CETUS DIGITAL

Improved Translation Experience

Jan 2025

About Cetus Digital

We've successfully introduced the latest technologies time and again over the years. Generative AI and surrounding technologies are our latest focus. We have a repeatable process that helps makes sure the right uses cases are being worked on in the right order and project risk is being addressed up front.

Lead with Experience

- ➢ Domain expertise paired with Technical expertise
- ➢ Embrace remote and part-time side work to gain access to top talent
- ➢ Long trail of success implementing the latest technologies
  - ✓ Big Data
  - ✓ Blockchain
  - ✓ Cloud, Software as a Service (SaaS) Applications
  - ✓ High-Performance Computing (HPC)
  - ✓ Change Data Capture (CDC) /Streaming Data Lakes
  - ✓ Natural Language Processing (NLP)
  - ✓ Internet of Things (IoT)
  - ✓ Machine Learning (ML)
  - ✓ Robotic Process Automation (RPA)
  - ✓ Generative Artificial Intelligence (Gen AI)

Product Management Driven

- ➢ Make sure market and customer value drive product feature development
- ➢ Use iterative Proof of Concepts (POCs) to de-risk products
- ➢ Develop 3-year roadmaps

Fully Integrated & Flexible Offshore Resource Model

- ➢ Scalable cost-effective global talent: Salesforce, SAP, Java, C#, Python, React, Angular
- ➢ R&D laboratory

Quality
- ➢ Fully automated test pipelines from the start

AI: Contact Center Opportunities

For contact centers offering omni-channel interactions, the potential of Large Language Models (LLMs) such as GPT-4 and Gemini offers a transformative path forward. Cetus Digital is bullish on these transformative opportunities and uniquely positioned to guide organizations in leveraging these state-of-the-art technologies to build groundbreaking solutions that greatly improve customer and agent experiences.
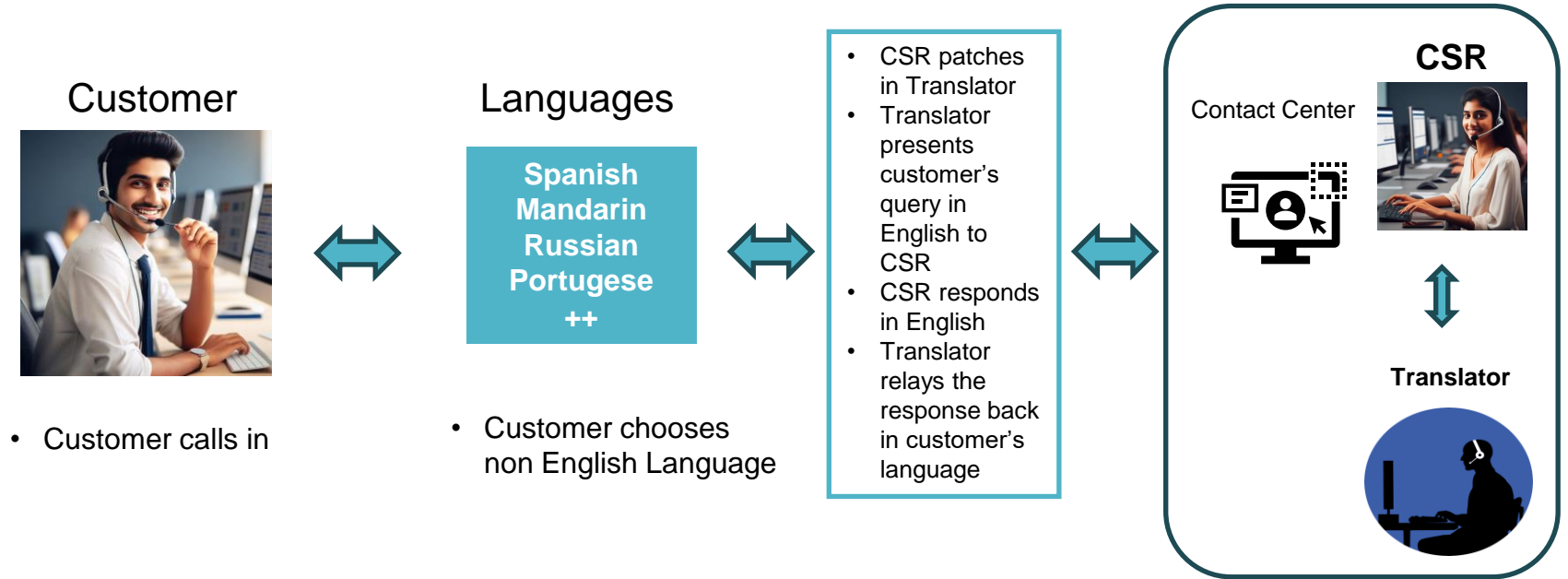
Customer   ⟷   Devices   ⟷   **AI**   ⟷   Agent

AI
Document
Translate
Diagnose
Monitor
Coach
Automate
Enrich
Alert
Learn

Current State for Translations

Customer

- Customer calls in

Languages

**Spanish
Mandarin
Russian
Portugese
++**

- Customer chooses non English Language

- CSR patches in Translator
- Translator presents customer's query in English to CSR
- CSR responds in English
- Translator relays the response back in customer's language

CSR

Contact Center

Translator

Future State Digital Translations

Cetus Digital Real Time Translator

speech to text

text to speech

Customer

Languages

**Spanish
Mandarin
Russian
Portugese
++**

- AI NRT translation
- API integration with contact center
- Security layer HIPAA, NIST, PCI, HITECH compliant
- Scalable functionality

Contact Center

CSR

- Customer calls in

- Customer chooses non English Language

Cetus Digital
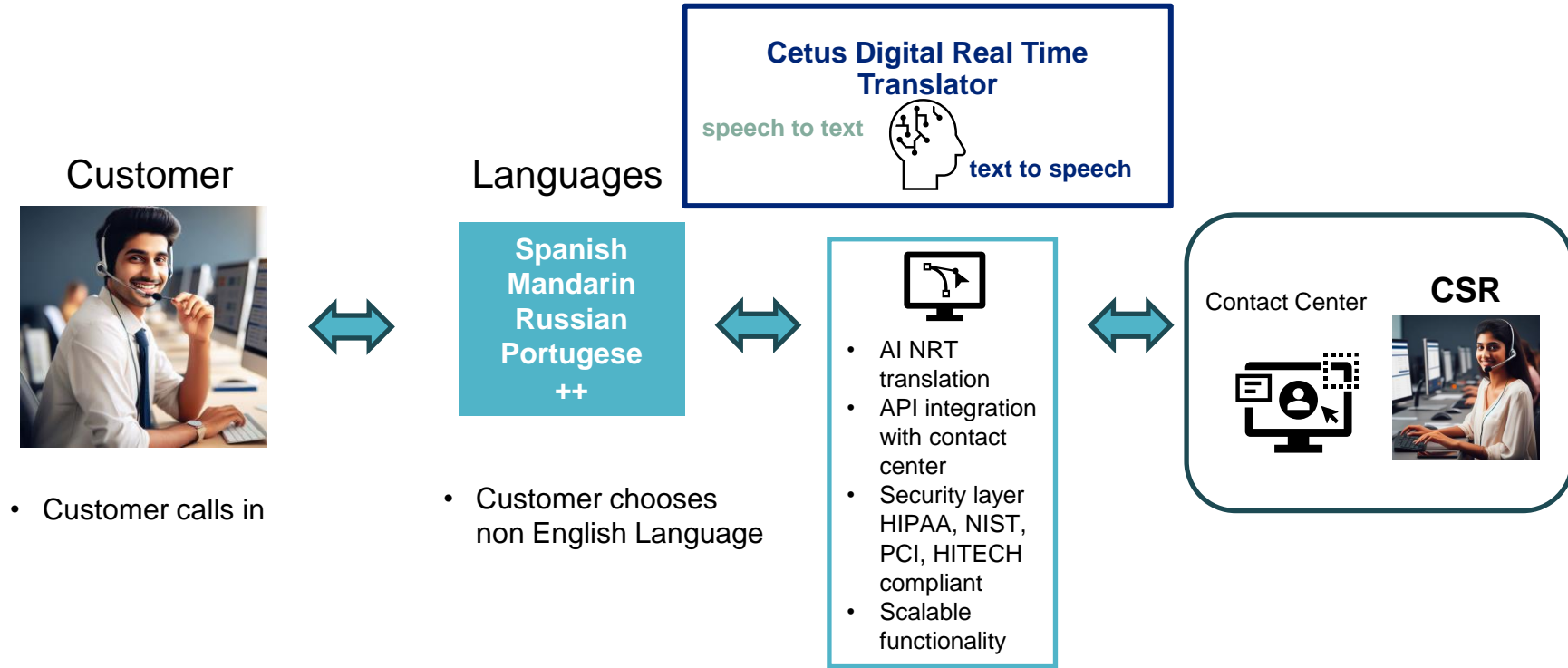
Digital Translations High Level Architecture