AI to elevate human performance in CX

ASAPP

ASAPP

Empower every agent to perform their best.

Support your agents' efforts with ASAPP AI services and applications built on our AI Native® platform. Deliver optimal customer experiences and business outcomes across voice and digital channels. Improve every metric by embedding AI at the core of operations.

ASAPP offers a new approach to CX excellence: Solutions that seamlessly integrate machine learning throughout every workflow to push your organization to new heights. Achieve breakthrough results across the board, gain deeper insight into operations, and provide the best experience possible for both customers and agents.
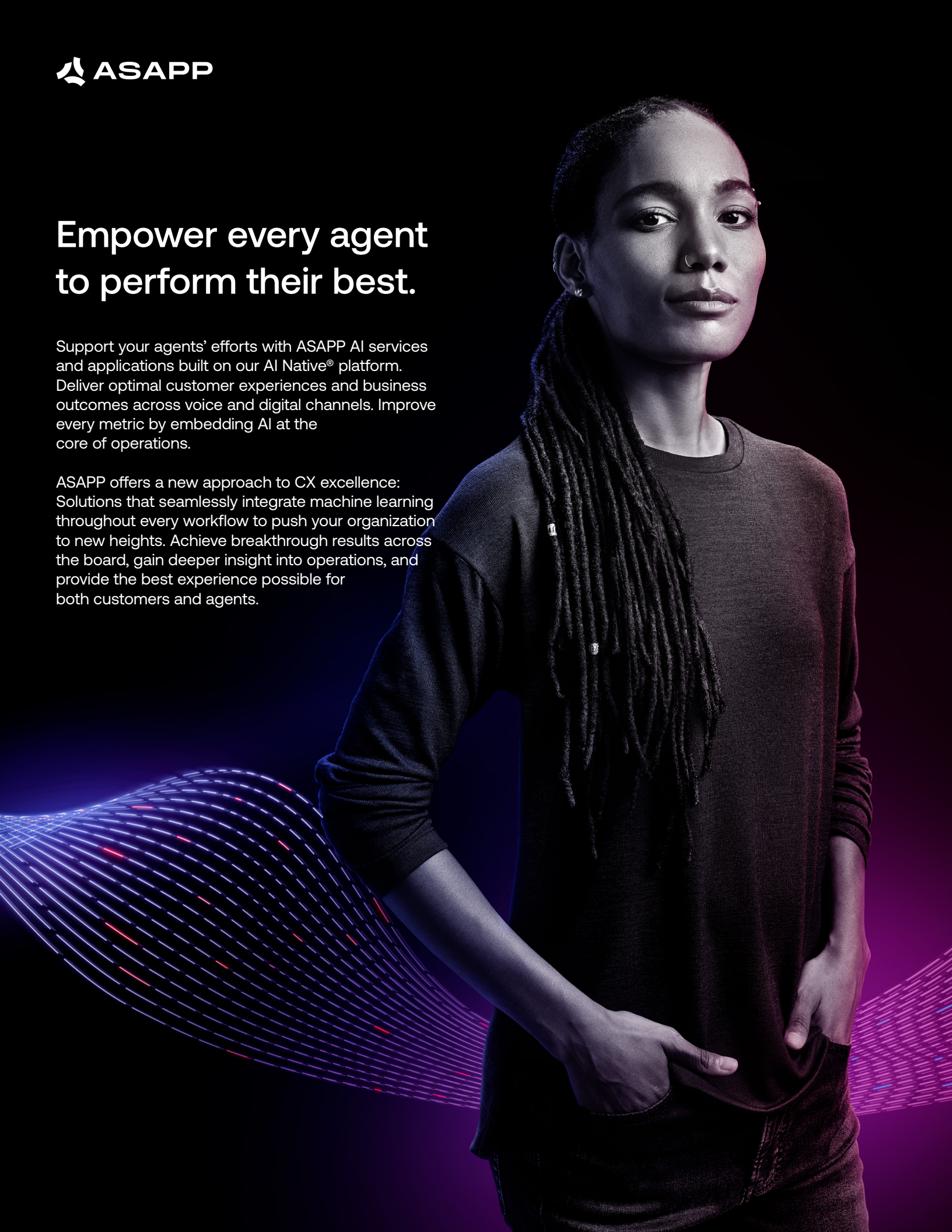
Solutions for CX Teams

Meet real-world challenges with the power of AI

CX leaders face a myriad of competing expectations. Our suite of AI services and CX applications makes it easier to tackle these common challenges and more.

Optimize support and sales with AI integrated throughout every workflow

- **Improve agent effectiveness** by providing live guidance throughout every interaction

- **Increase agent efficiency** by engaging AI-driven automation to optimize workflows

- **Improve CSAT and NPS scores** by providing personalized service and fast, accurate issue resolution

- **Grow sales and retention** by helping agents say and do the right thing at the right time
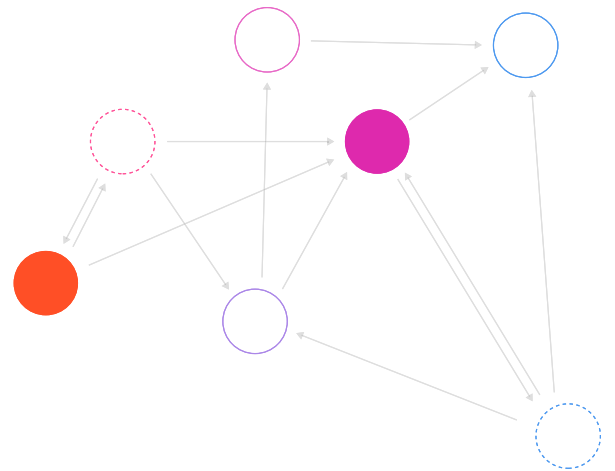
Maximize operational performance with deeper insights from machine learning

- **Elevate speech analytics** by transcribing every call in real time with a high level of accuracy

- **Advance quality management** by using immediately actionable insights to coach agents' performance

- **Reduce agent attrition** by providing better training, meaningful support, and tools your team will love

- **Build better self service** by engaging machine learning to inform your automation flows

ASAPP
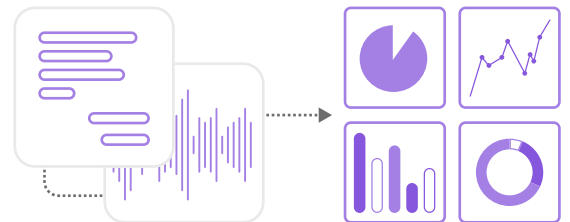
Get immediate value with easy-to-deploy services

Choose from a library of services designed to improve contact center efficiency. Incorporate one or all into your existing environment with API, SDK and plug-in options—and start seeing results fast.

JI JourneyInsight
Analyze agent activity across systems, matching words with actions to identify ways to streamline workflows.

Ac AutoCompose
Cut message crafting time in half. Provide optimal response suggestions at every turn of the conversation.

AT AutoTranscribe
Capture highly accurate speech-to-text transcription in real time, with advanced ASR technology applied to every call.

As AutoSummary
Automate the creation of disposition notes. Save significant time and generate structured data ready for analytics.

CI CoachingInsight
Improve quality management with real-time visibility into every interaction and actionable insights into agent performance

Aw AutoWorkflow
Reduce the time it takes for agents to address customer needs by automating routine processes in their workflow.

AM AsyncMessaging
Engage with customers where and when they want with intelligent, asynchronous digital communication

VA VirtualAgent
Satisfy customer needs without agent intervention. Support self-serve with automation informed by machine learning.

Multiply your benefit

You'll get value from every individual AI service you deploy. And you'll get even greater value when you use several together. The network effect of using multiple AI services makes each one of them better for you.

Drive powerful performance gains across your organization

Further enhance operations by employing comprehensive applications that seamlessly blend AI with human activity.

Digital Interactions

Advance digital engagement with AI-driven asynchronous messaging

Move beyond basic chat. Better serve customers on mobile and web with intelligent, asynchronous communication.

Our Digital Interactions application provides an experience both customers and agents will love. It guides your agents on exactly what to say and do throughout every interaction to address customer needs quickly and accurately. Plus, it automates a lot of their effort away, composing responses, managing routine tasks directly, and crafting summary notes for them.

| Ac | Aw | As |
| Ci | Am | Va |
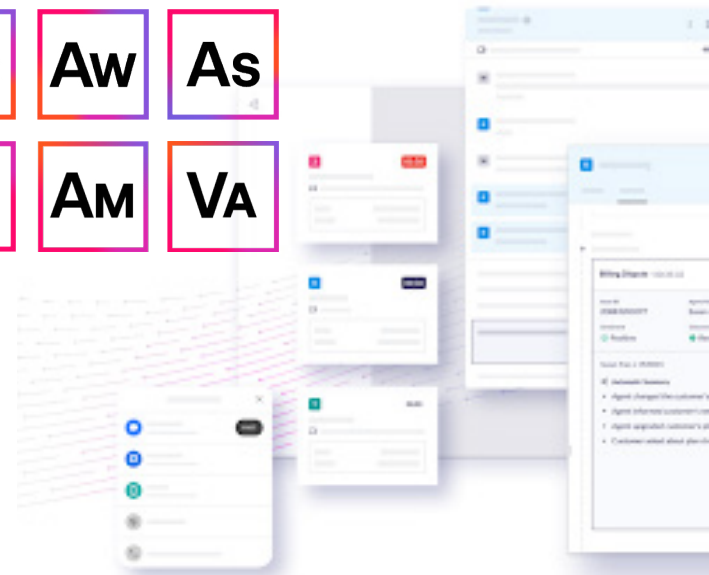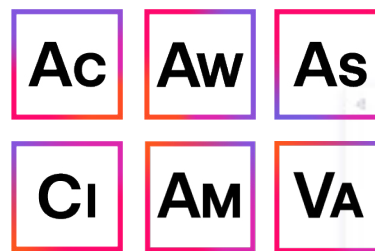
Agent Journeys

Learn, analyze, and automate agent workflows

Understand exactly what it takes for agents to address customers' needs—then identify opportunities to streamline.
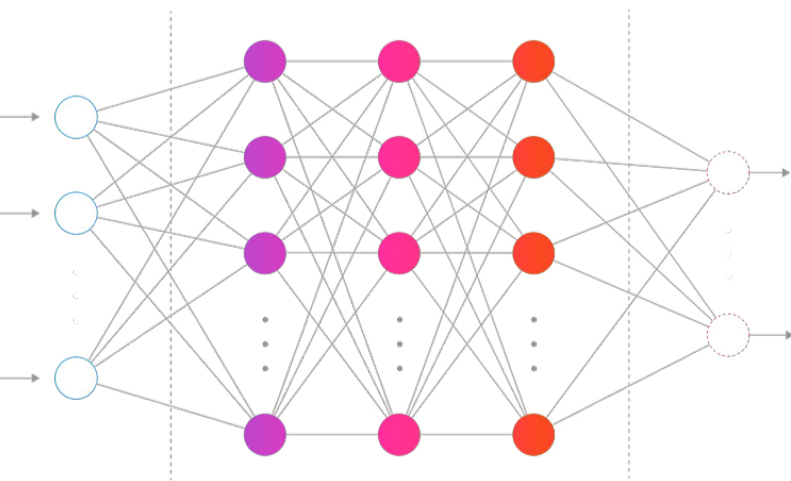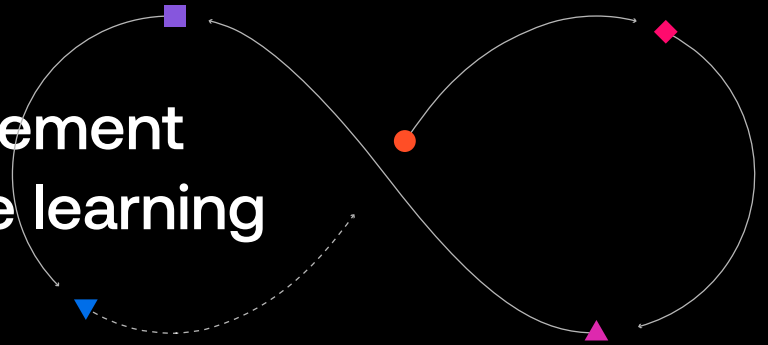
Our Agent Journeys™ application gives you detailed insight into what your agents say and do in response to each customer intent. It then helps put this insight into action by automating time-consuming tasks, reducing agent effort and time to resolution.

| Ji | At |
| Aw | |

Our platform

Fuel continuous improvement with advanced machine learning

Count on powerful AI Native® technology to elevate performance in your CX organization. Your ASAPP services and applications are fed by our platform's robust machine learning engine, with models tuned specifically for your business.

As you use the services, our ML models analyze agent activity and customer behavior, continuously learning to improve the effectiveness of recommendations, automation, and insights—and drive increasing benefits over time

"It's clear ASAPP is doing something different—building from the ground up with research scientists actively engaged in innovating and helping drive the product vision."

Zach Thomas, Contact Center Technology

American Airlines

Driven by world-class research

Our platform and suite of services are informed by an R&D team pushing the boundaries of AI and machine learning to achieve high-impact performance in customer care.

We employ the largest group of CX-focused AI researchers and data scientists, and are constantly working to advance the fields of task-oriented dialogue, natural language processing, and speech recognition.

"We continuously push the limits of what's possible with AI, always with an eye on real-world business impact."

Kyu Han, PhD, Sr. Director, Speech Modeling, ASAPP
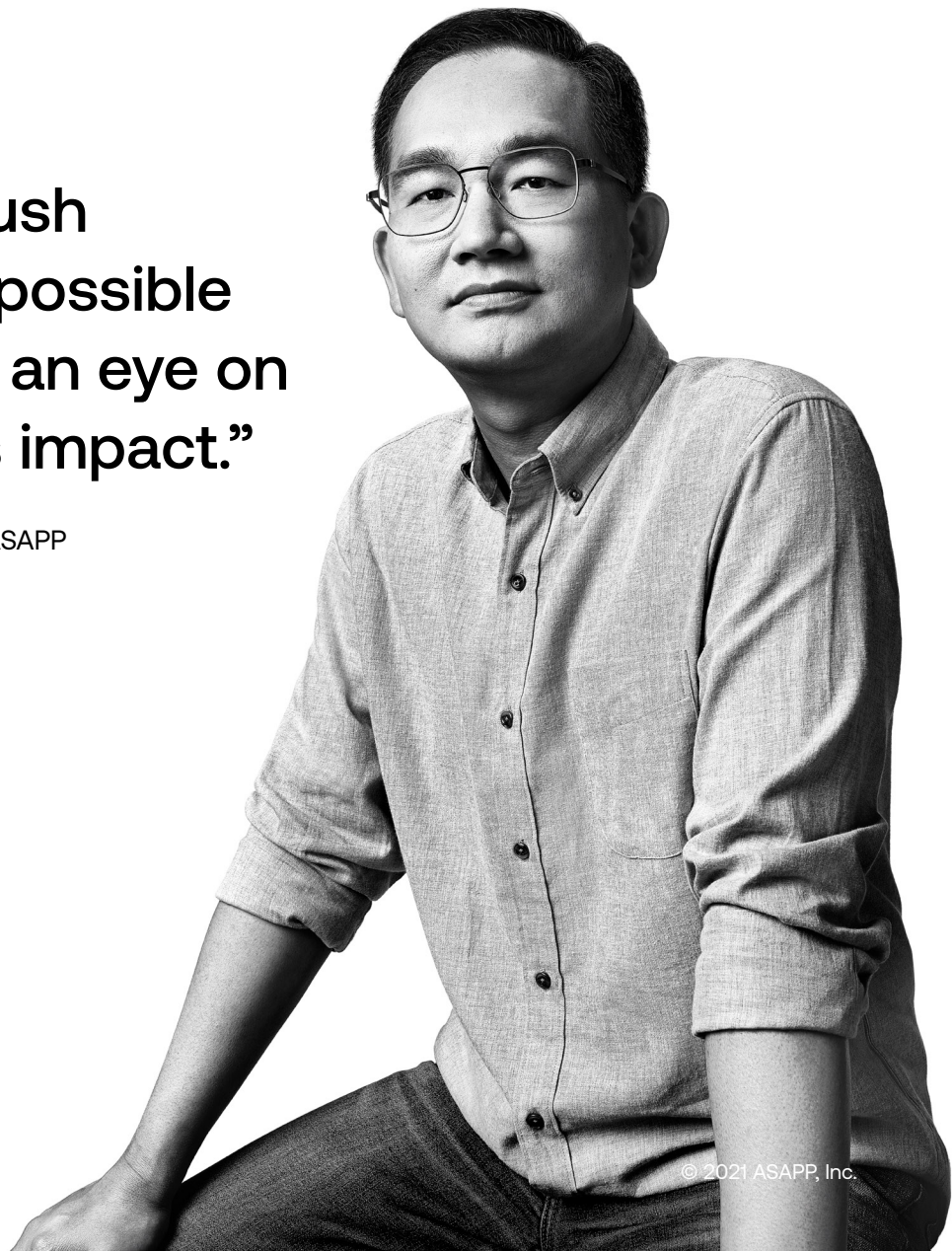
ASAPP

You can have it all with ASAPP

Radically improve sales and support

→ Optimize agent efficiency

→ Improve operational insights

→ Increase customer satisfaction

→ Maximize organizational throughput

Examples of the value we deliver for our customers

↑86%
Increase in **agent productivity** for a US airline

↓52%
Reduction in **cost per interaction** for a top 3 cable company

↑3.2x
Increase in **sales productivity** for a global network operator

↑45%
Increase in **NPS scores** for a global network operator

↑138%
Increase in **first contact resolution** for a US airline

↑127%
Increase in **organizational throughput** for a US airline

ASAPP

Access deep product, technical, and CX expertise

When you choose ASAPP, you get best-in-class technology—and a whole lot more. We work with you on the best possible deployment and stay engaged on an ongoing basis to continuously fine tune our approach against your KPIs.

You have the opportunity to tap into the expertise of CX veteran practitioners with more than 60 years of operational experience, data scientists with a breadth of knowledge about what's possible with machine learning, and product specialists with deep understanding of contact center operations.

Our approach is collaborative, consultative, and results driven.

Get started fast and see value from day one

At ASAPP, we're reimagining what's possible when you apply advanced AI to real-world business problems in creative ways. Our technology is designed to help CX teams perform at their peak, powered by innovation at the forefront of AI and machine learning.

Leading companies are using ASAPP to modernize care and grow sales revenue across digital and voice channels. Our customers have been able to double productivity, all while increasing customer satisfaction and providing a superior experience for agents.

Let us show you how. Contact us at ask@asapp.com.