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(I) Artificial Intelligence for Customer Care

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IBM Watson is well known for industry-leading natural language processing that defeated defending champions on *Jeopardy!* and most recently, learned to debate complex topics with humans. Equally as exciting, though perhaps less publicized, IBM works with government, enterprise, and industry to apply machine learning to real world applications such as customer care. This talk offers a view into the ways AI is transforming the customer service landscape: expanding capacity to serve, improving user experience, saving humans time and organizations money.

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