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## msg uses artificial intelligence to provide relief during the Corona crisis: InfoBot answers citizens' questions

*The msg.COVID-19 bot answers questions about the novel Corona virus and can be easily integrated into websites for free in just a few clicks.*

**Munich, April 21, 2020.** IT and consulting company msg is providing a free InfoBot during this acute situation to ease the burden on call and service centers, especially in the public and healthcare sectors. Their goal is to easily and quickly provide people with answers to commonly asked questions about the Corona virus via chatbot. Not only does this help prevent long phone wait times, it also helps call center employees use their time more effectively and allows them to focus on specific questions that actually do require individual attention.

COVID-19 has had a tight hold on Germany for weeks now. The situation has made people across the country nervous and has raised a lot of questions. As a result, telephones at public institutions are ringing off the hook, employees at call and service centers are being pushed to the limit and citizens are often forced to either endure long wait times or accept insufficient information. Even though many different questions are being asked, the content of those questions is fairly similar. Furthermore, since the characteristics of the novel virus are so unknown, new findings are constantly being published on all sorts of channels.

"Information is moving so fast at the moment, service centers can hardly keep up," says Recardo Jackson, Head of AI and Machine Learning at msg. "We realized that with our technologies, we here at msg can help close these gaps and ease the burden service center employees face in certain areas."

### The msg.COVID-19 bot provides reliable information

msg's InfoBot makes sure that the answers users get to their questions are always based on the latest information and are exclusively from official sources. To that end, the artificial intelligence used for the msg bot accesses official data sources, such as the websites of the John Hopkins University and federal and state ministries, as well as emergency medical service info sites.

Integrating the bot into a website does not involve a complex implementation process. The msg.COVID-19 bot can be quickly put into operation on any website in just a few clicks. "It was important to us to make installing the bot as easy as possible for the administrative offices, health authorities and other institutions currently dealing with thousands of questions about COVID-19 every day," explains Holger Hornik, bot expert at msg. "The chatbot was designed to be integrated into websites. All that is really needed is a URL. We are, of course, happy to provide assistance and are available to answer questions."

By providing the msg.COVID-19 bot for free, msg hopes to help with efforts to overcome the Corona crisis. "Right now, nobody knows how long this extraordinary situation will last. What is clear, however, is that we will be dealing with the virus for another few months yet. Which

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makes it even more important to us that we provide technological help wherever possible in these uncertain times," Hornik adds.

## About the **msg.COVID-19 bot**

- Easy access to the latest information
- 24/7 availability
- Eases the burden on call/service centers
- Automatic updating of information
- High scalability (multi-channel support)
- Modular and custom expansion possible

More information about the msg.COVID-19 bot at <https://www.msg.group/COVID-19-Bot>.

## **msg**

msg is an independent, international group of companies with 8,000 employees around the world. The group of companies offers a holistic service spectrum of creative, strategic consulting and intelligent, sustainable and value-added IT solutions for the following industries: automotive, financial services, food, insurance, life science & healthcare, manufacturing, public sector, telecommunications, travel & logistics, as well as utilities, and has acquired an excellent reputation as an industry specialist over the course of 40 years in business. Within the group, independent companies cover the wide variety of industry and issue-based competence: msg systems ag forms the core of the company group and works in close cooperation with the subsidiaries, both on a business and organizational level. This allows the competence, experience and know-how of all the members to be bundled into a holistic solution portfolio with measurable added value for its customers.

msg holds sixth place in the ranking of IT consulting and system integration companies in Germany.

## **For additional information:**

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