

## **Shobdo: Keyword spotting AI**

Shobdo is a speech keyword spotting solution that provides brands with actionable insights by recognizing specific words & keyphrases from audio recordings (e.g.: sales rep-customer conversation, call center recording, specific set of instructions, or any important business conversation) through machine learning models.

### **How it works:**

- Identify keyphrases or keywords that you want to recognize. For example: brand names, position statements, value propositions, etc.
- Record and collect audio clips consisting of those elements
- Annotate audio clips to identify the particular elements & feed the annotated data to machine learning models
- Train, build, and optimize machine learning models to recognize selected keywords and keyphrases
- AI models will recognize the keywords and keyphrases in live market communications
- Analytics models will generate use-case specific, actionable insights from the data

### **Use cases:**

- 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, and ensure a positive customer experience recognizing right set of keywords
- Banks can implement this solution to understand verbal customer queries and request and provide automated services/information based on the requirements
- Keyword assisted automated operations of home-appliances

### **Client case study:**

One of the leading global FMCG brand is using Shobdo to -

- measure near real-time brand communication effectiveness of 5400+ sales reps in 740K+ retail outlets of Bangladesh
- reach a target of 20% improvement in overall SR communication in 3 months
- tweak the brand communication message itself based on insights generated (e.g.: shortened message length to ensure best delivery)
- gather detailed communication analytics like: best time of the day for message communication, ideal message sequence, ideal message composition & ideal duration of calls
- detect most common causes of communication failure
- reward best performing sales reps - creating an environment of positive competition
- Identify sales reps with relatively poor communication performance and ensure corrective measures for continuous improvement
- monitor usage of negative or competitor brand mentions in brand communication