



SHI Digital AI Ambassador

AI-Powered Intelligent Experiences
That Elevate Engagement at Scale



Imagine. Experiment. Adopt.

Imagine a digital AI ambassador platform purpose-built for real-world, intelligent engagement and experiences everywhere it matters.

Across industries, organizations face mounting pressure to modernize service delivery, provide always-on, personalized interactions, and unlock new revenue opportunities - without increasing operational complexity. Yet critical information and services remain fragmented across portals, forms, and disconnected systems, creating friction for customers, citizens, employees, and visitors while limiting the impact of AI investments.

AI-powered intelligent engagement and experiences that deliver exceptional interactions, while generating insights that strengthen brand presence and establish a foundation for continuous optimization and measurable growth.

The SHI® Digital AI Ambassador operationalizes AI where outcomes are visible. It unifies automation, personalization, action, and immersion into a single, scalable engagement platform - transforming how people access information, complete tasks, and interact with services. By integrating advanced speech recognition, vision, digital AI ambassador rendering, and agentic and generative AI, the SHI platform delivers consistent, human-like interactions while centralizing intelligence, governance, and orchestration.

This unified approach reduces friction, improves outcomes, strengthens brand trust, and expands accessibility, equity, and usability - capabilities that are especially critical in regulated, public-facing, and experience-driven environments.

Developed in close collaboration with our strategic partners, the SHI Digital AI Ambassador brings interactive digital AI ambassadors to life as virtual assistants, guides, concierges, educators, or agents across web, mobile, kiosks, physical spaces, and immersive environments. Built on a reusable hub-and-spoke architecture, it establishes a scalable AI engagement layer that compounds value over time, enabling consistent, intelligent engagement wherever people connect.

Business value that compounds

- **Cost to serve reduction** through deflection of high volume, repeatable interactions.
- **Productivity and capacity expansion** without proportional staffing increases.
- **Experience-led revenue growth** through higher satisfaction and faster resolution.
- **Stronger trust and accessibility** through governed, inclusive AI interactions.
- **Compounding ROI**, as the same hub enables new use cases faster over time.

SMARTx environments

The SHI Digital AI Ambassador is built for SMARTx environments: high-traffic, multi-stakeholder ecosystems where real-time information, accessibility, safety, and experience quality are non-negotiable.

In **Smart Cities**, it improves citizen access and service efficiency with permit guidance, multilingual kiosks, transit alerts, and emergency communications, supporting accessibility (including 508-aligned use cases) and governance.

In **Smart Venues** and **Smart Stadiums**, it elevates guest experience while easing peak-event operations through virtual hosts, personalized recommendations, navigation, concessions help, and incident support.

On **Smart Campuses** (corporate, education, healthcare), it streamlines navigation, onboarding, service access, and training, bridging physical and digital systems to improve access, accelerate orientation, and deliver consistent, scalable experiences.

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Across all SMARTx environments, our solution delivers a unified digital front door, contextual intelligent engagement and experiences, scalable capacity without proportional staffing, and governed, secure interactions – becoming foundational infrastructure for intelligent environments.

Practical use cases across industries

Retail and e-commerce:

In-store virtual sales assistants, personalized shopping guides, and inventory queries.

- **Outcomes:** Increased conversion, improved post-purchase support, and reduced service load.

Financial services and banking:

Secure account queries, fraud explanations, and virtual concierge/vTeller experiences.

- **Outcomes:** Improved customer trust, faster resolution, and enhanced compliance training.

Real estate:

Virtual property tours, contract explanations, and neighborhood simulations.

- **Outcomes:** Higher engagement, accelerated deal cycles, and remote-first experiences.

Hospitality and travel:

Virtual concierges, check-in automation, and staff training simulations.

- **Outcomes:** Enhanced guest satisfaction, staff enablement, and operational efficiency.

Government and public services:

Policy explanation avatars, benefits guidance, and 508-aligned crisis response training.

- **Outcomes:** Increased citizen access, reduced backlog, and improved compliance.

Urban and civic ecosystems:

Public kiosks, transit updates, emergency response simulations, and civil intelligence and awareness.

- **Outcomes:** Better public communication, community engagement, and situational readiness.

Education and workforce development:

Virtual tutors, advising assistants, and interactive simulations.

- **Outcomes:** Improved learning outcomes, scalable student support, and reduced admin burden.

Manufacturing and operations:

Safety training, equipment troubleshooting, and shift-handover assistants.

- **Outcomes:** Increased safety, reduced downtime, and operational continuity.

The SHI difference

Successful AI initiatives require more than models. They require adoption, governance, and operational sustainability. We bring the experience to address organizational, architectural, and lifecycle challenges that stall other AI efforts.

Structured path from idea to adoption

We apply a structured, outcome-driven approach to ensure successful adoption and long-term value:

- Discover and align high impact use cases.
- Design human centered, accessible experiences.
- Architect and integrate securely.
- Deploy with governance.
- Optimize and scale using the same platform.

This approach allows you to move from pilot to production with confidence while maintaining control, trust, and scalability.

We deliver this solution end to end – spanning advisory and strategy through experience design, architecture, integration, deployment, governance, and ongoing optimization.

Ready to see what a Digital AI Ambassador could look like for your organization?

Connect with an SHI AI expert. Contact us at AI@shi.com.