

Introducing Conversa

Whitepaper

Engage your customers with
Conversational Video.



Real people. Real interactions.



2022 Conversa

Contents

INTRODUCTION

- StoryFile + Conversa 3
 - [What is Conversational Video?](#) 3
 - [Who is StoryFile?](#) 3
 - [Why use Conversa?](#) 4

HOW IT WORKS

- The Platform 5
 - Product Gallery 5
 - Conversational Video Interactions 6
 - Conversational AI 7
 - AI Training 8

USE CASES

- Business Solutions 9
 - Business Solutions 9
 - Case Studies 10
 - Examples Gallery 11

GET STARTED

- How to Start? 12
 - Pricing 12
 - Get Started and Resources 13

WHAT IS

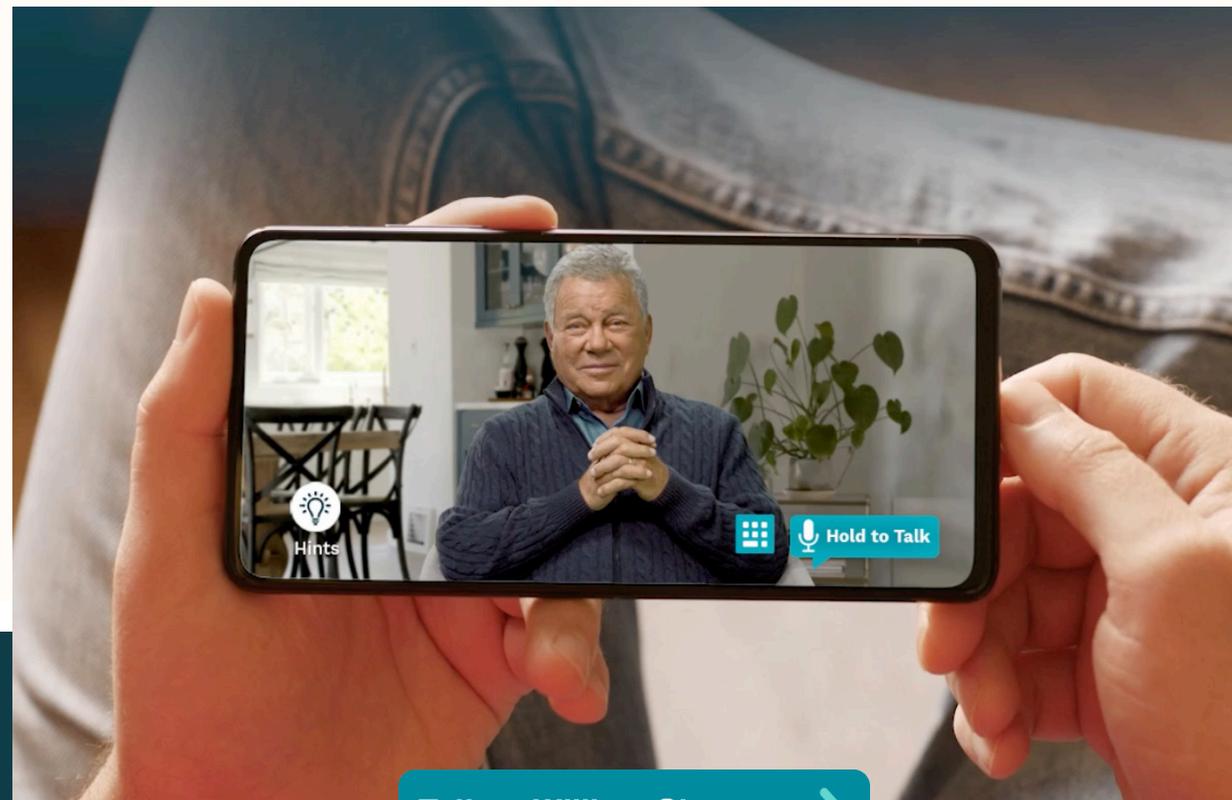
Conversational Video?

Conversational Video will soon be seamlessly woven into our daily lives.

Conversational Video is the core technology behind video 3.0 - a term we are introducing to describe interactive, multimedia and multimodal for internet, decentralized web and metaverse applications.

- Conversational Video is the next evolution in digital communications.
- Enhances one-to-one interactions into one-to-many interactions.
- Conversational Video supports a range of asynchronous communication products that create engaging connections across time and space.

Try it out.



Talk to William Shatner →

WHO IS STORYFILE?

StoryFile revolutionizes the way we connect through conversation. **We make AI more human.**

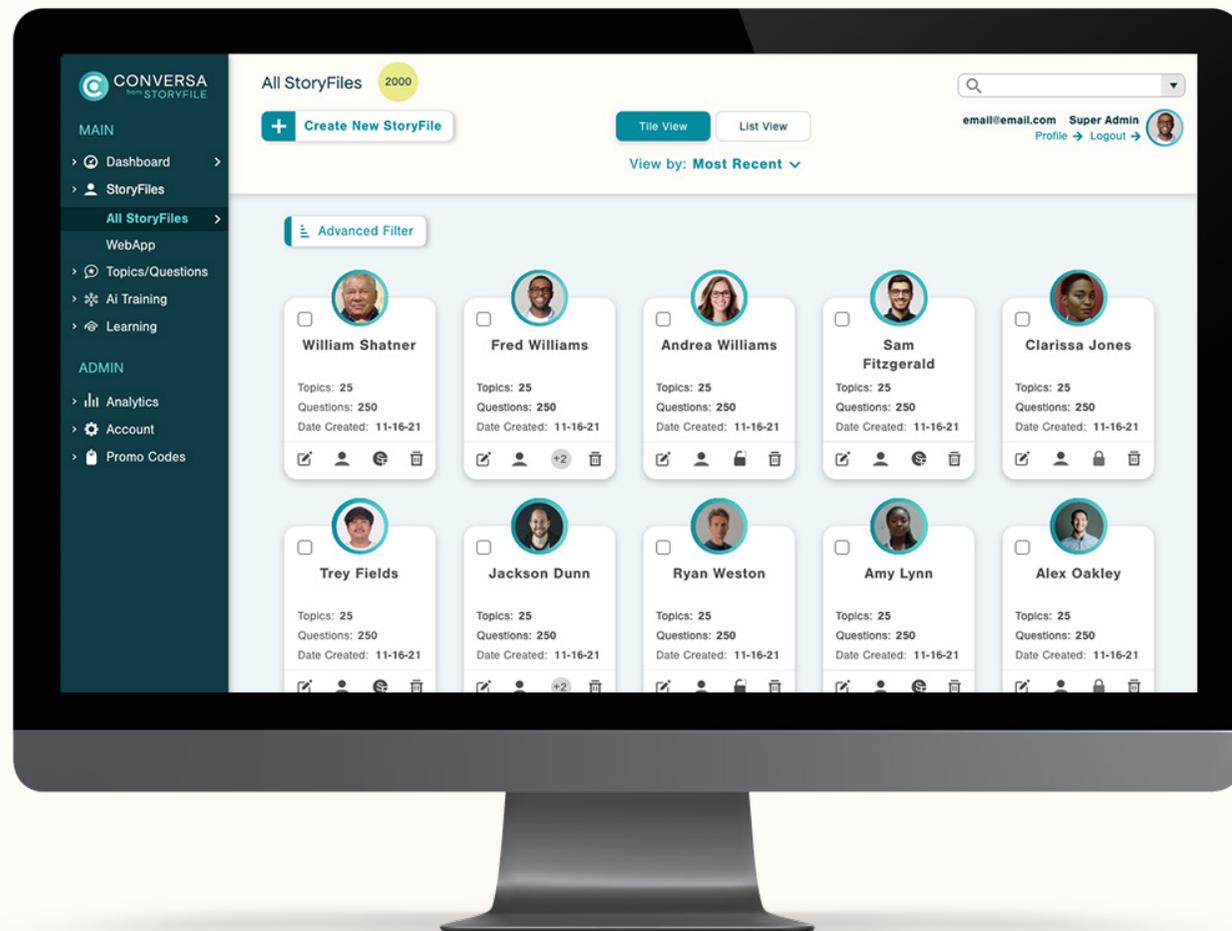
Founder Heather Maio-Smith conceptualized the idea of keeping conversation alive with survivors of the Holocaust. Co-Founders Stephen Smith, Cecilia Chan, and Sam Gustman had the idea to document family history using cloud-based and crowdsourced technology. They joined with Heather to combine the two ideas and created StoryFile as a new way to preserve human histories and share stories in the cloud.

As StoryFile evolved, the core idea of connecting through conversation is infused in the technology. The application for conversational, interactive video gets at the heart of human connection.

Through the click of a button, StoryFile turns any video file into a conversation. From sales and product information to customer service and corporate training, there's now one technology that replaces the FAQ, the chatbot, and the explainer video. Wherever there is a question to be asked, there's an application for our technology. We believe that technology is designed to support people—not the other way around. That's what makes our technology more human.

→ [Visit StoryFile.com](https://www.storyfile.com)

WHY USE Conversa?



Access to rich data through real questions directly from your target audience.



Track specific topics to help understand your audience and drive decision-making.



Craft and share important messaging or course content while also motivating your target audience.



Tools to assess AI accuracy that ultimately support audiences and business cases.

Making AI feel more human.

Conversa powers conversational video AI. The patent protected platform provides tools to collect video, create and train AI interactions and to publish anywhere on the web.

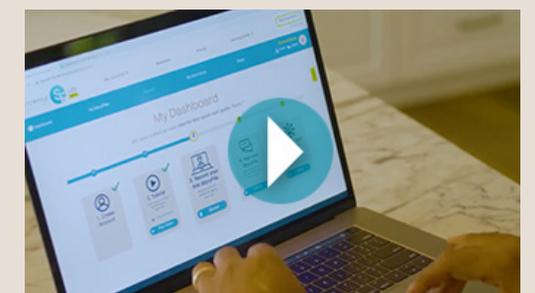
We are the next step in the online video revolution.

We designed Conversa to be highly flexible for ease of adoption. With Conversa, businesses have the ability to build content and make decisions about their own data to amplify and create effective courses, interviews, and training. Major benefits include:

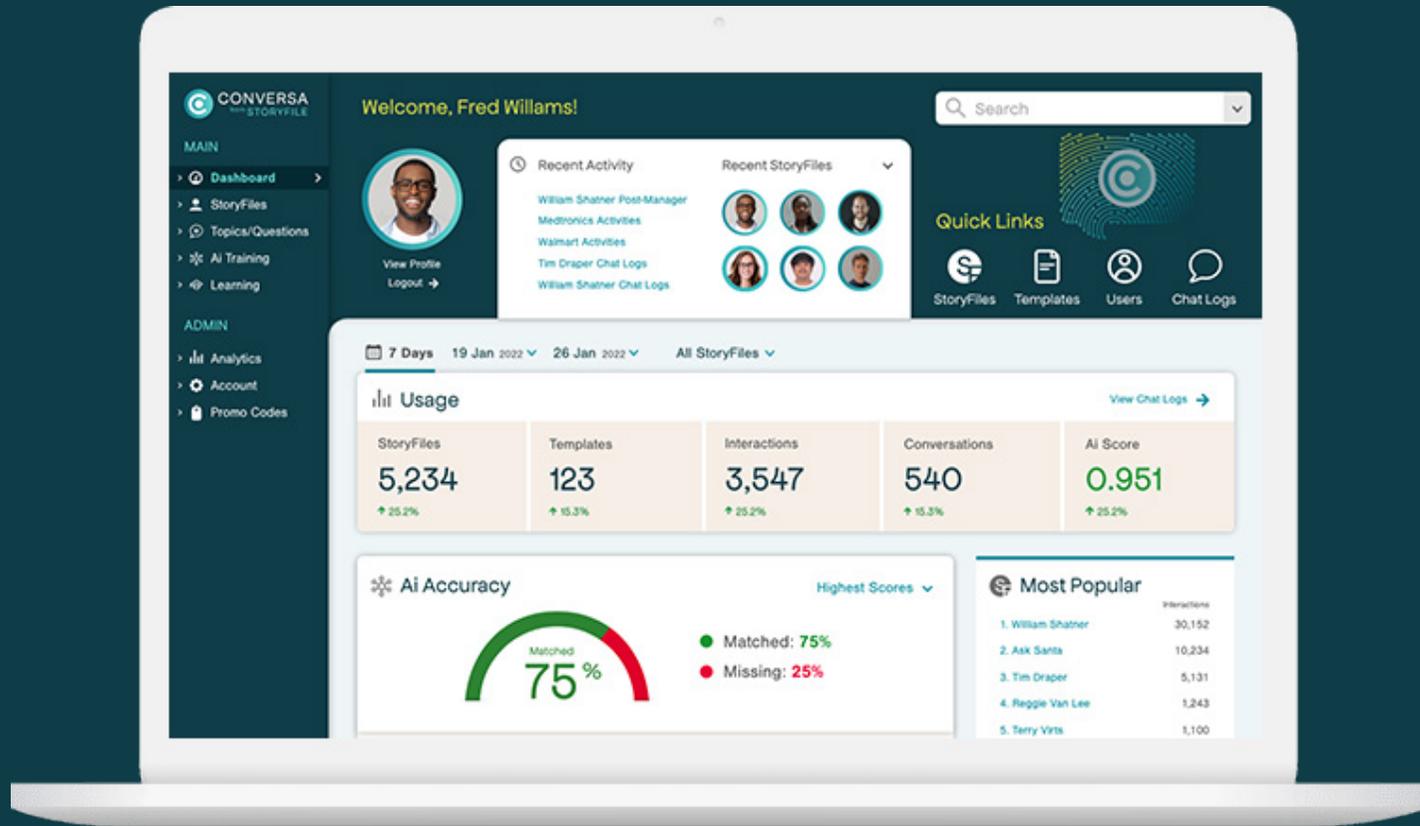
- Build inclusive and realistic conversational videos that engage your audience from anywhere
- Evaluate conversation accuracy for best-in-class engagement
- Learn about AI Training and best practices

Conversa enables authentic conversations and enhances your audience's experience. Whether through customer service support, corporate training, or meet-and-greets with company leadership, the experience of talking and asking questions is foundational to how people trust, learn, and connect. Conversa builds the bridge to connect companies or institutions with their clients and the public.

➔ **VIDEO:** 02:15
Conversa Overview



Product Gallery



KEY FEATURES



Conversational video
Talk with a human. Ask questions and get answers with interactive video.



AI Training Analytics
Understand why conversations work through actionable insights and AI accuracy.



Build Stories
Access to templates to create questions, topics, responses that help tell your business story.

“One good conversation can shift the direction of change forever.”

–Linda Lam



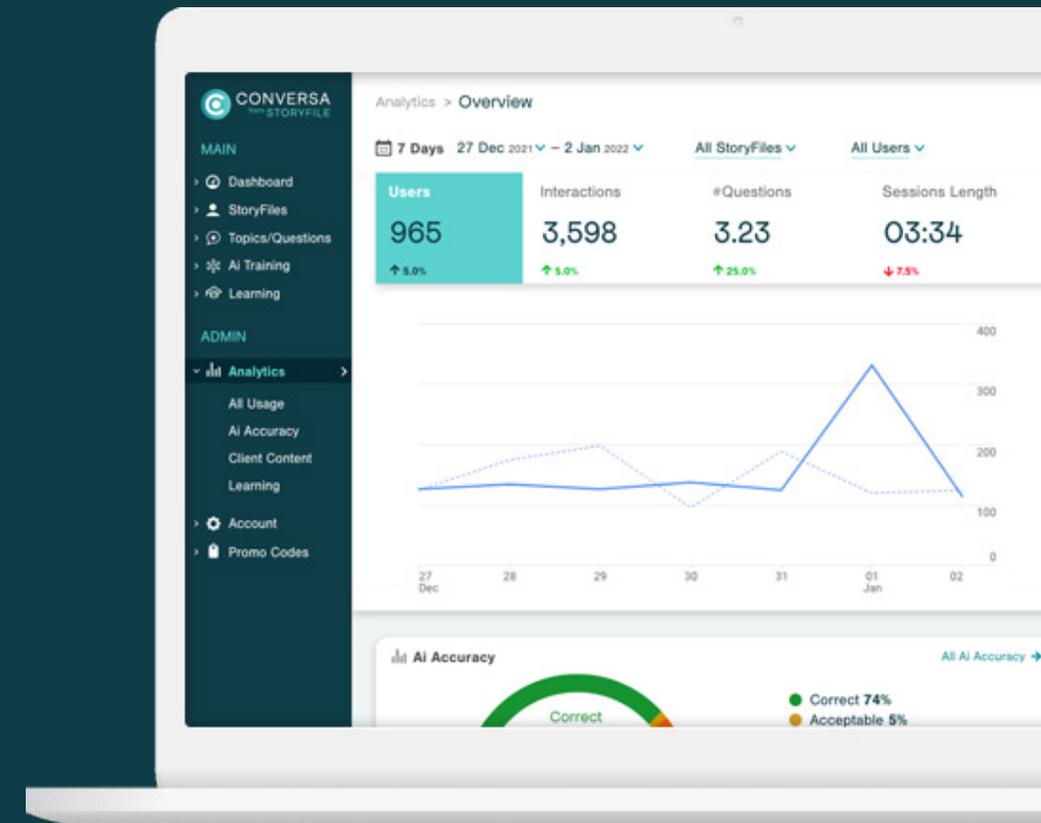
Privacy & Data Security
Privacy by default. SSO Integration and video data is secretly stored and encrypted.



Easy to Use
No coding required. Point and click. Learning Academy to help guide adoption and training.

BENEFITS

- **Transform the conversation experience.** Conversational video enables dynamic audience engagement. Speak with a human and solve for customer pain points.
- **Maximize your AI insights.** Manage and train conversations and have the tools to understand questions and responses for better customer experiences.
- **Build conversations that save time and resources.** Simplify employee training and onboarding; feature business leadership in Q&A sessions that you can access anytime for asynchronous learning.



WHAT ARE

Conversational Video Interactions?

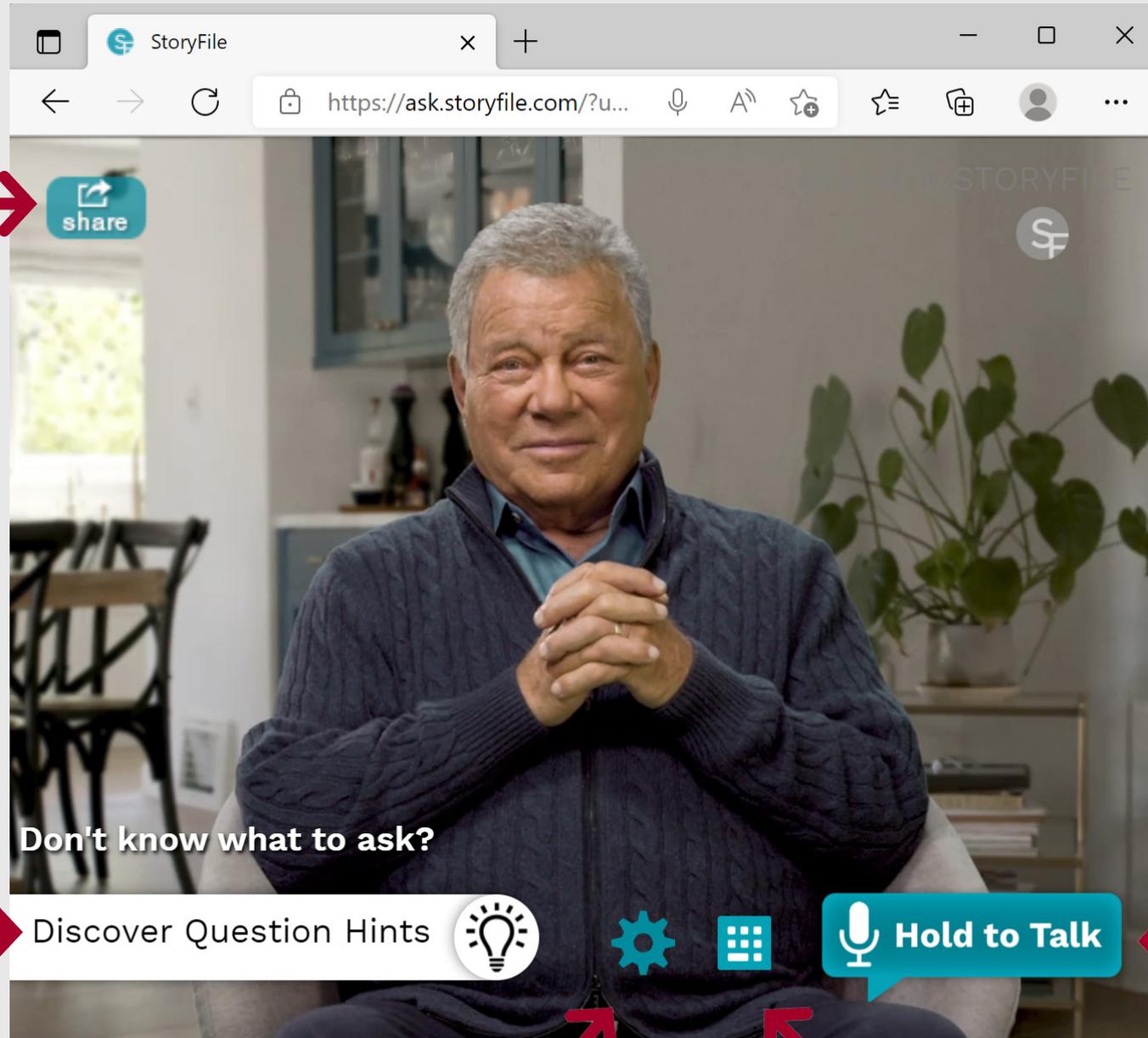
Start a storyfile conversation on multiple platforms.

You can open a standalone website, embed a storyfile with an iframe or Wordpress widget, scan a QR code with your phone, or access 3D storyfiles in the Metaverse or AR/VR. No matter where you are, it is easy to ask questions by voice, text, or from a list of hints.

“Ask me anything, anywhere!”

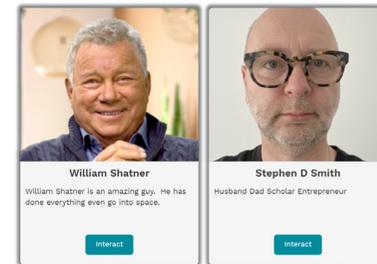
Building Audiences

Share videos or storyfiles on social media.



Your Site, Your Colors

Customize the storyfile UI to match your specific website and brand.



Browse and select who you want to talk to.

Hints Help

If needed, visitors can select from a curated list of hints to guide the conversation.



Discover Question Hints



Hold to Talk



Turn on subtitles or choose from 16 input languages.

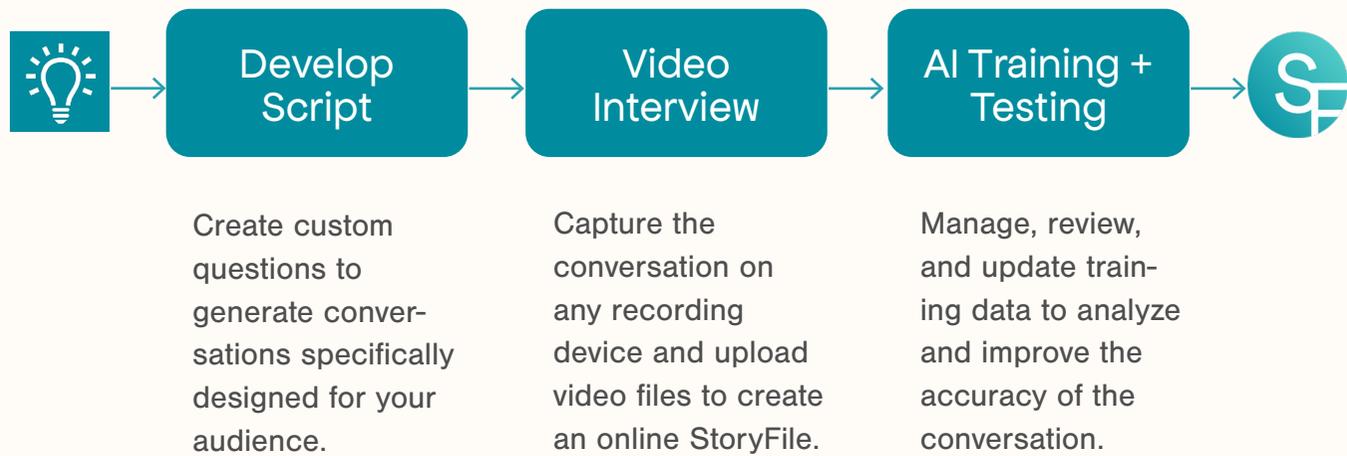
If you prefer, open a keyboard and type your question.

Hold to Talk

Just hold a button and StoryFile will automatically transcribe your question in 16 different languages.

Conversational AI Platform

Designing Conversations with **Conversa**



Conversa Professional Services Available



The anatomy of a conversation with William Shatner's AI StoryFile.



Who were your closest friends on Star Trek?

DeForest Kelley was a lovely guy...

Where did you grow up?

I was born in Montreal, Canada...

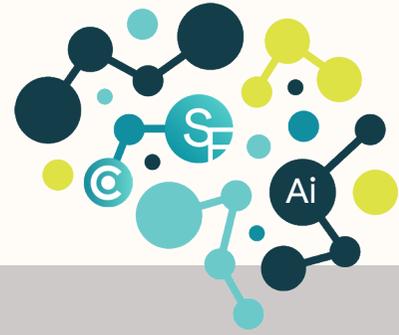
Are you afraid to die?

Yes, I'm afraid to die. I'm trying to get philosophical about it...

Try it out.

[Talk to William Shatner](#) →

WHAT IS AI Training?



- What is your name?
- What are you called?
- What shall I call you?
- What do people call you?
- Who are you?

“ My name is William Shatner ”

There are many different ways to ask the same question.

AI training makes it possible for software to understand groupings of questions/intentions of question groups.

Input Analysis

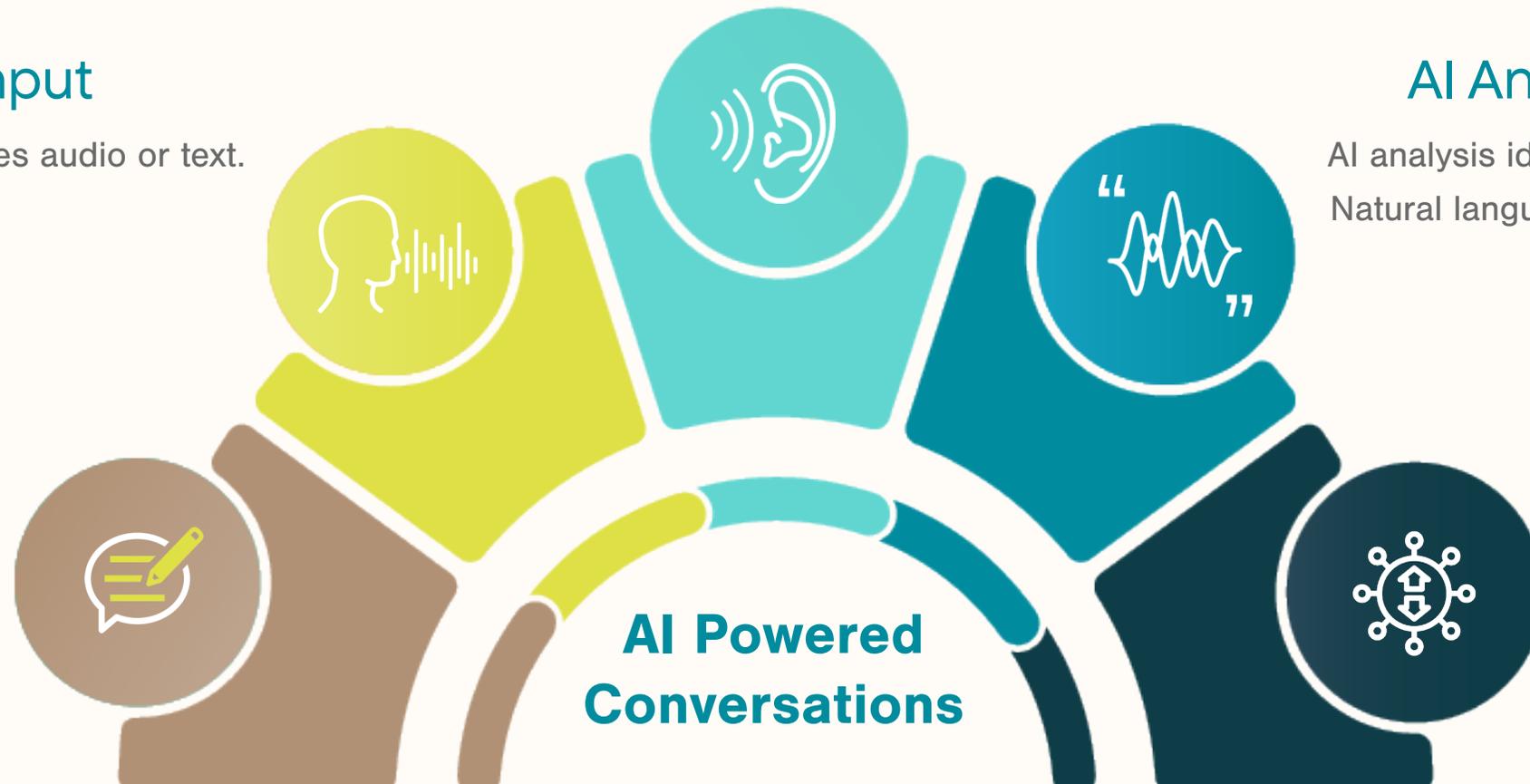
Speech engine converts input to text.

Input

User provides audio or text.

AI Analysis

AI analysis identifies intent. Natural language software.



Variant Training

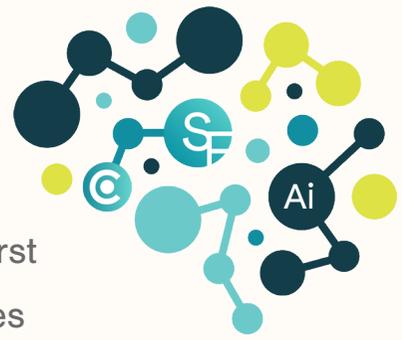
Human experts identify question variants for each unique response.

Testing

Human experts review input logs to refine conversational accuracy.

Business Solutions

How do businesses and organizations use conversational videos to solve business problems? Imagine if you could talk to the CEO on your first day? Or speak with a human customer service representative that will answer your questions anytime and anywhere. Conversa supports businesses in producing conversational video for various use cases including training, immersive exhibits, Marketing & PR, FAQs, and expert interviews.



01

Corporate Training and Culture

Bring training alive. Create questions to capture meaningful company histories. Help audiences learn about company values to better distinguish your brand.

03

Sales Engagement at its Best

Every product has a story to tell.

- How fast?
- What color?
- Specifications?

Answers any question, anywhere.

02

Immersive Museum Exhibits

State-of-the-art conversational video experiences. Speak with global leaders, pioneering scientists, visionary artists, and magnetic celebrities, without limitations of time, space, or access.

04

Asynchronous Learning Environments

Develop engaging experiences that support your learning goals and complement your course content.

WHO USES CONVERSA? Case Studies



Expert Interview



Exhibit



Culture

Conversational Video Platform



Filmed five sustainability and farming experts to support Healthy Soil Biomes's mission to accelerate the world's transition to sustainable agriculture.



Enhanced the Interactive StoryFile exhibit in the Japanese American National Museum (JANM).



Built Sam Walton's digital recreation to support the vision and spirit of Walmart.

How **conversational videos** support innovative corporate culture



THE CHALLENGE

Learning through Storytelling - Immersive Corporate Culture

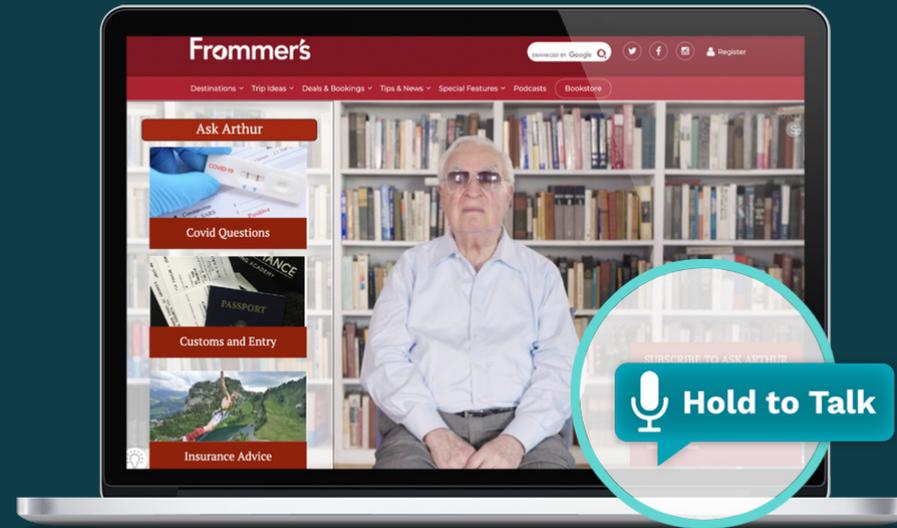
How to recreate Walmart's founder Sam Walton and give company employees and customers the opportunity to ask Sam questions and hear his responses?

THE SOLUTION

Sam Walton's interactive conversational video brings his voice and reflections to life. In March 2022, Sam Walton was demoed for store and supply chain leaders in Houston at Walmart's Year Beginning Meeting. Associates got to observe Mr. Sam answer questions about the company and hear his real answers, in his real voice, captured over the years. **He will be made available to all associates soon.**



Conversational Video Use Cases



CORPORATE TRAINING

- **Build learning experiences that last.** People and HR leaders create corporate training that gets at the heart of a company's vision and mission and sticks with employees.
- **Build, deploy, and humanize.** Enhance learning opportunities that onboard and educate a workforce. Employees meet the CEO or can learn from a subject matter expert anytime, anywhere.

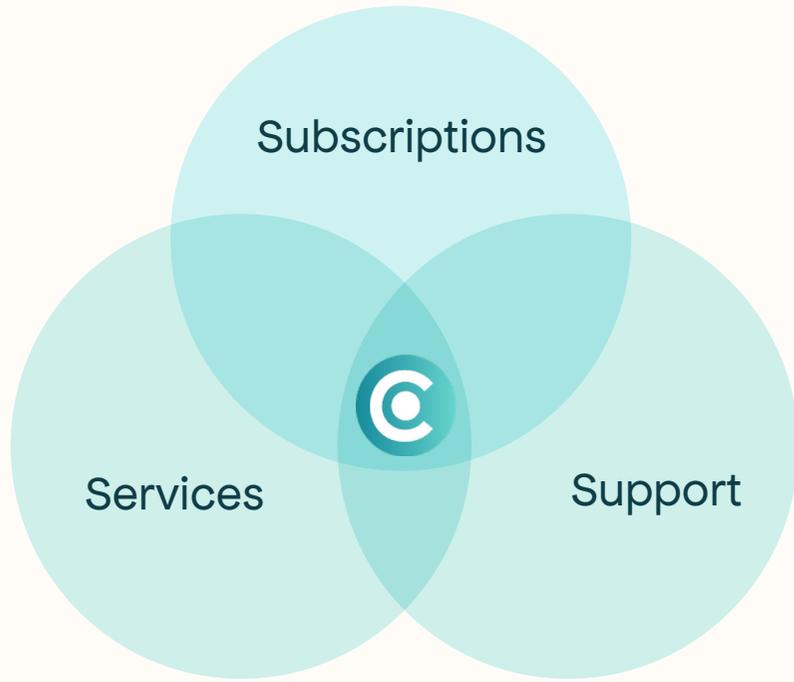
THOUGHT LEADERSHIP

- **Interact naturally and accurately.** Imagine having the opportunity to talk to astronauts, Nobel Prize winners, and historical and world leaders.
- **Get Access.** Ask questions of leaders and feel connected and present in the answers.

STORYBIOS FOR LINKEDIN

- **StoryBios are easy to record and share on LinkedIn.** Imagine a recruiter or hiring manager speaking with you without actually speaking with you.
- **Answer and customize.** Record 25 customized questions that answer all the information recruiters might ask you at a potential job interview.

Pricing



Conversa Professional Services

- Professional Studio
- Content Leasing
- Exhibit Consultation
- Technology Services
- Creative Development
- Learning Solutions
- Personalized Training

Choose a plan that's right for your business.

Creator For Individuals	Pro For Smaller Organizations	Plus For Agencies	Premium For Small to Medium Businesses	Enterprise For Enterprise Companies
1 User Account	3 User Account	5 User Accounts	10 User Accounts	Contact Sales for custom configurations.
Unlimited StoryFiles	Unlimited StoryFiles	Unlimited StoryFiles	Unlimited StoryFiles	
Conversa Academy Access	Conversa Academy Access	Conversa Academy Access	Conversa Academy Access	

→ [Schedule a Free Demo](#)

Pricing

Starting at...
\$500/mo

Starting at...
\$1,041.67/mo

Starting at...
\$2,083.33/mo

Starting at...
\$4,166.67/mo

Contact Sales



Resources

CONVERSA LAUNCH ASSETS

Video Overview – 02:23

Video What is Conversational Video – 02:30

StoryFile.com Website

RELATED LINKS

William Shatner's StoryFile

storyfile.com/what-is-conversa

USE CASE EXAMPLES

StoryFile FAQ

Healthy Soil Biomes

Paint for a Cure

All Case Studies

Interested?

Call: +1 833-STORYFILE

Email: support@storyfile.com

Get Started with
a Free Demo

Free Demo →