



The Generative AI Contact Center

Leveraging Advanced Language Models to Solve Complex Business Challenges



Vision



Speech

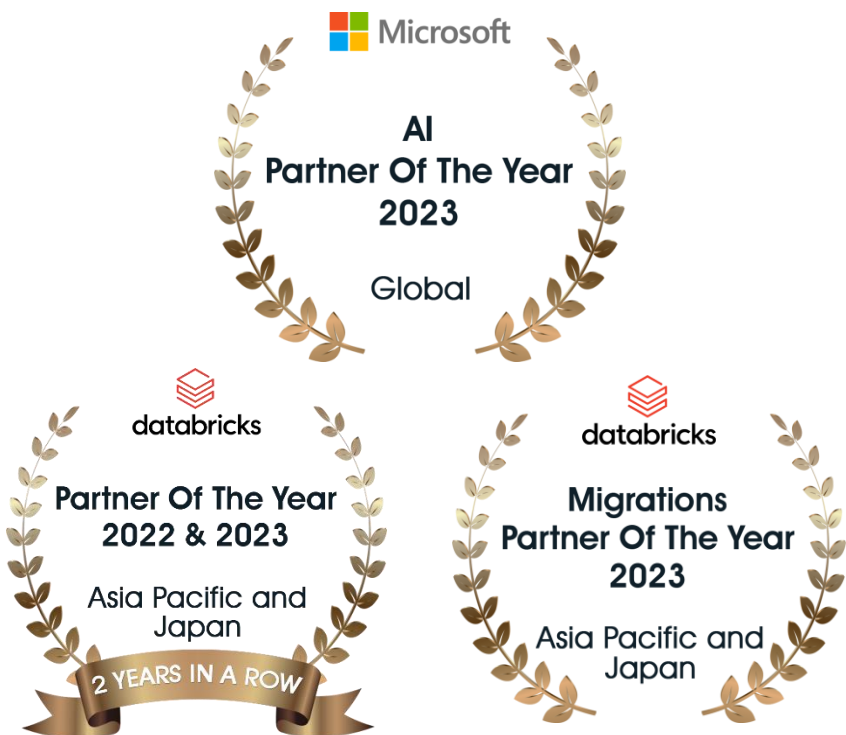


Language



Decision

Our Specialization and Strength



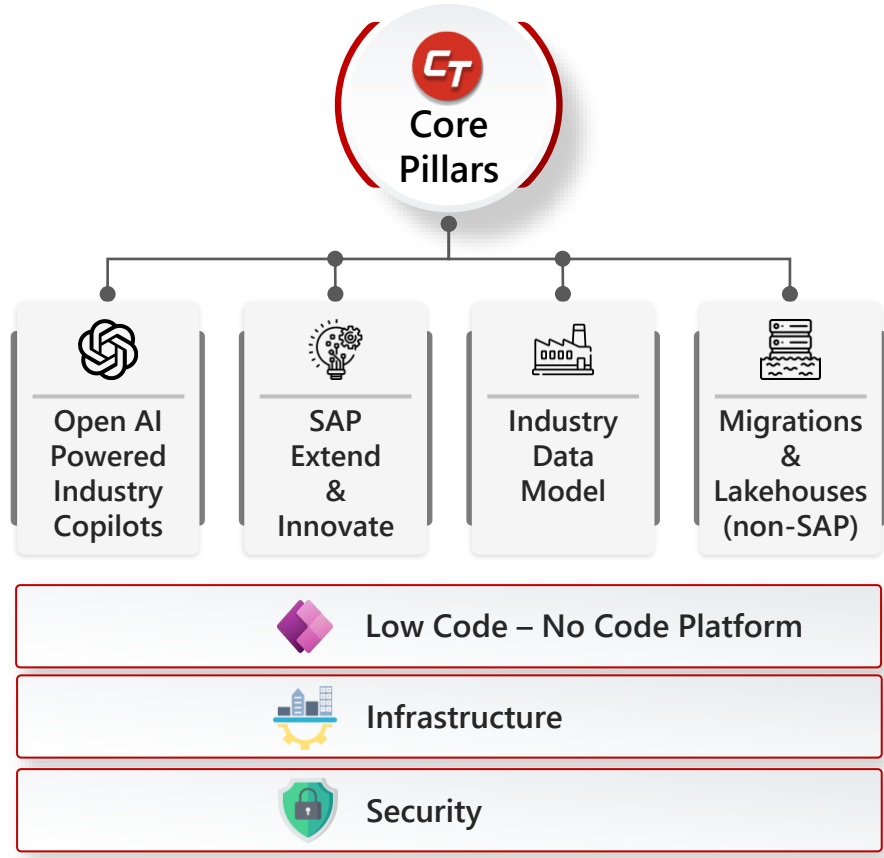
Partnerships



800+
AI experienced professionals

500+
AI Certifications

3000+
Employees



Industries We Serve



Customer Engagement Center

Contact center



Largely centralized



Resolving problems, providing advice, administrating sales



Integrating new channels, move to multi-channel experience



Reactive, scripted, controlling



Operational, cost

Type of working ▶

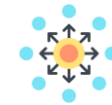
Focus ▶

Challenge ▶

Approach ▶

Centricity ▶

Engagement center



Largely distributed, decentralized



Positive experience, lifetime value



Omnichannel, integrating departments – move to end-to-end solution



Omnichannel, integrating departments – move to providing end to end solution



Proactive, collaborative and unique



Contact Center Challenges

- Technology witnessing non-linear exponential growth in all directions
- Shift in customer behavior with increasing expectations
- Contact center leaders are often lost in numbers (i.e. SLAs, FCRs, TATs, etc.) unaware of interaction insights
- Shortage of skilled labor pushing limits on managers to optimally plan workforce and balance SLAs

Four investment pillars

Customer experience



- Omnichannel customer engagement
- Customer self service capabilities

Contact center agent convenience



- Unified agent desktops
- Virtual agent assist

Supervisors & Managers



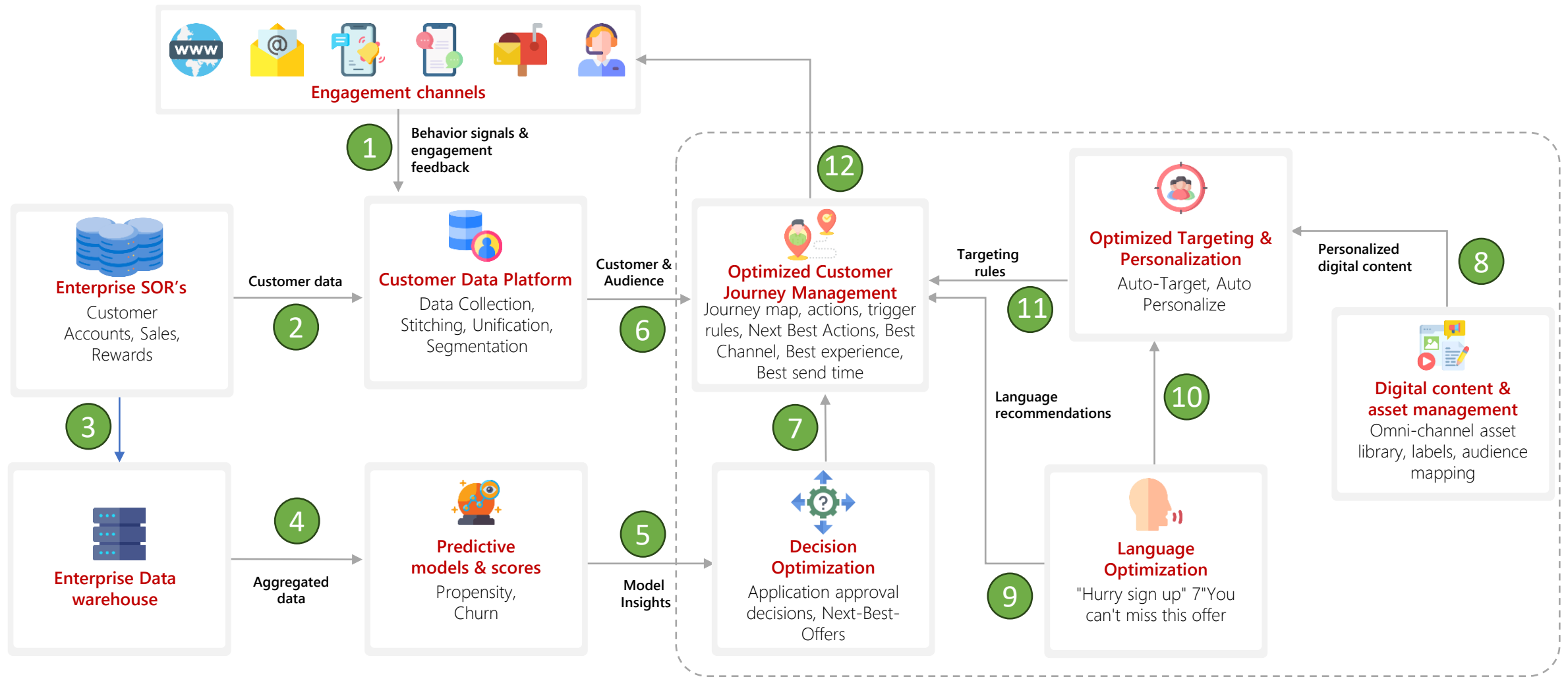
- Live & smart monitoring
- Advanced workforce management

Backoffice capabilities

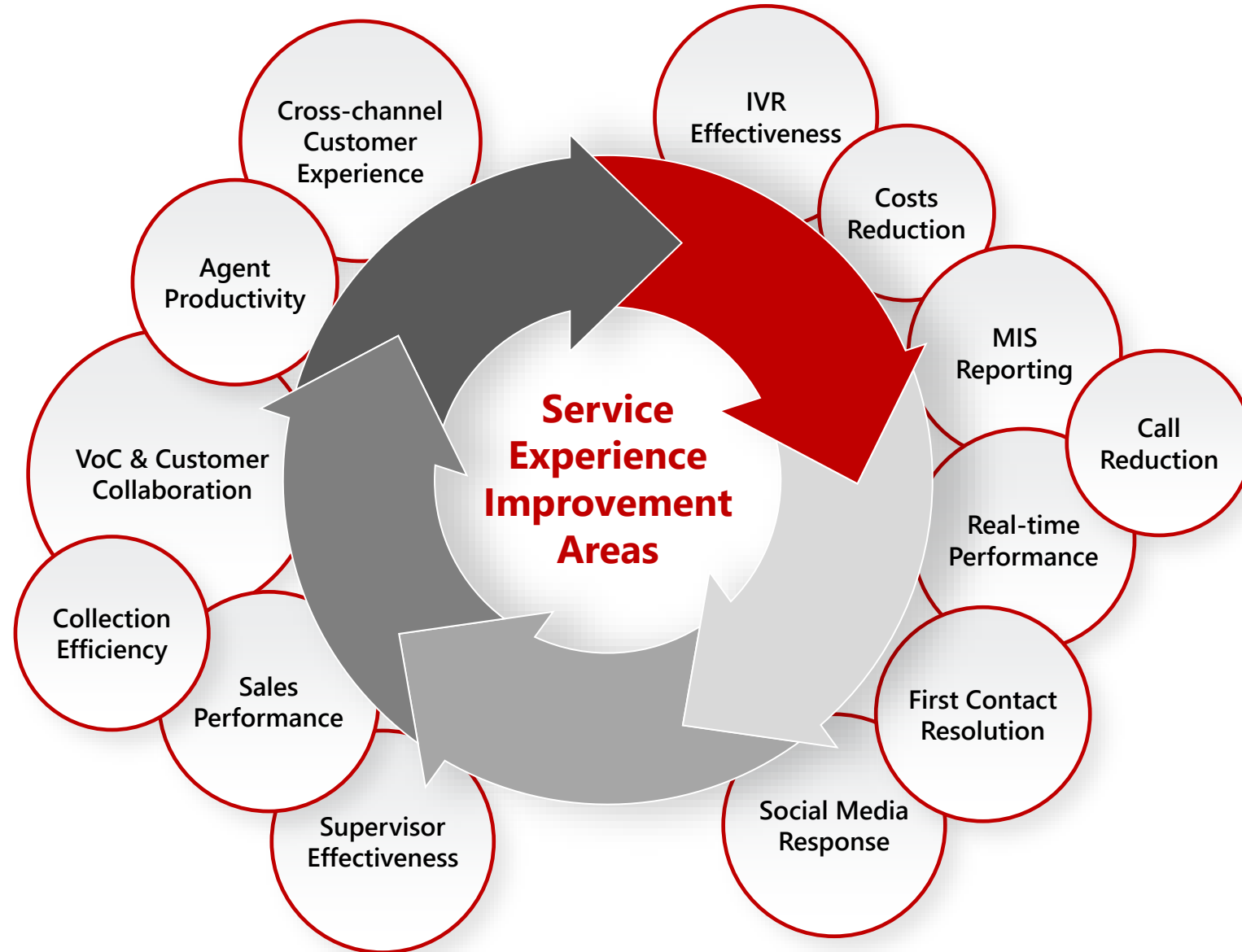


- AI-backed advanced analytics
- Automation

Customer engagement center - Footprint



Key Business Result Areas



Our Journey with LLM

2017

CT deploys LSTM model for a food rating app

2019

Builds a content recommendation engine using embeddings and LSTM-AWD

2021

CT Deploys SBERT based search engine for largest Mobile Advertising Company in India. BERT based ontology creation for an investment bank

2023

20+ Solution Accelerators using GPT 3.5/4,
35+ deployments of Azure OpenAI,
65+ active engagements,
12+ industries served,
350+ members OpenAI team

2018

CT deploys an NLP based querying engine for TCL

2020

CT-Miner is launched. Thermax becomes the first customer. They will use BERT based system for extracting valuable information from RFPs

2022

Enables MSFT Dream demos with GPT-3 for one of the Telco to summarize calls. Deploys 15+ projects globally using GPT-3 and/or BERT.

Intelligent Assistants



Engagement Center Solution

Business Scenario



- Call centers struggle with high call volume and inefficient processes, resulting in poor customer experiences and low agent productivity.
- Call center managers lack visibility into their teams' performance and struggle to identify areas for improvement.
- There is a need to enhance call center operations through the use of advanced technologies and data-driven insights.

Solution



- Speech Analytics solution provides real-time insights and recommendations for call center agents, allowing them to improve their performance and provide better customer service.
- The solution also offers post-call summarization and auditing, allowing call center managers to review and analyze calls for quality assurance purposes.
- The system utilizes advanced natural language processing algorithms to transcribe and analyze calls, providing insights into customer sentiment, call duration, and other key metrics.

Audience



- Call Center managers and supervisors in various industries, such as banking, healthcare, telecommunications, and retail.

Value Proposition



- Enhanced customer experiences through real-time insights and recommendations.
- Improved call center efficiency and agent productivity.
- Reduced call volume and increased customer loyalty.
- Streamlined quality assurance processes.

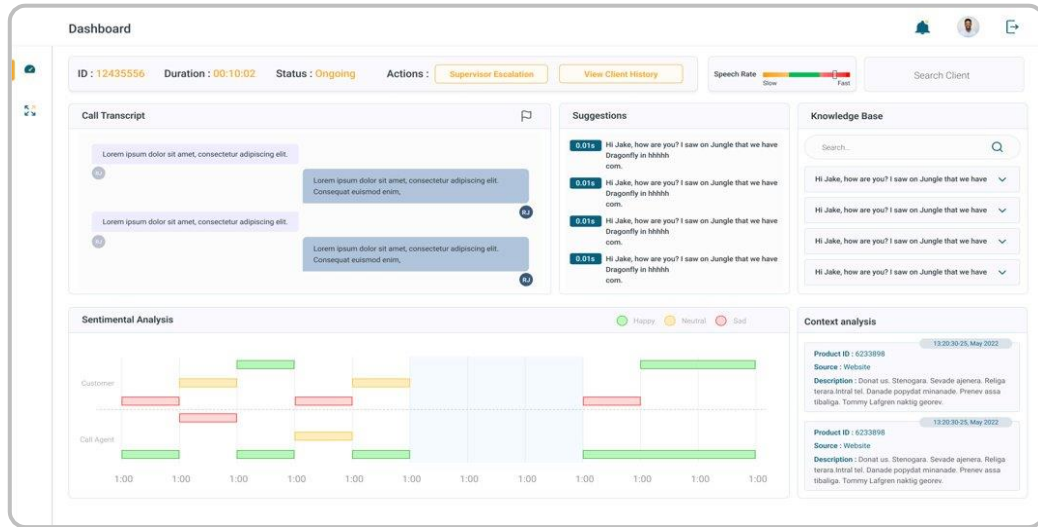
Impact Outcome



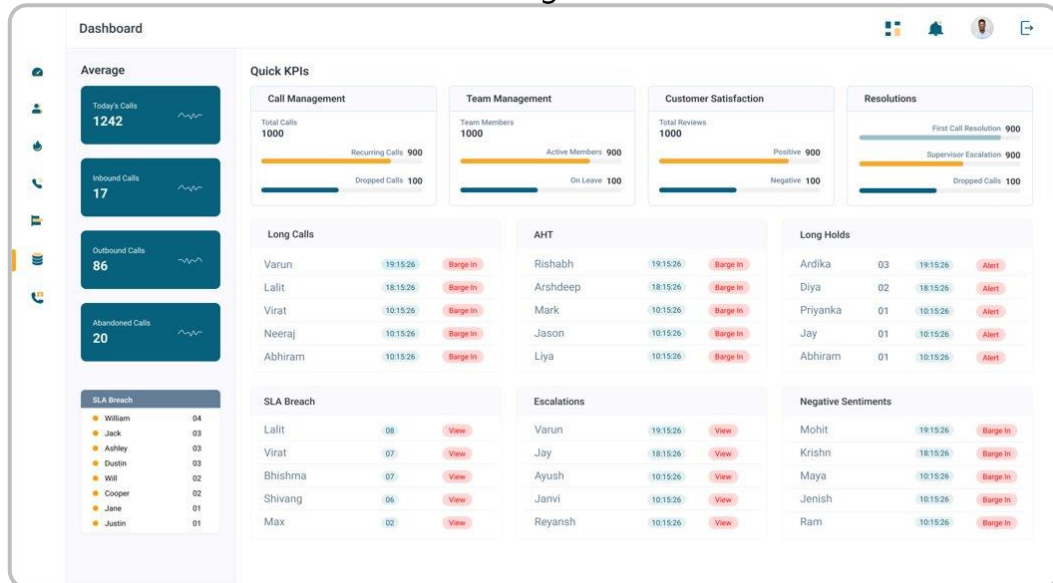
- Improved call center efficiency, increased customer satisfaction, and higher agent productivity.

Engagement Center Analytics and KPI for Real-Time & Post Call

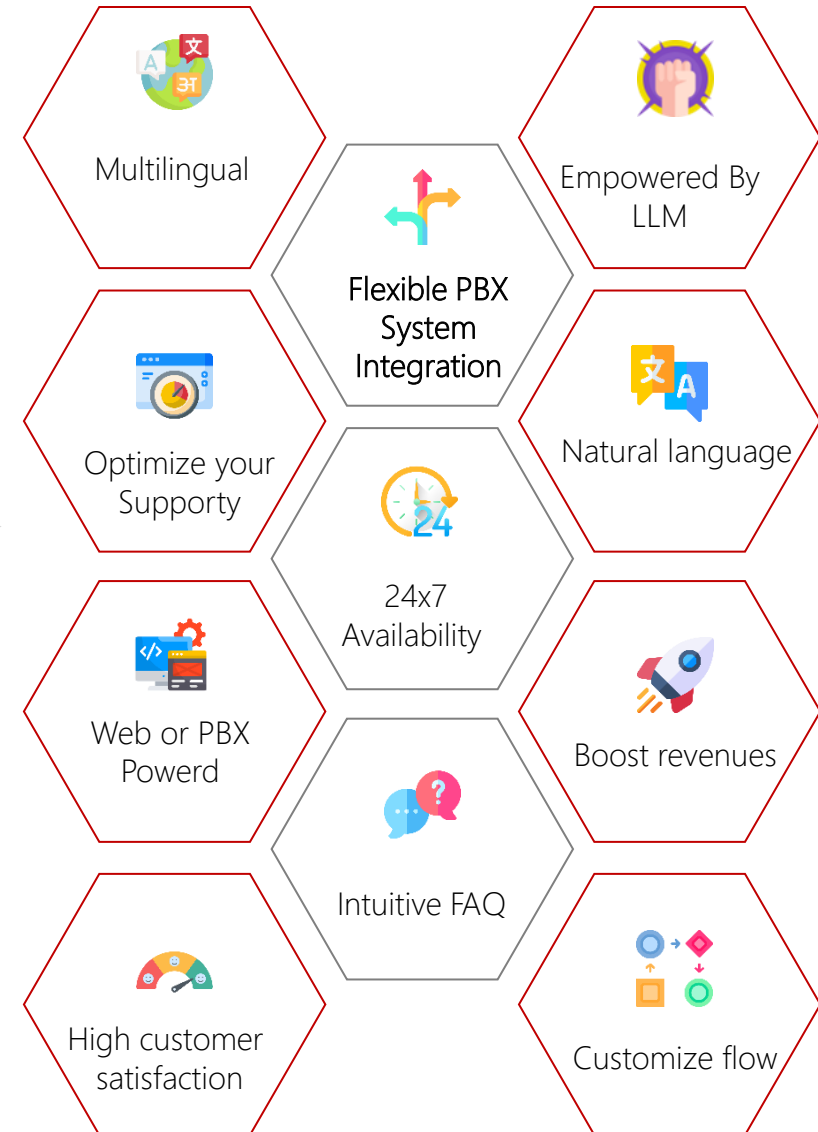
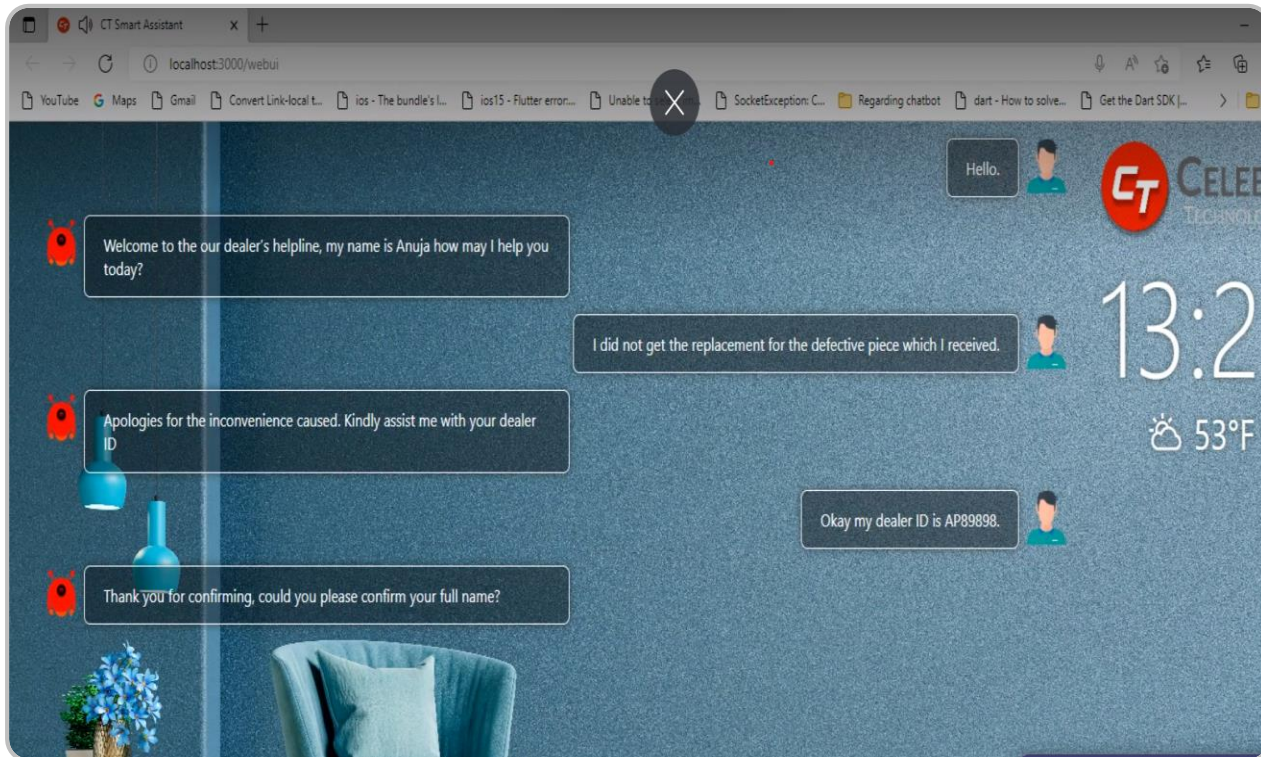
Call Agent



Manager



Voice BOT (First Call Response)





CELEBAL
TECHNOLOGIES

Thank You!