



Artificial intelligence can often seem just that: Artificial.

It's a label that gets slapped on to anything with an algorithm. But algorithms are only as good as the experiences they create.

It doesn't matter how clever, complicated, or technologically revolutionary it is. If it doesn't achieve a human response, it achieves nothing at all.

How do we unlock the secret to a uniquely human response? We are often unpredictable creatures. The average person doesn't exist. We work according to our own whims, to our own logic, writing our own stories.

This is the secret weapon in Coveo's Relevance Cloud. Our AI doesn't assume how people *should* behave, but starts with the customer's own story to bring a real human experience to life.

Today, Coveo is redefining AI. This is:

# AUTHENTIC INTELLIGENCE





# VIDEO SCRIPT :30

Open on a greasy, dimly lit garage. We pan past a mighty Harley-Davidson style motorcycle.

[VO]  
Business likes to think.

We pan past a workbench scattered with tools.

[VO]  
We think we know our customers.

We pan past an old chair with a leather biker vest slung over it. The motorcycle club logo is a snarling tiger on fire.

[VO]  
We think we know how they think.

We see an exposed brick wall with more tools, hanging exhaust pipes and a trophy; a stag skull with big steel motorcycle handlebars for antlers.

[VO]  
We think we know what’s important to them.

We see a pair of thick leather biker boots underneath well worn denim.

[VO]  
We think we know how they feel, what they want, we think we’ve planned out their story.

We pan up from the boots. This is obviously a huge man, stained in motor oil and the elements.

[VO]  
But we never seem to think...

We see a close up of the Biker's face, his wind weathered face behind a long bushy beard.

[VO]  
That the only story that matters...

We see a close up of the Biker's phone in his hand. He's buying a pink tricycle for children on an online store. He smiles as he taps the checkout button.

[VO]  
Is written by the human on the other side.

The Biker's young daughter runs across the frame making motorcycle noises. The Coveo Relevance Cloud pops up as the Biker playfully sets his daughter on his motorcycle.

[VO]  
Coveo Relevance Cloud for business.  
Powered by Authentic Intelligence.

**Good search bars  
try to answer the  
question.**

**A great search bar  
answers the next  
question.**



**Authentic Intelligence.**

**The best thing to  
go with a new  
dinner table is new  
dinner plates.**

**Not a second new  
dinner table.**



**Authentic Intelligence.**

**Put the feedback  
back in customer  
feedback.**

**While you're at it,  
put the customer  
back in, too.**



**Authentic Intelligence.**

# DISPLAY

Mockups of display ads for search, eCommerce and customer service respectively. These build on the 'Authentic Intelligence' line by drawing attention to all the odd things AI does just because it was told to and how the Coveo Relevance Cloud adapts to the actual living experience of customers.