SHOBDO

Powerful insights from business-critical keywords

Millions of stories, waiting to be heard

What is Shobdo?

Shobdo is a **speech keyword spotting solution** that provides brands with **actionable insights by recognizing specific words & keyphrases** from audio recordings through machine learning models.
(e.g.: measuring communication effectiveness from sales rep-customer conversation)

Amaryllis Liampoti

Capture ~~Soundbites~~ Insights.

- Understand your market better
- Make sure your **field force is communicating just the way you want**
- Gather acute insights to drive efficiency & to provide remarkable customer value
- Detect **best and poorly communicating Sales Reps**
- Detect **most common causes of communication failure**
- **Tweak brand communication** based on insights generated from the previous campaign

How it Works?

Identify keyphrases or keywords that you want to recognize.

Record and collect audio clips consisting of those elements.

Annotate audio clips to identify the required elements

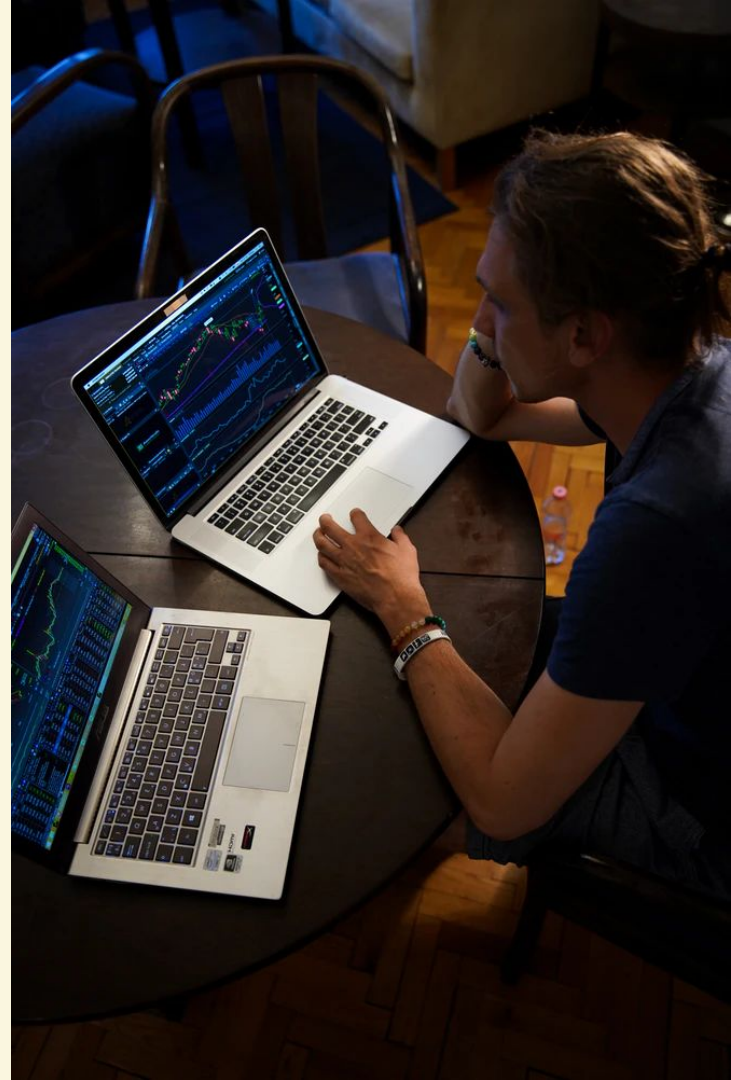Train, build, and optimize machine learning models.

AI models will recognize the keywords

Analytics models will generate use-case specific, actionable insights

Where it Can be Used?

- **FMCG brands** can measure and optimize efficiency of **communication by sales reps to retailers and customers**
- Organizations with **large call center** operations can get insights on customer complaints and queries
- **Banks** can implement this solution to understand verbal customer queries and request and **provide automated services**
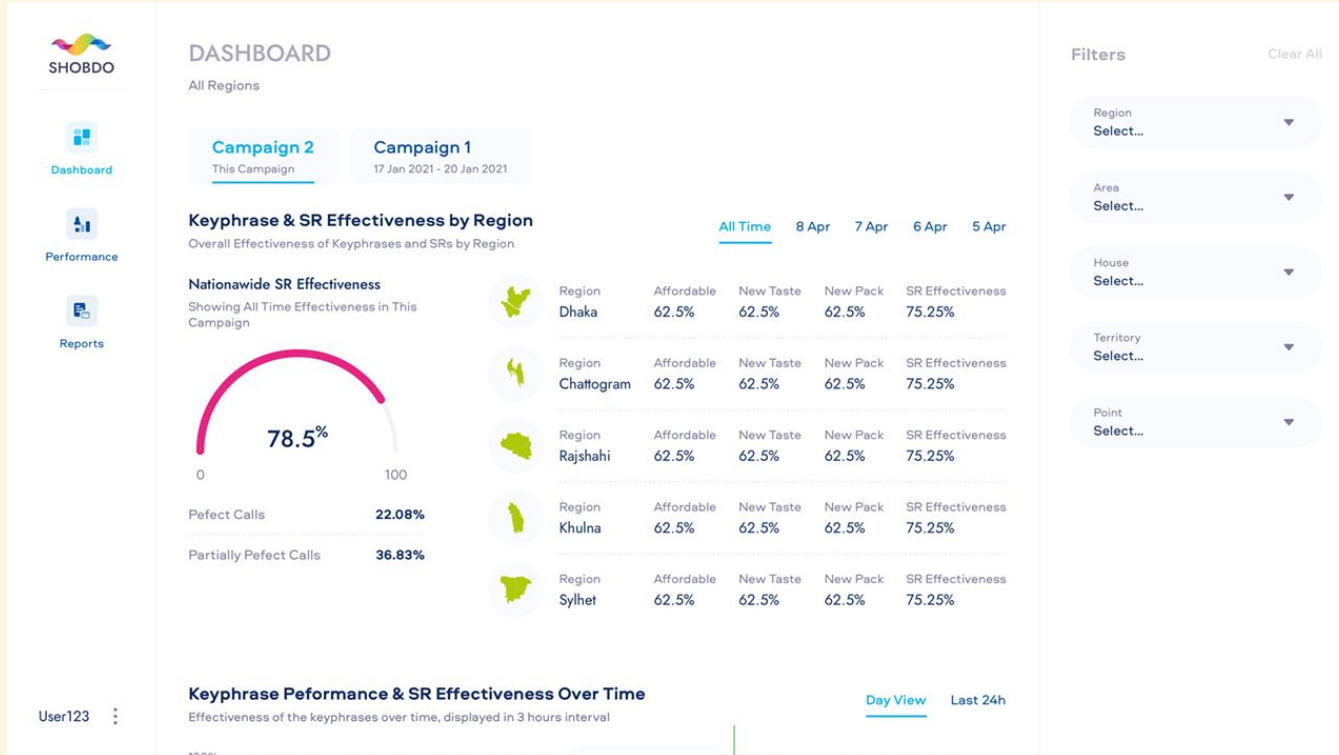- Keyword assisted automated operations of home-appliances

Success Story.

Our current client **BAT Bangladesh** is being able to

- Target **30% improvement** in overall SR communication within 3 months for **5440 Sales Rep**
- Compare geography wise brand communication performance and take improvement actions accordingly
- Detect Sales Reps with worst communication performance and take them through remedial steps to improve their communication performance
- Reward best performing SRs and creating an environment of positive competition
- Detect most common causes of communication failure

Get **remarkably impactful insights** in a **near real-time interactive dashboard.**

Get region-wise/subset-wise communication performance reports.
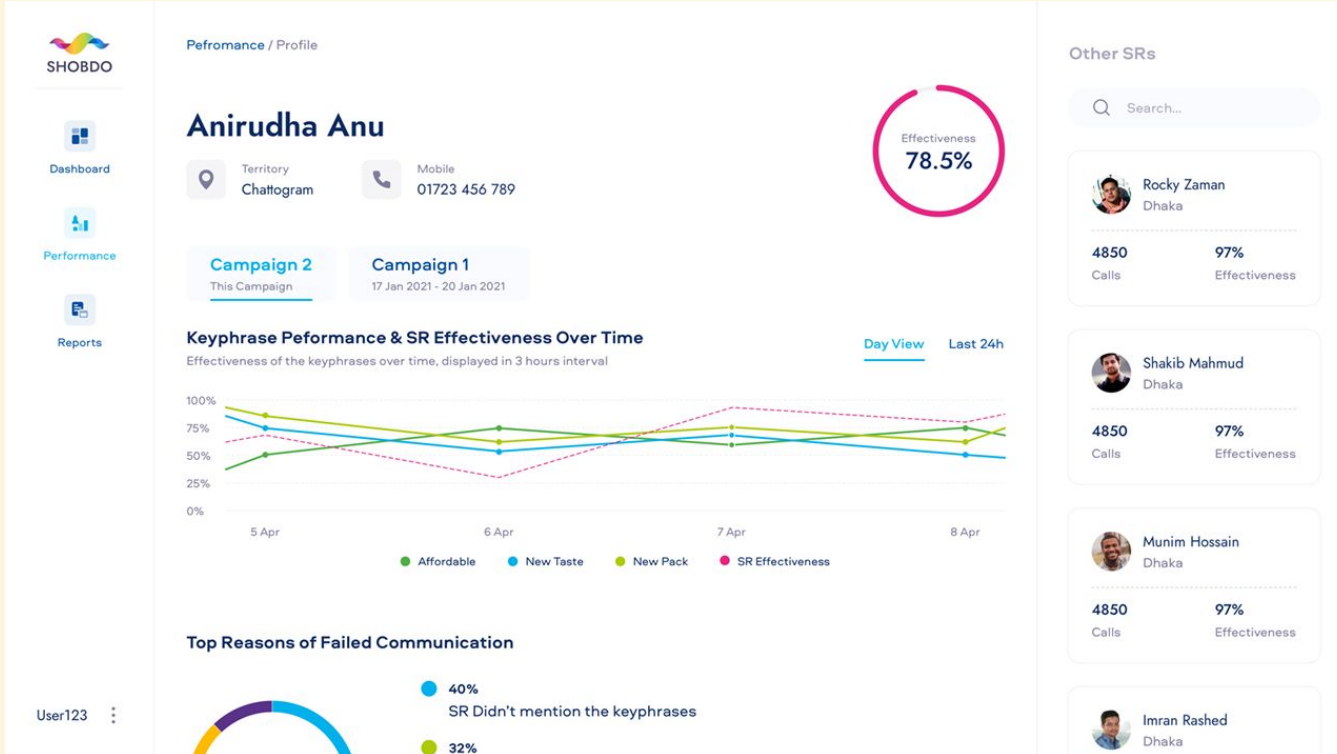
Identify best and least performing sales representatives.

Get detailed analytics of each sales rep's performance

Review details of each clip, and make comments for improvement

Pefromance / Profile

SHOBDO

Dashboard

Performance

Reports

Other SRs

Details

0:00/4:58

Date	Time	Region	Retailer ID	Audio ID
12 Jan 2021	12:56 PM	Chattogram	01723456789	VQ52486E

Keyphrases

✓ Affordable   ✓ New Taste   ✓ New Pack

Edit Keyphrases

Write comment...

Add Comment

Comments

RM-Dhaka
Thu 25 Mar, 2021; 2:55 PM

This audio clip doesn't sound authentic. Can we review it and see if the call was valid?

User123
Thu 25 Mar, 2021; 2:55 PM

The keywords were mentioned but the message wasn't complete. Please follow-up with the SR.

Zaman

97%
Effectiveness

Mahmud

97%
Effectiveness

Hossain

97%
Effectiveness

User123

Date	Region	Duration	Keyphrases	Comments
Time	Retailer ID	Audio ID	Note	

Imran Rashed
Dhaka

About Intelligent® Machines

7 products live in Bangladesh and Myanmar, 11 in development

- Manufacturing AI (2 products)
- Enterprise Analytics (3)
- Language AI (4)
- Trade Marketing AI (5)
- FinTech Solutions (3)
- People AI (1)

64-member strong

- **22** deep learning engineers
- **11** data scientists
- **5** data preparation leads
- **10** product engineers
- **1** call center lead
- **4** product designers
- **5** product managers
- **2** communication resources
- **4** in corporate functions

And, 267 data preparation resources in pool (assignment basis)

Let's find new islands of opportunities, **together.**
Reach out to us at: now@intelligentmachin.es