

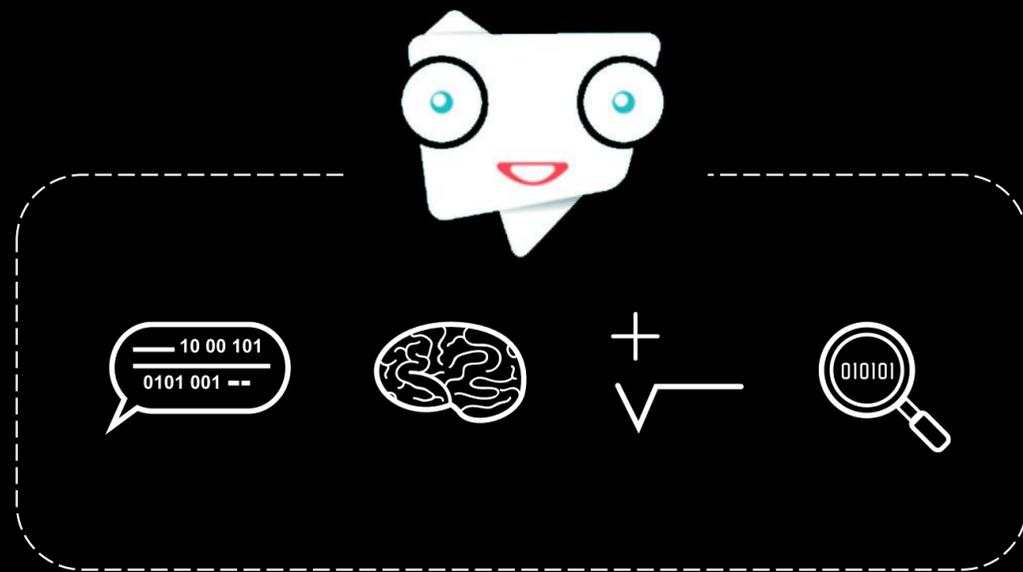


***Pobuca Customer Voice & Knowledge:
Leverage AI to analyze customer feedback***

AI here and now

NLP to engage your customers

AI understands natural language and automates Customer Service



Analytics to empower your people

Machine Learning analyses big data for CX personalization



The challenge

Bring customer experience in the new era

Traditional retail



Omnichannel era



The
challenge

Can we do better with AI?

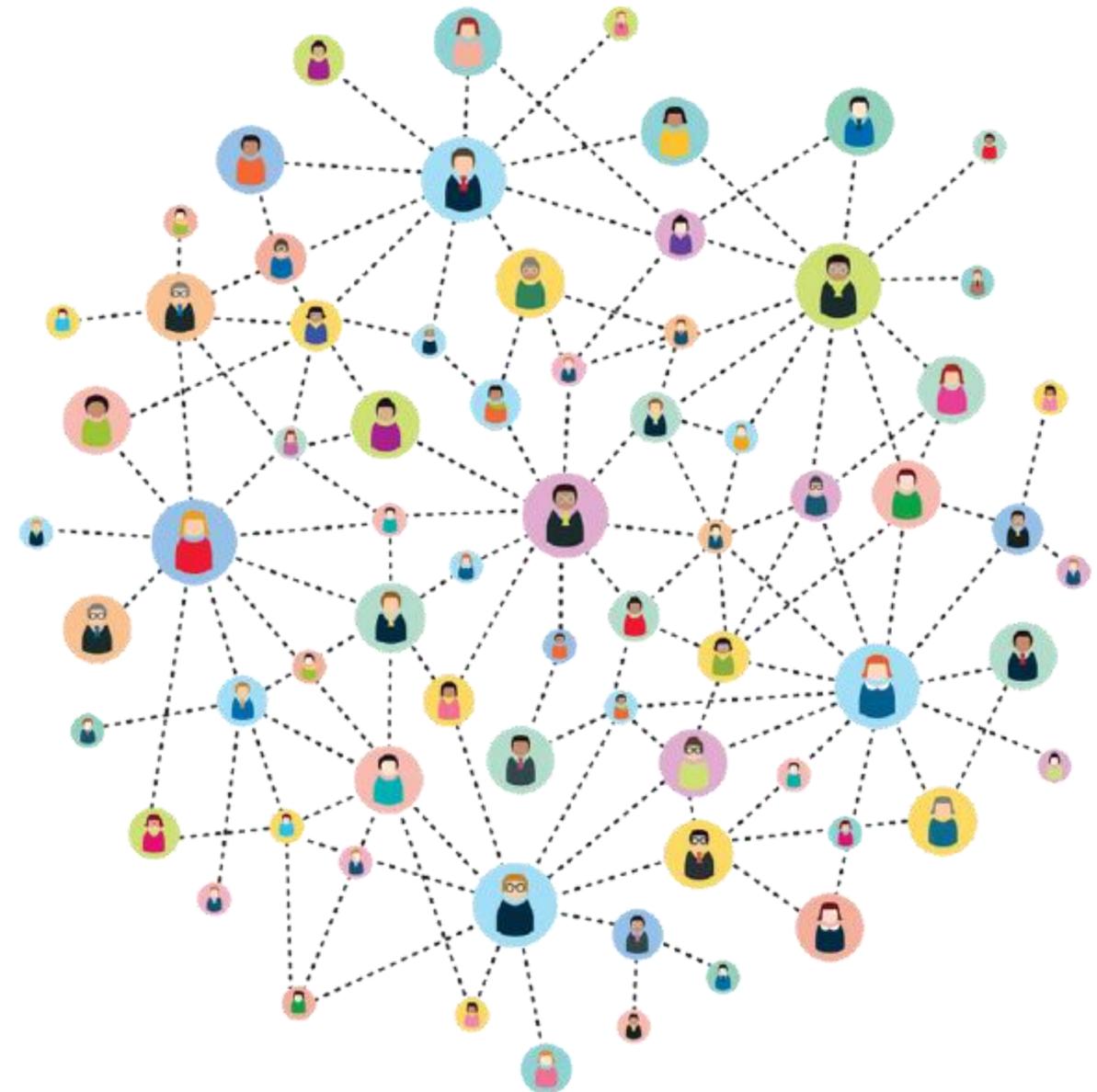
Customers talk all the time - how can we extract insights from thousands of them?



Dark data

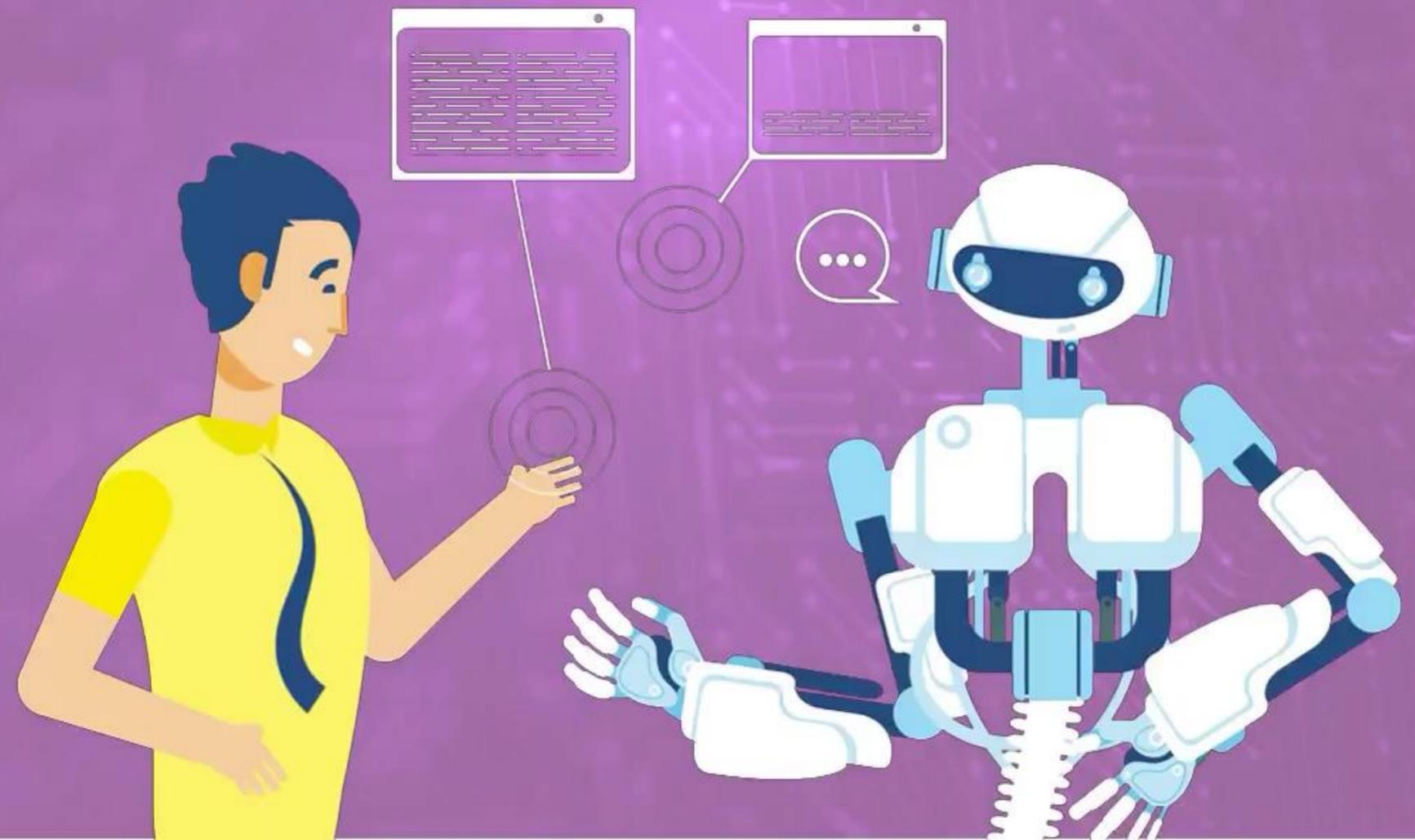
Unstructured data from customers & employees that can be used by AI to derive insights

- Free text documents like emails
- Chats and social media posts
- Voice recordings from call centers
- Employee notes



I am going to speak on an AI webinar about Natural Language processing. This is the introduction of my presentation: The recent advancements in AI and Machine Learning are going to... *change the way we live. Speech recognition, text understanding, vision, and robotics are going to impact every industry. While all of these are important, I believe that the most impactful AI application that is going to change the way we live is Natural Language processing (NLP). NLP is going to change the way people interact with computers and with each other.*

 **OpenAI**



Pobuca Customer voice

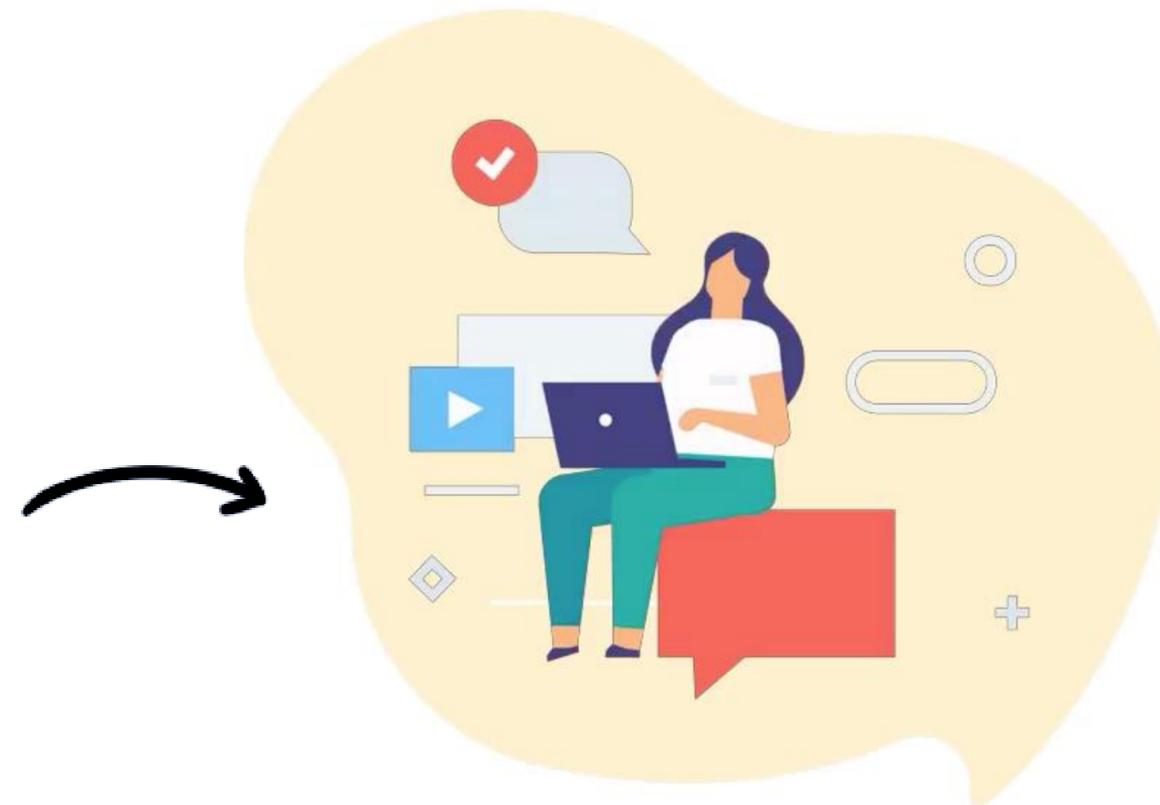
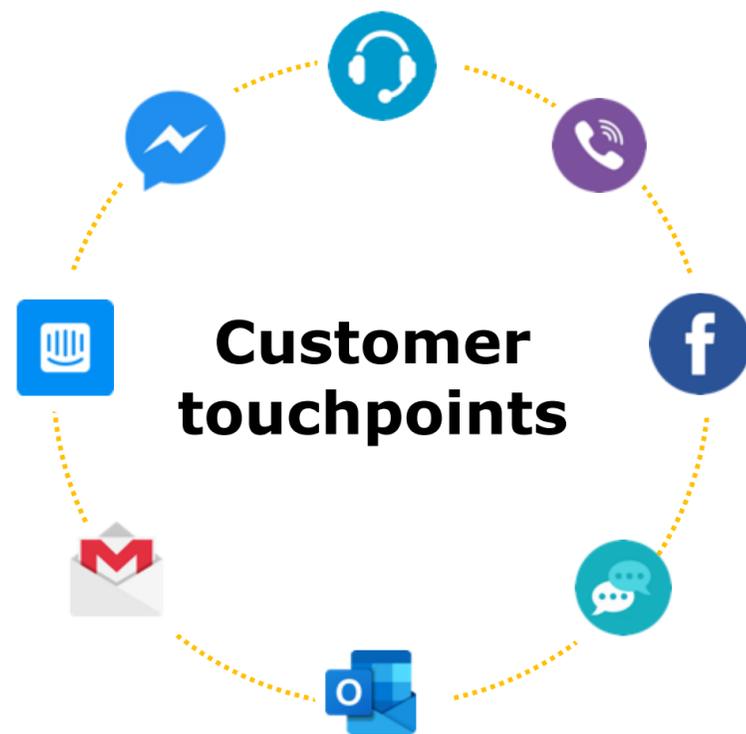


Pobuca Customer voice leverages AI to **analyze** conversations from all consumer **touchpoints** and extract **customer experience alerts** and **insights**.



Pobuca Customer Voice

How it works

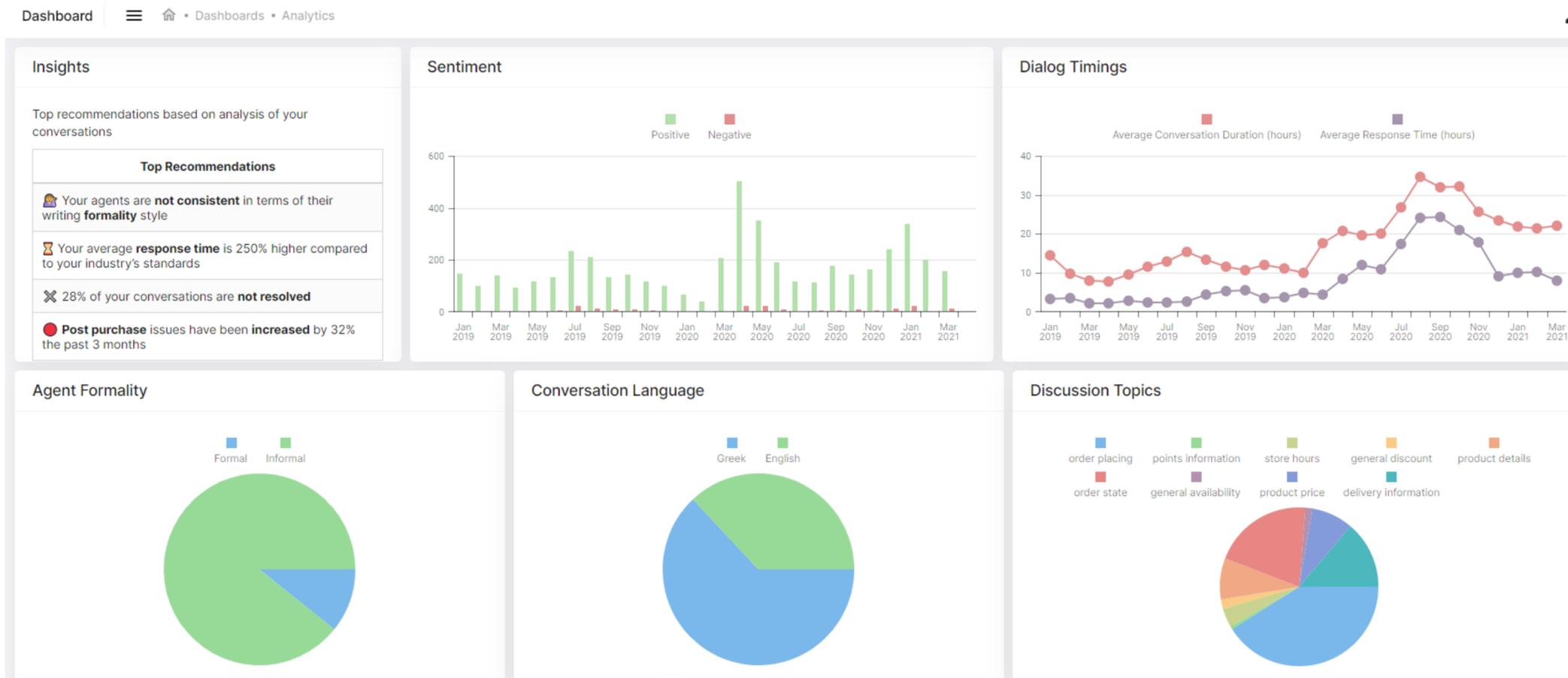


- **Identify** your customers
- **Analyse** what they say
- CX Alerts to **take** immediate actions
- Insights to **improve** your brand



Pobuca Customer voice

Core functionalities and integrations



You a very bad customer services in limassol

Sentiment: Negative ✓ ✕

You have a very bad customer services in limassol.

Sentiment: Negative ✓ ✕

Dear Sarah, thank you for your message. Our clients' feedback is very important to us. Could you please send us your contact details so that a Customer Service Representative can contact you? Always at your disposal.

Sentiment: Positive ✓ ✕ Agent_Intent: resolve ✓ ✕

When I paid in the counter, nobody told me that I must to claim in the warehouse, and must to find the warehouse on road. If I only knew this is a your company system I will not to order. Bad system. The customer must to claim in the counter where they pay for the small items, it is not their duty to find your warehouse

Sentiment: Negative ✓ ✕ Customer_Intent: need help ✕

Benefits

Enhancing brand and customer retention

- ✓ Provide **personalized and proactive customer** experience by segmenting your customers
- ✓ Identify and leverage **potential ambassadors**
- ✓ Evaluate and **improve marketing campaigns**
- ✓ Potential **crisis prevention**
- ✓ **Non-intrusive** for the consumers
- ✓ **Reduce costs** related to complaint management



Pobuca Knowledge



The need

3 steps to improve your customer service

1

Share knowledge

2

Automate processes

3

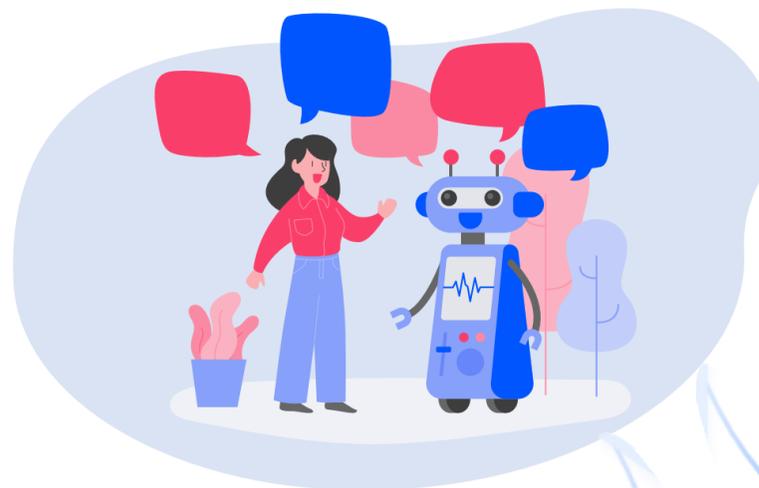
Engage your agents



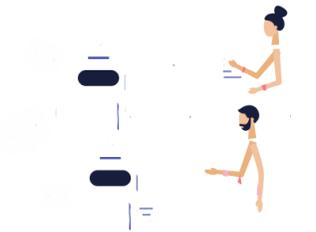
Pobuca Knowledge leverages AI to **analyze** conversations from all customer **touchpoints** to **extract Q&As** for your **knowledge base** and **engage your customer service** agents.



Customer touchpoints



Automatically train
your bot



Generate Q&As
to **build** a knowledge base



Evaluate and empower
your agents

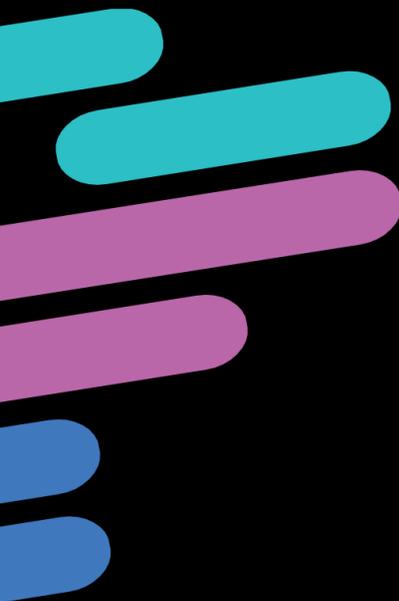


Benefits

Improve your customer service

- ✓ **Share knowledge** across your customer service agents & bots
- ✓ Evaluate and **improve your customer service**
- ✓ Identify bottlenecks and **automate your customer service** workflows using AI bots
- ✓ **Reduce costs** related to complaint management





Thank you!

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