



Increase customer satisfaction and agent productivity with AI

IBM Watson is your trusted and secure customer service partner. Watson not only delivers an exceptional self-service experience that's right for you and your customers; it helps agents find and use knowledge spread across the enterprise.

Now agents can determine the right answers to complex questions faster, while providing the best possible experience for your customers.

Results with Watson



99%

Improvement in customer response times
Source: Autodesk



85%

Customer satisfaction rate
Source: Banco Bradesco



50%

Deflection in customer email inquiries
Source: Crédit Mutuel

More ways to learn about Watson

Watson for customer care ibm.com/watson/call-center-ai

Watson for employee assist ibm.com/watson/increase-productivity



Watson Assistant plans and pricing

		Recommended	
Lite*	Standard	Premium	IBM Cloud Private
Robust free plan to get started	Unlimited plan for larger projects	For business with high security	For businesses that need to run on premises
Free	\$0.0025USD/message	Contact sales	Contact sales
10,000 messages/month	Unlimited messages/month	Unlimited messages/month	Unlimited messages/month
1 instance	1 instance	30 instances	1 instance
5 workspaces/instance	20 workspaces/instance	50 workspaces/instance	50 workspaces/instance
Pre-built content	Pre-built content	Pre-built content	Pre-built content
7 day analytic dashboard	30 day analytic dashboard	120 day analytic dashboard	N/A
		Disambiguation	Disambiguation
		Intent conflict resolution	Data resides onsite
		Leverage log data across instances	Compute isolation
		Turn logging on/off	
		Data isolation	

* To get started with your trial, you will create a Free Plan (no charge) instance of the Watson Assistant service, which is capped at 10,000 free API calls. At the end of the trial period your instance will be disabled if you do not upgrade your account to a subscription plan. You may upgrade your account at any time during the trial period. By signing up, you agree to the Terms. When you upgrade from Lite to a paid plan, you'll keep all your intents, entities, dialog flows, and chat logs.

Watson Discovery plans and pricing

		Recommended	
Lite	Advanced	Premium	
Get started free with basic coverage	Flexible plan to meet your dev needs	Higher level of security and isolation to protect sensitive data requirements.	
Free for max. 1,000 docs	Tiered environment pricing: \$500 for max. 50,000 docs \$1,500 for max. 1M docs \$3,000 for max. 2M docs \$5,000 for max. 4M docs \$10,000 for max. 8M docs \$15,000 for max. 16M docs \$20,000 for max. 32M docs \$35,000 for max. 64M docs \$45,000 for max. 100M docs	Contact sales to learn more	
Free for max. 200 news queries	Tiered news pricing: \$0.10/query for first 1–10,000 queries \$0.05/query for next 10,000–100,000 queries \$0.03/query for 100,000+ queries		
1 custom model	\$800/custom model		
Max. 500 pages of element classification	\$0.20/additional element classification page		