Go Sphygital

Transcending Realities Through Technology

Using video-based communication technology enhanced with **AI-ML** to **automate,** and **simplify** the **Customer Service Experience.**

2.   The Problem

What Happens After
Poor Customer Service

50% Will never use the company again

25% Will recommend friends not to use the business

20% Will take revenge by posting a review online

14% Will share a poor experience on social media

3.   The Solution

A **Kiosk-based** video-communication system that can reduce the dependency of on-site customer care agents and pre-empt user queries through **AI-ML** and **Data Analytics**.

User Journey:
- **Kiosk** would be placed at a prominent place in a **high-traffic location** and would have "May I Help You / Walk To Me For Assistance" displayed on **screen** (idle state).

- **Camera** integrated in the kiosk **detects** user's presence through **facial-recognition** within a certain radius.

- A **video-call** is initiated between the **agent** and the **user**.

4.   Key Features (Application)

AI-ML Powered

Enhance efficiency and productivity.

Video Call

1-way / 2-way video call functionality.

Data Analytics & Reports

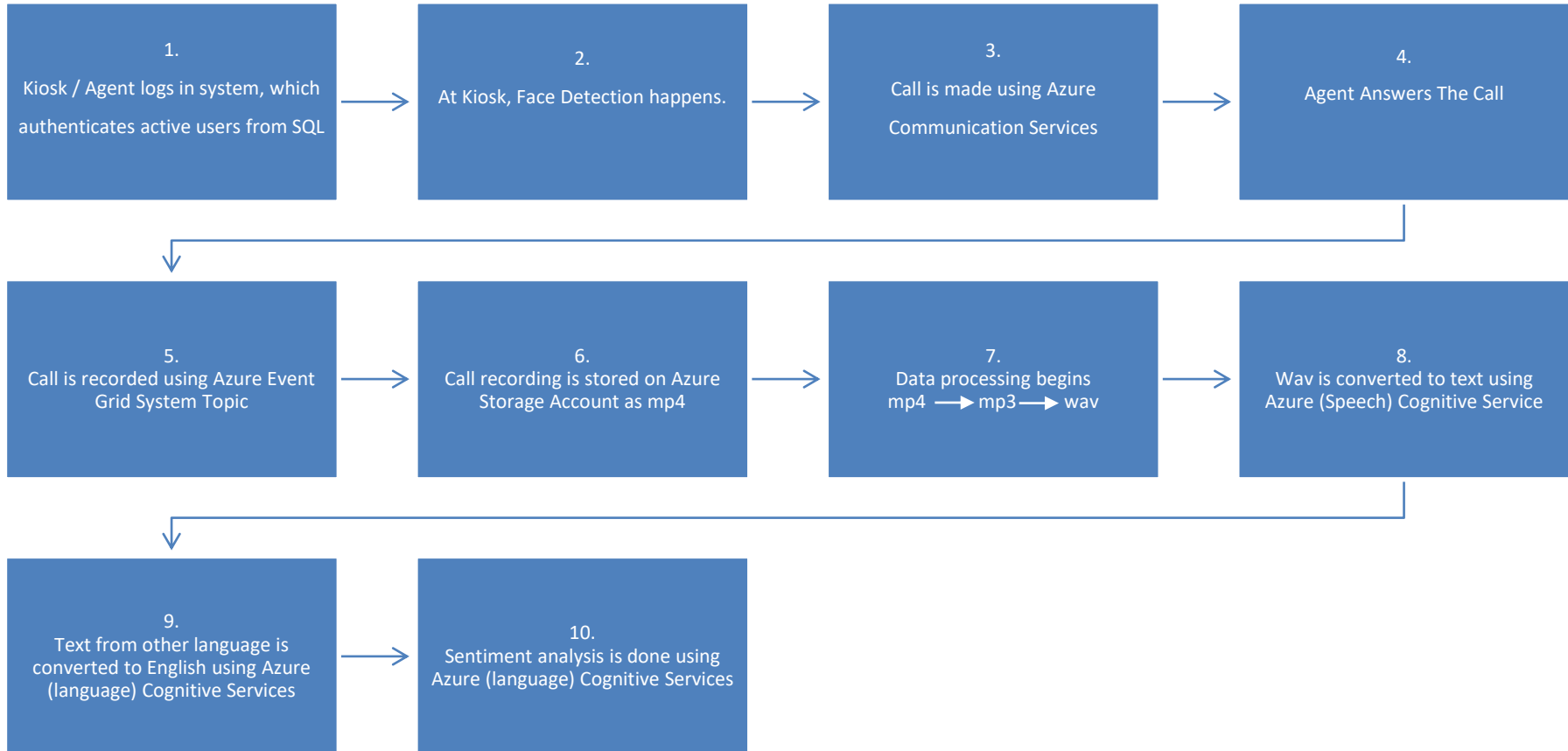Batch-processing utilities that analyze the video and generate analytics. Generate Dashboard reports.

5. Key Features (Azure Cognitive Services)

6. Technical Flow

1.

Kiosk / Agent logs in system, which authenticates active users from SQL

2.

At Kiosk, Face Detection happens.

3.

Call is made using Azure Communication Services

4.

Agent Answers The Call

5.

Call is recorded using Azure Event Grid System Topic

6.

Call recording is stored on Azure Storage Account as mp4

7.

Data processing begins
mp4 ⟶ mp3 ⟶ wav

8.

Wav is converted to text using Azure (Speech) Cognitive Service

9.

Text from other language is converted to English using Azure (language) Cognitive Services

10.

Sentiment analysis is done using Azure (language) Cognitive Services

6. Technical Architecture

AI-Powered Virtual Helpdesk for Enhanced Digital Customer Experience

goPhygital | Microsoft Azure

USER INTERFACE
KIOSK (Mobile PC)
IP
AGENT (Mobile, PC)

AUTHENTICATION STRUCTURED
SQL

2

FACE DETECTION

COMMUNICATION SERVICE

CALL AGENT

AZURE EVENT GRID SYSTEM TOPIC

STORAGE ACCOUNT

3   4   5   6   7

VIRTUAL MACHINE
DATA PROCESSING

SENTIMENT ANALYSIS

TRANSLATOR

SPEECH TO TEXT

Mp4 → MP3 → WAV

10   9   8

AZURE COGNITIVE SERVICE (LANGUAGE)

AZURE COGNITIVE SERVICE (LANGUAGE)

AZURE (SPEECH) COGNITIVE SERVICE

FF MPEG / N AUDIO
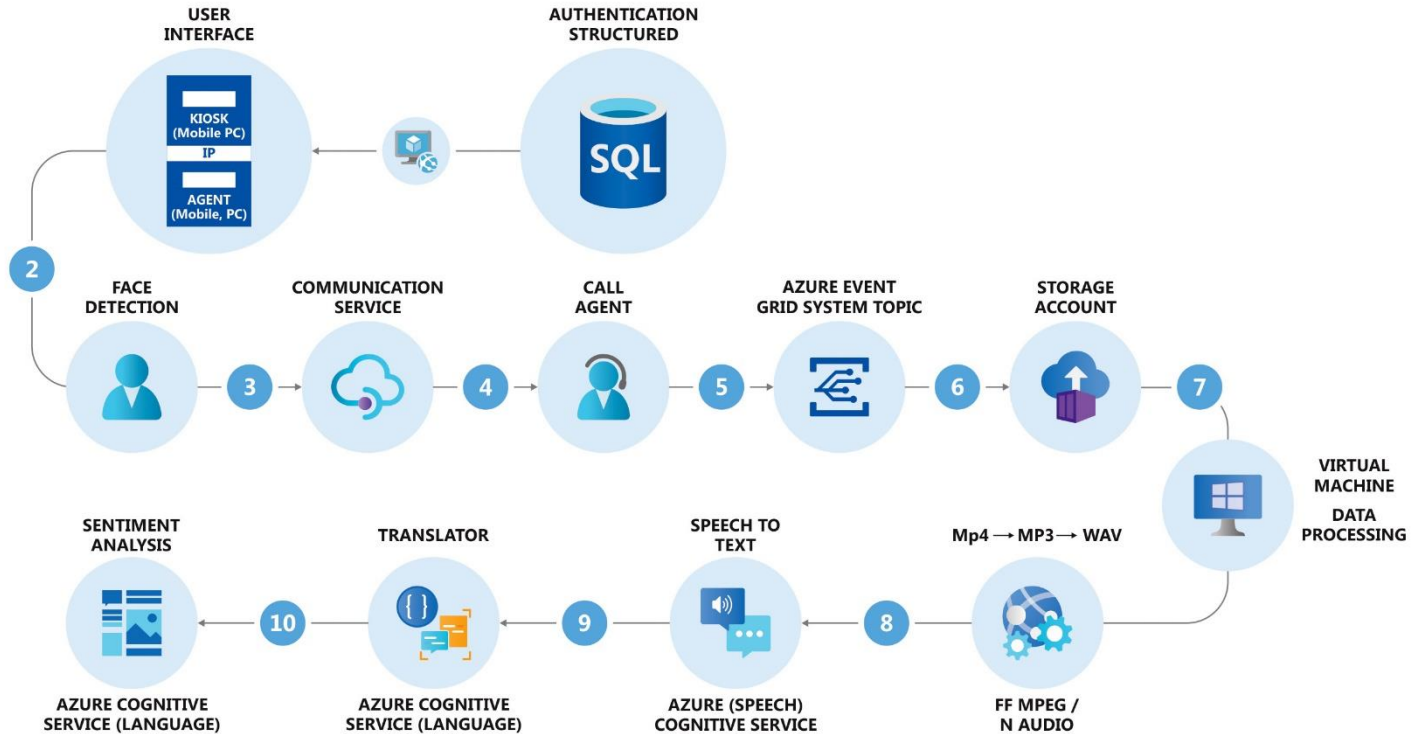
7. Key Markets

Airports

Retail Outlets/
Shopping Malls

Corporate Parks/
Convention Centers

Amusement/Theme
Parks

8. About GoPhygital

- Award winning, full-service Digital Transformation company focused on helping organizations create the right solutions that deliver ROI in the experience economy.

- Premier developer of Metaverse solutions across mobile and Web 3.0, and offer end-to-end solutions in product advisory, design, and engineering.

- Collective experience of 200+ man-years in software development. Played an active role in the ever-evolving world of digital products - leveraging emerging technologies such as AR, VR, IoT, and AI-ML to help our customers up the ante on their digital strategies and explore the phygital domain.

- Clients across diverse domains - Pharma and Healthcare, FMCG, EdTech, Media & Entertainment, Banking & Financial Services, Advertising to name a few.

9.   Marquee Clientele

Let's Connect

VR Ready ... **AR**e You? ☺

📱 +91 98212 72481

✉ ninad.chhaya@gophygital.io

in linkedin.com/in/ninad/