Contact Center Powered by OpenAI

Leveraging Advanced Language Models to Solve Complex Business Challenges

Microsoft
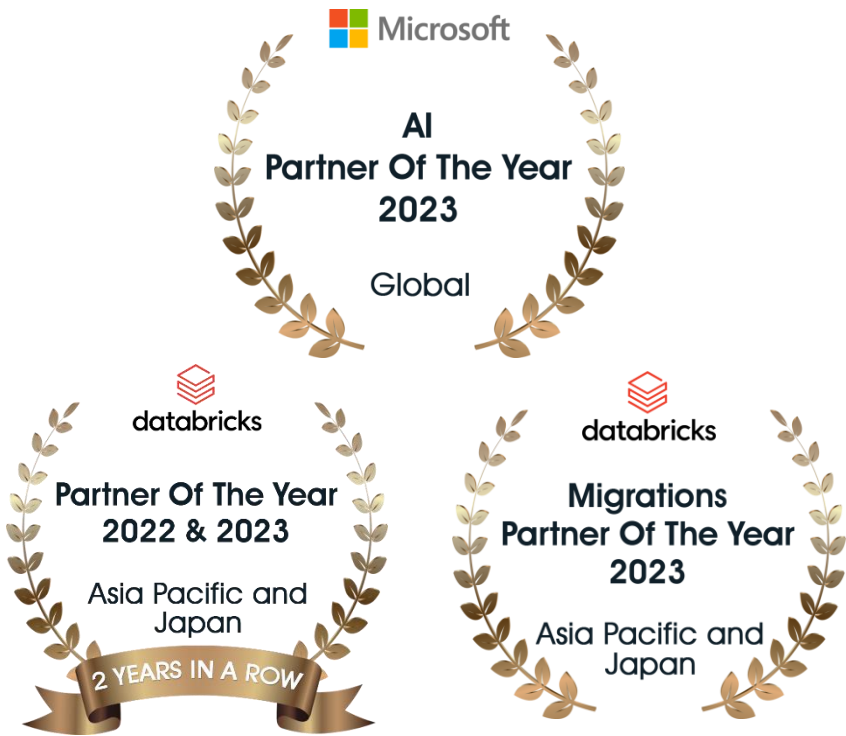AI Partner Of The Year 2023
Global

Vision   Speech   Language   Decision

Our Specialization and Strength

Microsoft
AI Partner Of The Year 2023
Global

databricks
Partner Of The Year 2022 & 2023
Asia Pacific and Japan
2 YEARS IN A ROW

databricks
Migrations Partner Of The Year 2023
Asia Pacific and Japan

databricks Partner of the Year 2022 — Asia Pacific and Japan

databricks TOP CONSUMPTION PARTNER — Asia Pacific and Japan

databricks REGIONAL SYSTEM INTEGRATION PARTNER India — 2 YEARS IN A ROW

Microsoft Singapore Partner 2023

Microsoft MALAYSIA PARTNER AWARDS 2022 Azure Data & AI Partner of the Year

Microsoft COUNTRY PARTNER OF THE YEAR India — 2 YEARS IN A ROW 2021 AND 2022

Partnerships

Microsoft Solutions Partner

databricks Elite Partner

800+ AI experienced professionals

500+ AI Certifications

3000+ Employees

Core Pillars

- Open AI Powered Industry Copilots
- SAP Extend & Innovate
- Industry Data Model
- Migrations & Lakehouses (non-SAP)

Low Code – No Code Platform

Infrastructure

Security
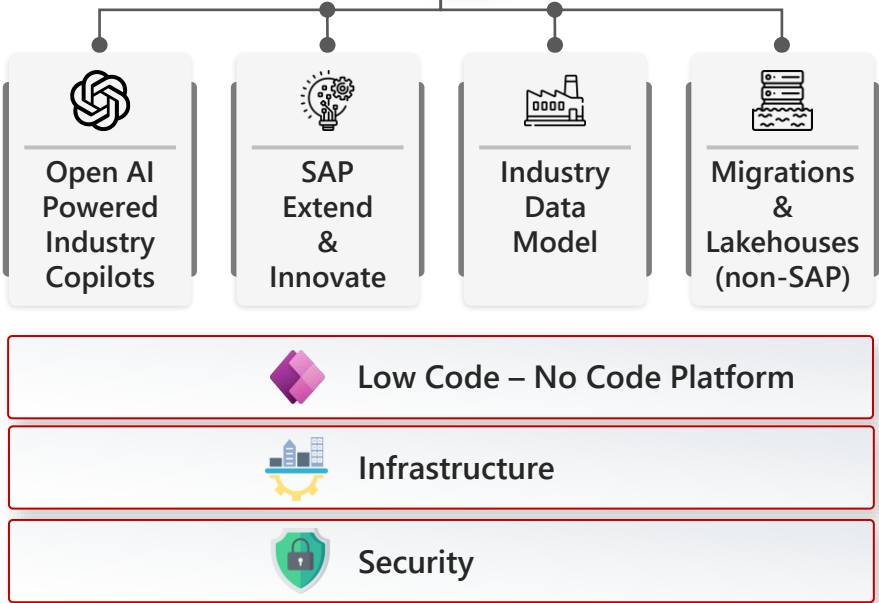
Industries We Serve

Manufacturing | Retail & CPG | Financial Services | Energy & Sustainability | Healthcare & Life Sciences | Media & Entertainment

Customer Engagement Center

Contact center

			Engagement center
Largely centralized	**Type of working** ▶		Largely distributed, decentralized
Resolving problems, providing advice, administrating sales	**Focus** ▶		Positive experience, lifetime value
Integrating new channels, move to multi-channel experience	**Challenge** ▶		Omnichannel, integrating departments – move to end-to-end solution
Reactive, scripted, controlling	**Approach** ▶		Omnichannel, integrating departments – move to providing end to end solution
Operational, cost	**Centricity** ▶		Proactive, collaborative and unique

How Customer Engagement Center?

Contact Center Challenges

- Technology witnessing non-liner 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
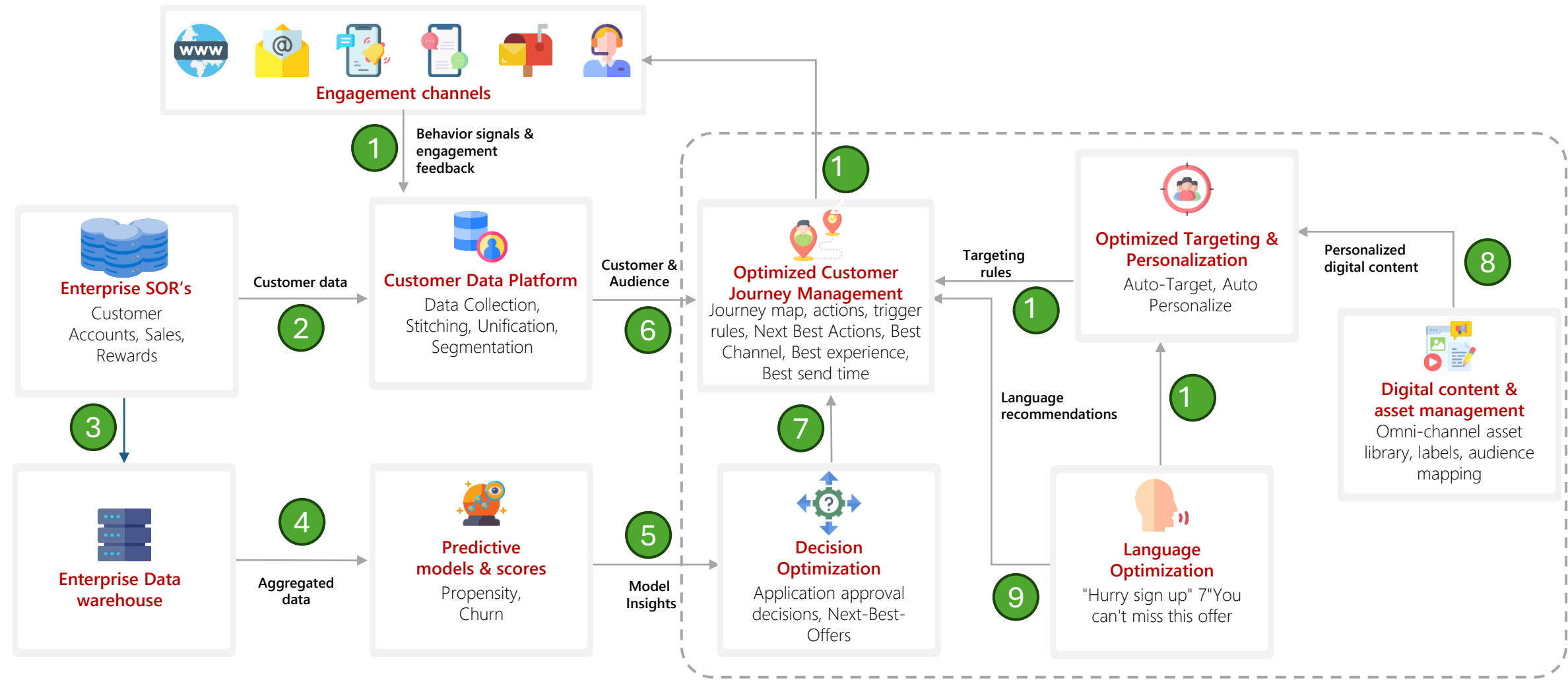
Supervisors & Managers

- Live & smart monitoring
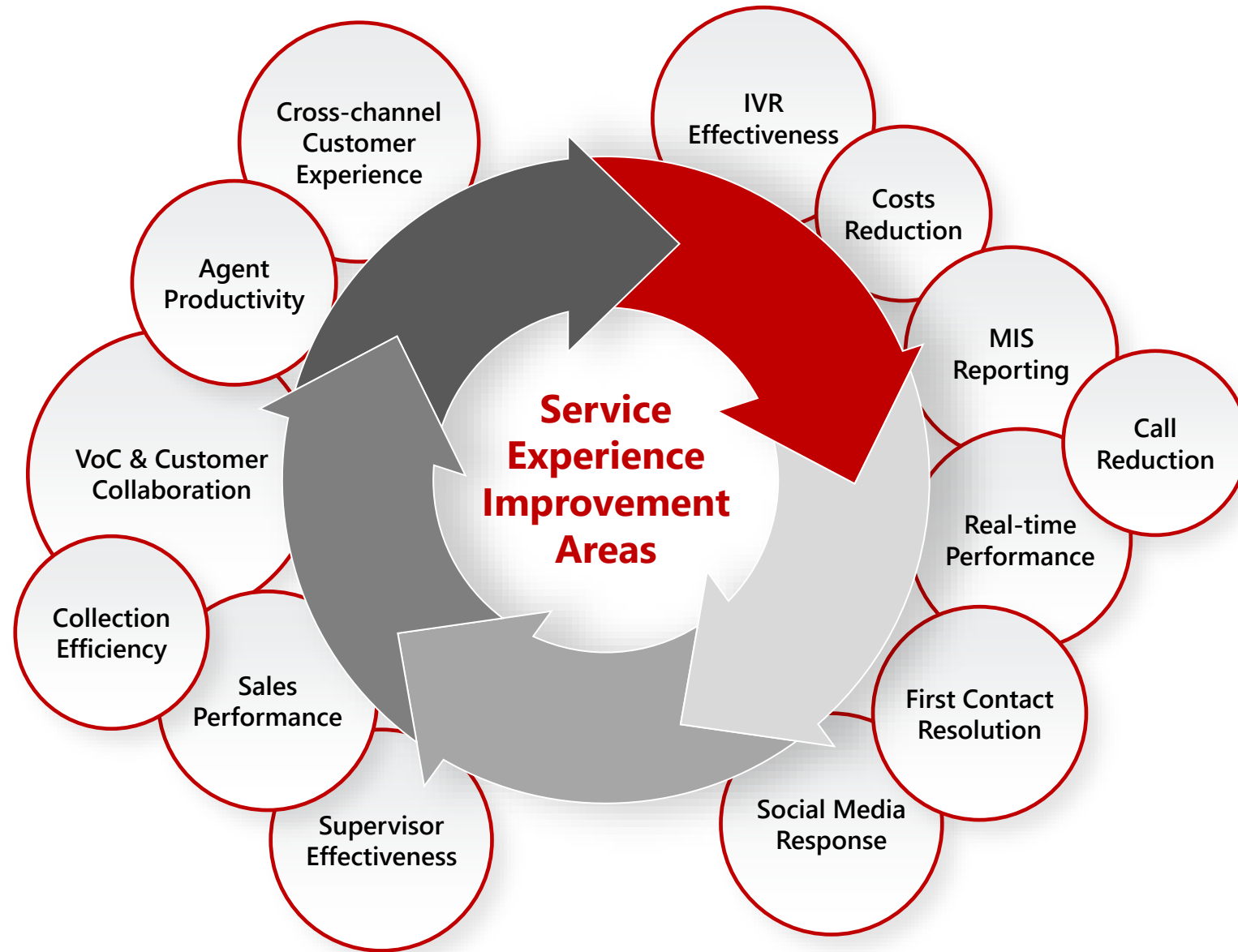- Advanced workforce management

Backoffice capabilities

- AI-backed advanced analytics
- Automation

Customer engagement center - Footprint

Engagement channels

1 Behavior signals & engagement feedback

Enterprise SOR's
Customer Accounts, Sales, Rewards

2 Customer data

Customer Data Platform
Data Collection, Stitching, Unification, Segmentation

6 Customer & Audience

1 Optimized Customer Journey Management
Journey map, actions, trigger rules, Next Best Actions, Best Channel, Best experience, Best send time

1 Targeting rules

Optimized Targeting & Personalization
Auto-Target, Auto Personalize

8 Personalized digital content

Digital content & asset management
Omni-channel asset library, labels, audience mapping

3

Enterprise Data warehouse

4 Aggregated data

Predictive models & scores
Propensity, Churn

5 Model Insights

7

Decision Optimization
Application approval decisions, Next-Best-Offers

1

9 Language recommendations

Language Optimization
"Hurry sign up" 7"You can't miss this offer"

Key Business Result Areas

Service Experience Improvement Areas

- Cross-channel Customer Experience
- IVR Effectiveness
- Agent Productivity
- Costs Reduction
- MIS Reporting
- Call Reduction
- VoC & Customer Collaboration
- Real-time Performance
- Collection Efficiency
- Sales Performance
- First Contact Resolution
- Supervisor Effectiveness
- Social Media Response

Our Journey with LLM

CELEBAL TECHNOLOGIES

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**

CELEBAL TECHNOLOGIES

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.
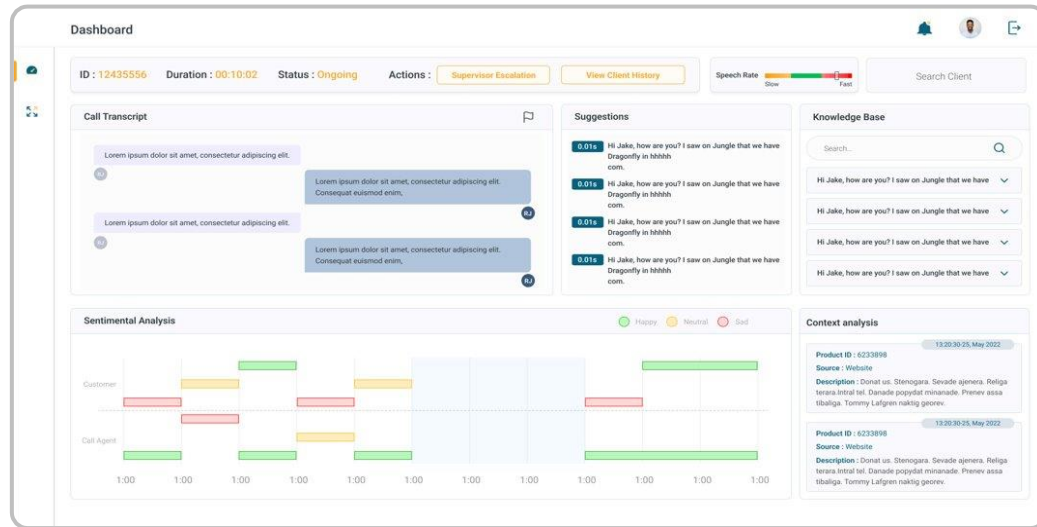- Streamlined quality assurance processes.
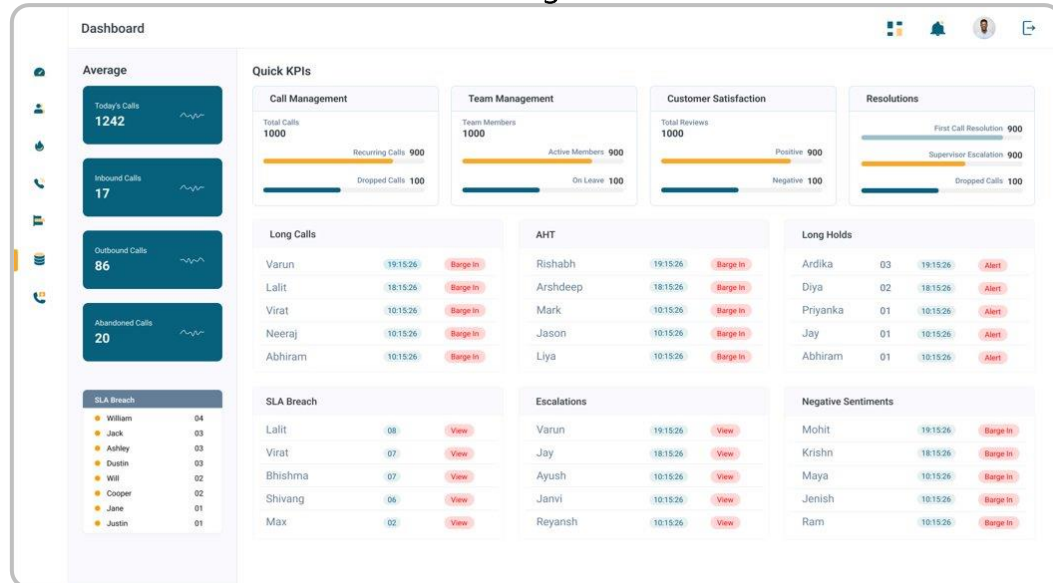
Impact Outcome

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

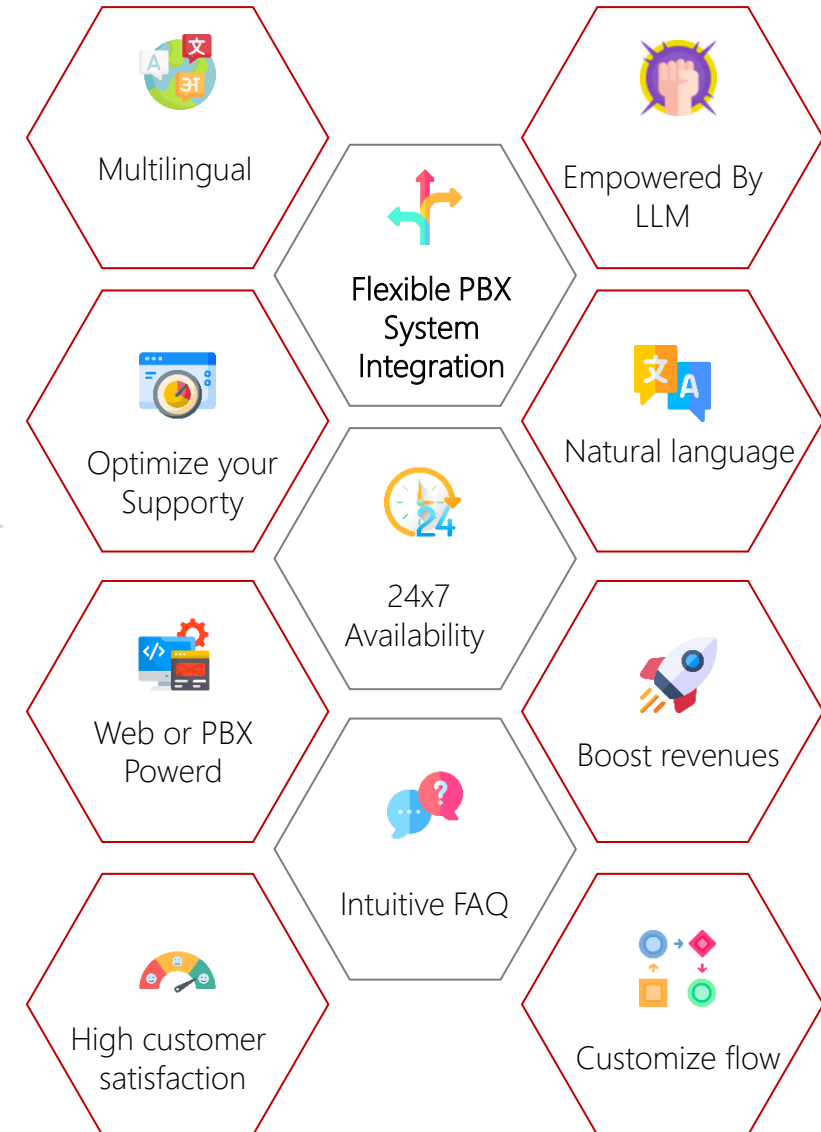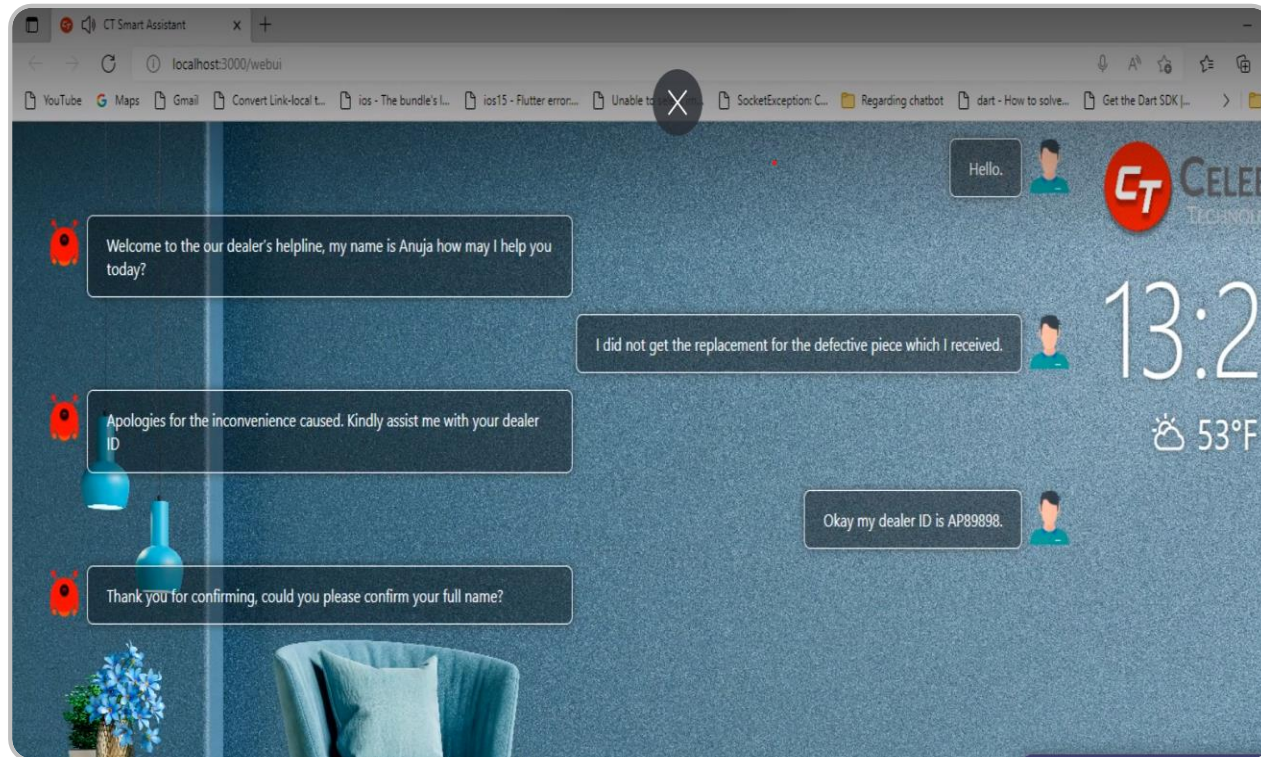# Engagement Center **Analytics and KPI for Real-Time & Post Call**

Call Agent

Manager

- Agent & Manager Dashboard
- **Pre-built PBX System Integration**
- Recommendations
- Knowledge Base
- Context Analysis
- SLA Breach

- Speaker Diarization
- Sentiment Journey
- Call Tagging
- Speaker Detection
- Profanity

Voice BOT (First Call Response)

Multilingual

Empowered By LLM

Flexible PBX System Integration

Optimize your Supporty

Natural language

24x7 Availability

Web or PBX Powerd

Boost revenues

Intuitive FAQ

High customer satisfaction

Customize flow

Thank You

Feel free to Contact

enterprisesales@celebaltech.com