NER tags to capture intent and context. Teneo flows then orchestrate the dialogue, mapping these insights to pre-defined conversation paths while integrating with internal knowledge bases and external APIs.	UJET uses a context-based approach to customer interactions: 1. Understanding Customer Intent: UJET uses AI-enabled tools like NLP to analyze customer inputs and determine their intent, whether they need help, product information, or a specific action. 2. Context-Aware Conversations: UJET captures context from the customer's journey, such as previous interactions or profile data, for relevant and personalized responses. 3. Dynamic Content Delivery: Based on intent and context, UJET delivers tailored content, like FAQs, troubleshooting steps, or product recommendations, across multiple channels. 4. Real-Time Assistance: For complex queries, UJET escalates the conversation to live agents.	As a multi-modal, multichannel solution, Verint IVA delivers users a number of options for the delivery of responses to customers. These range from scripted to GenAI-created responses based on enterprise knowledge and system integrations and associated workflows in written or verbal form, the availability of cards and carousels, and the delivery of generic or customer-specific information in other channels such as email, text, app, or preferred social channels, enabling channel shift if desired. This information can take multiple forms beyond text and audio, including images and videos. Context drives the specific information being relayed based on an aggregation of historical context from the conversation and external information as well as the current user's input.

Source: DMG Consulting LLC, April 2025