SPITCH

driven by voice

SOLUTION OVERVIEW

Voice-driven CRM

Automating business processes is key for customer experience improvement and cost reduction. Spitch solution adds value by allowing to recognize intent of the customer through the voice channel and trigger appropriate business processes as specific to an industry/vertical.

Gartner predicts that, by 2025, 30% of major enterprises will have selected a single, enterprise-wide, conversational platform that is leveraged as a front-end by business applications, both for customer service and for employee effectiveness improvement.[1]

Use case example (financial services):
- If all the operators are busy, the customer call is answered by the voice bot using high-precision intent recognition.
- The voice bot answers customer queries in line with recognized intents.
- Based on the voice communication with the customer, the bot allows the business process automation platform to a sales opportunity and make the personalized offer that perfectly suits the circumstances of the customer.

Business benefits:
- CRM is updated with data extracted from speech for further immediate or postponed sales actions by human agents.
- Personalized offers enabled by the CRM data history analytics.
- Sales team has no information losses thanks to the automated CRM updating. All the customer calls are served even if all the managers' lines are busy.
- Improved customer experience thanks to a quick handling of requests by voice.
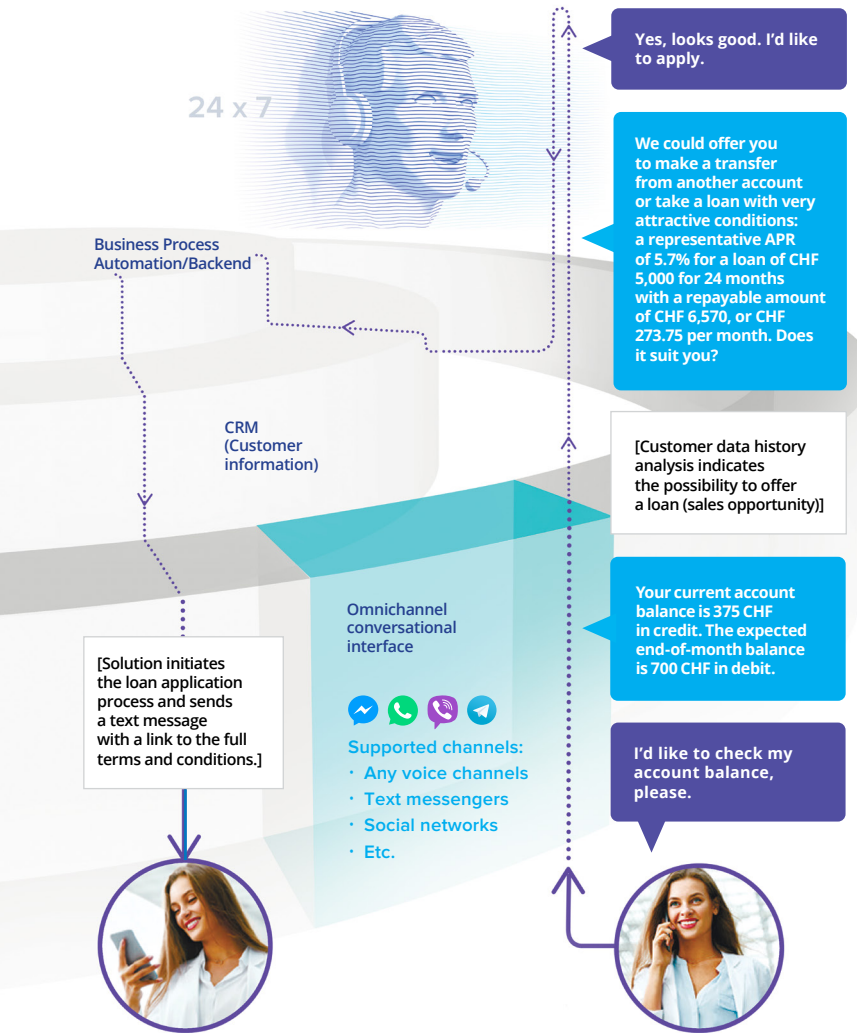- Cost saving and increased efficiency.

Further development and next steps:
Spitch's omnichannel conversational platform offers a complete array of voice tools and services that transform customer service and support by handling most standard queries automatically. Scaling up is easy by adding additional components:

Conversation parameters are captured automatically and protocolled in the CRM in real time. Off-line analysis of the archived conversations is also possible.

Text-independent and phonetics-aware voice biometrics allows to identify the caller in seconds and ensure continous identity verification throughout the conversation to increase security.

Speech analytics component works both in real time and off-line helping understand and make use of the wealth of customer data contained in audio-archives in addition to data history and big data. This helps improve personalization by adapting scripts and sales offers.

Why Spitch
- All the components of the omnichannel conversational platform come from the single vendor and work seamlessly in integration with your platforms.
- Development Tools make it easy to adapt and build new dialogues using a graphical interface, as well as fine-tune language models to clients' business domains and specific needs.

Diagram labels

Business Process Automation/Backend

CRM (Customer information)

Omnichannel conversational interface

Supported channels:
- Any voice channels
- Text messengers
- Social networks
- Etc.

24 x 7

Yes, looks good. I'd like to apply.

We could offer you to make a transfer from another account or take a loan with very attractive conditions: a representative APR of 5.7% for a loan of CHF 5,000 for 24 months with a repayable amount of CHF 6,570, or CHF 273.75 per month. Does it suit you?

[Customer data history analysis indicates the possibility to offer a loan (sales opportunity)]

Your current account balance is 375 CHF in credit. The expected end-of-month balance is 700 CHF in debit.

[Solution initiates the loan application process and sends a text message with a link to the full terms and conditions.]

I'd like to check my account balance, please.

Gartner Cool Vendor

COOL VENDOR 2019

Spitch is Cool. Recognised by Gartner.

Spitch has been named a "Cool Vendor" by Gartner in the "Cool Vendors in Speech and Natural Language" report[2], as one of only three innovative companies that provide custom-made, highly performant speech and natural language systems that move beyond what standard API and cloud offerings provide.

Trusted by a wide range of partners and customers:

swisscom · ORACLE · GENESYS · amag · St.Galler Kantonalbank · ad cubum

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1 — https://www.gartner.com/doc/3956529
2 — https://www.gartner.com/doc/3970415

Voice-driven CRM and more — the solution adds voice capability to CRM and, if required, the entire related ecosystems – Spitch voice-driven automation solution is integrated with robotised business processes and customer databases to produce personalised sales offers and enhanced analytics.

The solution comes with everything the client really needs to get started within a few weeks at a low price: licences, professional services, integration, etc.

Spitch's high-precision voice recognition in many languages makes interactions with the solution really easy and fully hands-free, even while driving a car, commuting or passing through airport lounges.

Order live demo at www.spitch.ch

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