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About Spitch



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**Omnichannel
Conversational
AI Solutions**



Spitch at a Glance

Together with our partners we know our customers' interactions inside out to ensure quick wins

- ✓ Founded in 2014, headquartered in Zurich, offices across Europe
- ✓ Over 50 professionals worldwide, 17 of them in Zurich
- ✓ 50+ clients in Switzerland, EMEA and the US (financial services sector, telecom, public sector, healthcare and other industries)



VB

Voice
Biometrics



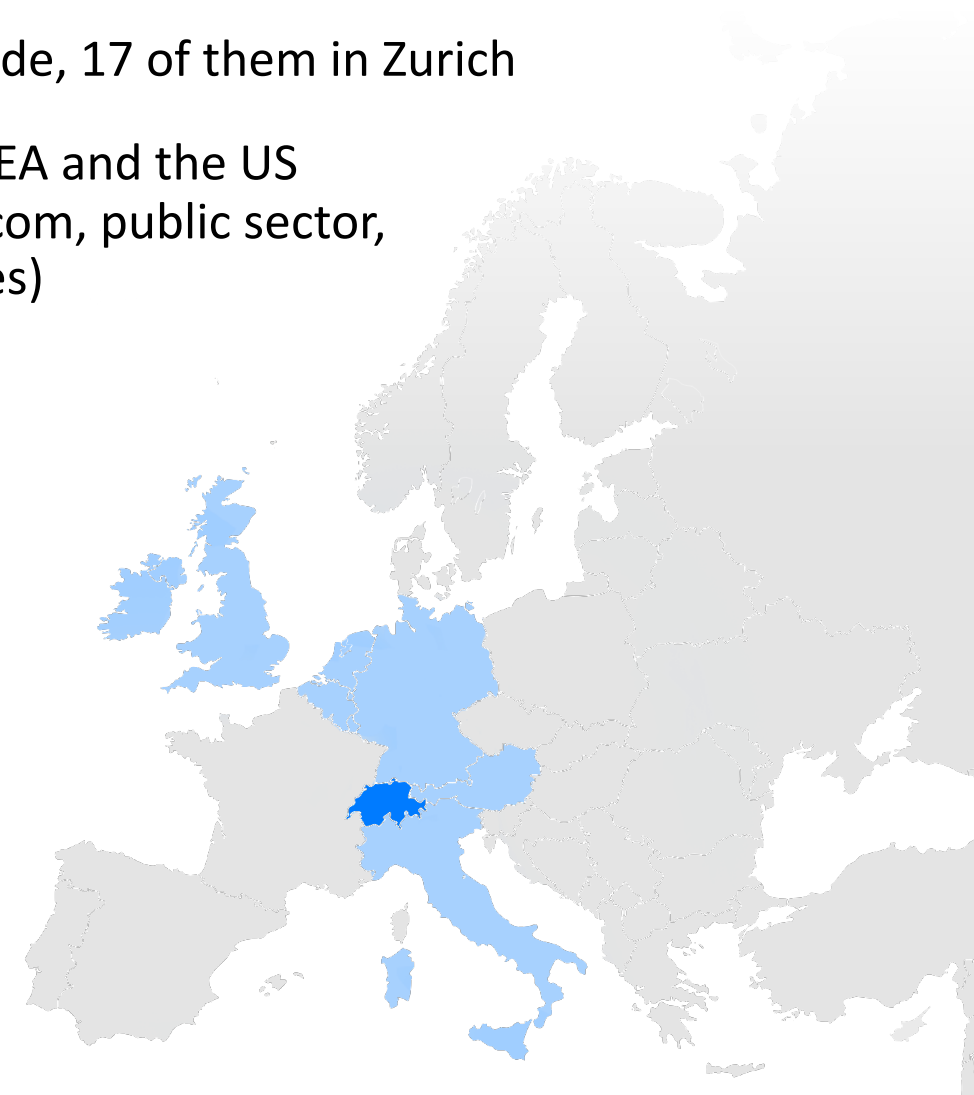
SA

Speech
Analytics



VA

Virtual
Assistants





Spitch is a global provider of B2B and B2C Conversational AI solutions headquartered in Switzerland

Excellence

Spitch has gained a reputation that is synonymous with the high quality and precision upon which Swiss products are both founded and globally recognised. A growing number of organisations, large and small, private and governmental alike have come to rely on such dependability in the Spitch solutions.

Delivering quality in CX

Spitch's growing client portfolio boasts Tier 1 Swiss banks – organisations with impeccable reputation and the highest operating standards renowned for a tradition of quality service to their customers.

International offices and global presence

In addition to our head office in Zurich, Spitch has offices in London (UK & Ireland), in Milan (Italy), in Madrid (Spain) and in Delaware (US), with presence in many countries across Europe and North America.

Philosophy

At the heart of Spitch's philosophy lies a commitment to provide its customers with quick wins in cost savings and customer experience improvement, delivering a strong ROI and helping clients realise their long-term strategy and vision.



MISSION:

Enable AI driven digital transformation in Contact Centres

VISION:

Empower businesses around the world to deliver a superior customer and agent experience through our complete omnichannel conversational platform



Global perspective

Spitch is active across EMEA and global markets, focusing on financial services, healthcare, public transport and other industries adopting AI-powered speech technologies



Spitch has been named a “Cool Vendor” by Gartner in the “Cool Vendors in Speech and Natural Language” [report](#), as one of only three innovative companies that provide custom-made, highly performant speech and natural language systems that move beyond what standard API and cloud offerings provide.

Gartner

Gartner Includes Spitch in its Market Guide for Speech-to-Text Solutions Among Market Leaders [report](#).

FORRESTER®

Spitch was mentioned in the report by Forrester “Best Practices and Trends: Voice Biometrics» [Source](#)

accenture

Accenture believes in the power of Artificial Intelligence (AI) and Spitch as a part of it “Technology for People: The Era of the Intelligent Enterprise” [Source](#)



Spitch is recognized as one of the world’s most innovative providers of technology solutions to address regulatory issues [Source](#)

opusresearch

Spitch mentioned in Opus Research Report: “2020 Intelligent Authentication and Fraud Prevention Intelliview” as one of the key voice biometrics solutions providers. [Source](#)



Swisscom included Spitch in its Swiss Artificial Intelligence Startup Map [Source](#)



Spitch was listed by PwC in «Artificial Intelligence Evolution: Main Trends» report as one of the key solution focused players presenting an extensive coverage in terms of applications. [Source](#)



Spitch has been recognized as one of the world’s most innovative CyberTech companies for financial services. [Source](#)

Disclaimer: Gartner, Cool Vendors in Speech and Natural Language, 17 October 2019. The GARTNER COOL VENDOR badge is a trademark and service mark of Gartner, Inc., and/or its affiliates, and is used herein with permission. All rights reserved. Gartner does not endorse any vendor, product or service depicted in its research publications, and does not advise technology users to select only those vendors with the highest ratings or other designation. Gartner research publications consist of the opinions of Gartner’s Research & Advisory organization and should not be construed as statements of fact. Gartner disclaims all warranties, expressed or implied, with respect to this research, including any warranties of merchantability or fitness for a particular purpose.

Speech recognition market is rapidly growing

The global speech and voice recognition market is expected to grow with a CAGR of 20% from 2019 to 2024

[Source](#)

[According to Gartner](#), by 2025, 40% of all inbound voice communications to call centres will use speech-to-text technology, but over the next five years, Gartner expects to see a further evolution of offers into broader voice services presented as “synergistic suites”.

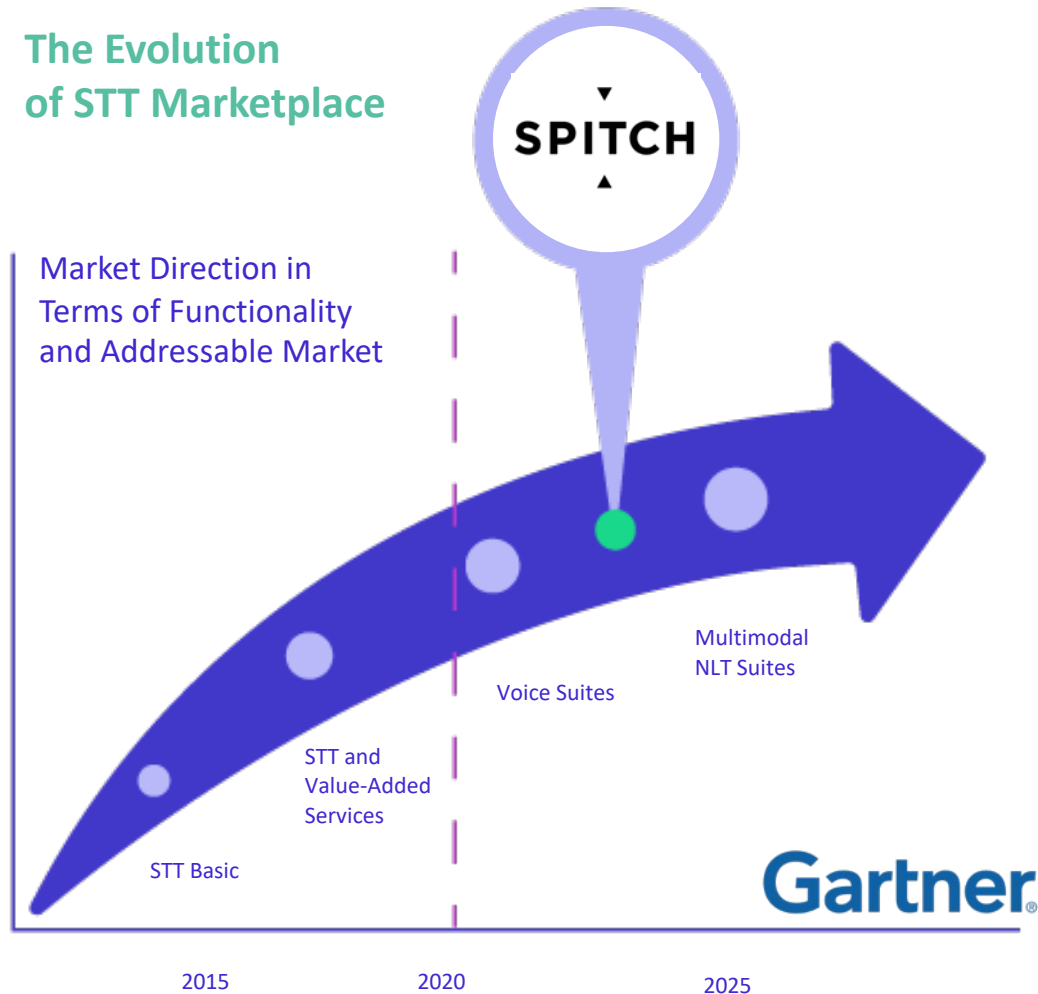
The Covid crisis has definitely given an impetus to voice digitalisation to forward-looking market players. Voice has the highest cost to serve, hence voice and chat automation appears to be the optimal path to cost reduction, [according to BearingPoint](#).

Speech analytics will also be increasingly used for contact centre agent performance monitoring, especially in case of homeworking. [DMG Consulting believes](#) that collecting customer feedback passively, on a continuous basis, can help companies achieve the goal of measuring the CX and sharing the data so that necessary changes can be made throughout the enterprise.

The dialogue design and easy adjustment features will become a critically important factor in choosing the right conversational solution quickly customisable to the regional markets. Organizations often underestimate the degree of localization and customization that natural language solutions require”. Gartner report: “[Cool Vendors in Speech and Natural Language](#)”, 2019.

Opinions by independent thought leaders

The Evolution of STT Marketplace



Spitch products are among the most performant mentioned by Gartner in its report "Cool Vendors in Speech and Natural Language (2019)":

- ✓ Using important metadata that human speech contains for conversational development within the frameworks of one solution;
- ✓ Supporting crowdsourcing workflows that allow to develop custom language models more rapidly and improve localization performance;
- ✓ Providing not just speech-to-text (STT) but also intent recognition, speech analytics, voice biometrics on spontaneous speech (text-independent), etc. handled by the same core engine.

"Unlike the chatbot market, with low barriers to entry, the STT market does not have thousands of players. A major barrier is the need for high volumes of training data, skills and investment in speech and language modeling"¹

¹ - <https://www.gartner.com/en/documents/3983881>



SPITCH

Spitch's Differentiators



Mission

Enable AI driven digital transformation in Contact Centres

Vision

Empower businesses around the world to deliver a superior customer and agent experience through our complete omnichannel conversational platform

Offices in Switzerland, Italy, Spain, UK and US

Over 50 international team members with experience in the industry's leading companies (Avaya, Ericsson, Nuance, Oracle, SVOX, Swisscom, Yandex)

Founders and top management with experience of creating large companies and successful exit

Out-of-the-box solutions for a range of industries and ready-to-use language models with no further training required

2x annual growth with 4x growth in 2020

Over 50 million end-user interactions the last year

First fundraising round is closed

Traction

50+ customers in Europe, Middle East and the US including those with award-winning solutions thanks to innovative products delivered by Spitch

Why Spitch

Why Spitch

1. We deliver the highest **accuracy** of up to 99%
2. Our products are modular and we offer flexible implementation approaches supporting open architecture and **industry standards**
3. Spitch is well-established and has a good reputation as not just a technical but a business **benefit solution provider**
4. What makes Spitch unique is building long-term partnerships oriented to meet the emerging needs and challenges of a new era of **AI-powered** user interfaces
5. Spitch is the first provider of enterprise-class **NLP solutions** for Swiss German with its many dialects and the other main Swiss languages
6. Spitch ensures immediate and easy implementation with on-site **24/7 support**
7. Products are designed both **for the cloud and on-premise deployment** with seamless integration
8. The R&D team at Spitch has the capability of bringing **the latest academic achievements to market** based on our cooperation with the University of Zurich

Spitch places an emphasis on a **bespoke** and fully dedicated approach to client's needs, delivering a full spectrum of professional services

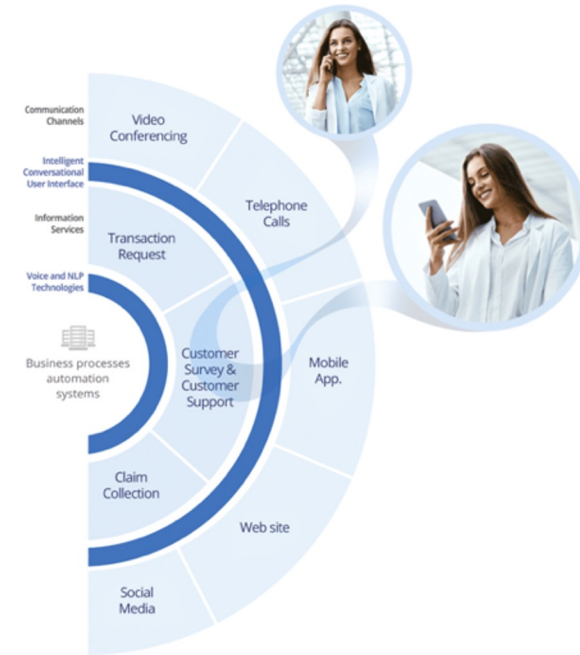
Spitch Market Differentiators

Omnichannel dialogue engine – start a conversation on any channel and transition seamlessly to any other channel at any point without losing data.

Complete suite of voice and text products from a single vendor – all-in-one virtual assistants, chat, speech analytics, knowledgebase, voice biometrics and text-to-speech.

Comprehensive set of tools for developing conversational applications, customizing ASR/NLP/NLU models and building dialogue flows through a friendly user interface.

Onsite/Cloud parity – all components can be deployed on-premises or in the cloud without exception.



**Build once
and deploy
omni**

Differentiators

Direct voice-to-intent approach

allows adjusting to peculiarities of the spontaneous oral speech and provides for high-precision intent recognition.

Hybrid-structured dialogues

are built partially on scripts where the time-to-market matters most, and partially on deep-learning natural language models where customer-driven dialogue fits better.

Integration with back-office systems, CRM and robotic process automation

(RPA) scenarios out-of-the-box allows to quickly develop action-enabled virtual personal assistants.

Built-in Named Entity Recognition and Slots Filling techniques make dialogues smooth and short avoiding unnecessary turns while following the logic of the customer conversation.

Customisable TTS

(Text-to-Speech) uses predictive synthesis technology offering minimal latency of reply and up to 50% cost saving on computational resources. It is possible to create “branded” voice to provide for natural-sounding replies containing synthesized fragments.

Speech analytics used together with voice assistants decrease cost of ownership thanks to using the same models in different applications, **saving up to 70% of deployment costs and significantly reducing efforts for improvements in operations.**

**New
End-to-End models
for speech recognition
provide significantly higher
accuracy for generic ASR
purposes and require 10 times
less data for domain specific
and use case adaptation**

What makes Spitch unique

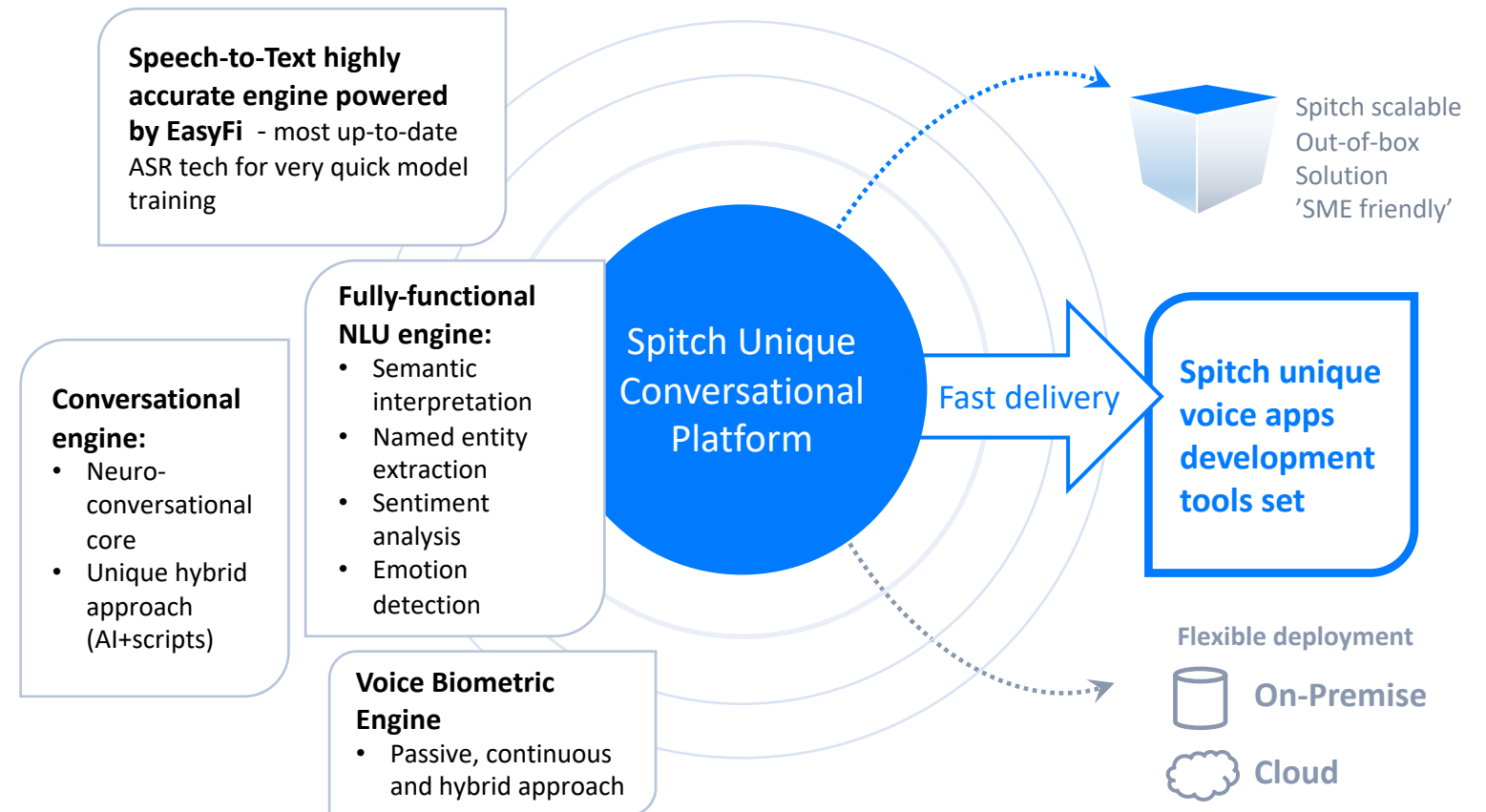
- Developed in house
- Based on pure voice-to-voice approach
- Super-efficient model training requiring **10 times less data** than the previous generation
- Supports High Availability Architecture

Gartner

By 2024, 80% of businesses will spend 70% of their NLT investment with a single vendor.

By 2023, the number of large enterprises buying chatbot-only platforms will decrease from 90% today to 10%.

<https://www.gartner.com/en/documents/3994504/2021-strategic-roadmap-for-enterprise-ai-natural-languag>



Voice-to-voice approach understanding:

Voice dialogue in comparison with text is:

- Longer and more complex.
- Instant and based on natural language

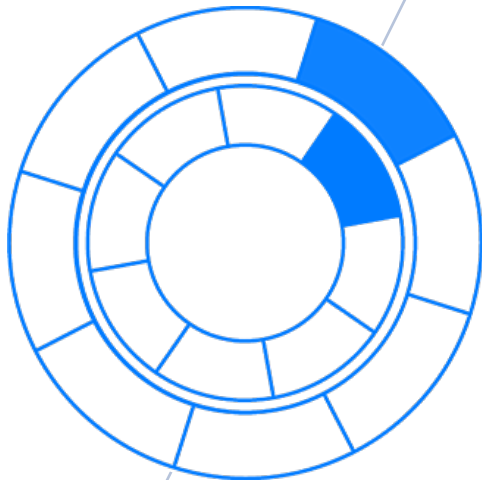
Hence:

- Content recognition in voice conversation is a much more **complex** task
- Voice conversations provide **much more insight information**

The majority of competing solutions use text chatbots and 3d party speech-to-text (STT) and text-to-speech (TTS)

Spitch creates **voice-specific neuro-conversational models** using all data extracted from human speech for intent recognition – meaning, sentiment, emotion and peculiarities of phonemes pronunciation

Unique Value Proposal



1. The real omnichannel communication platform supports **text and voice (including local dialects)**
2. Chat Platform and call steering to live person for **assistance outside the bot's capabilities**
3. Advanced **Knowledge Base** helps manage data used by the bot but may also be used for other purposes
4. Text and Speech Analytics Dashboard to track the quality and **improve the service provided by the bot**
5. Full stack of **Professional Services** from the local team

Spitch solutions

Spitch provides end-to-end dedicated solutions, based on a natural voice interface, which are flexible, highly accurate, up-to-date, business needs oriented and fast-to-market!

1

Knowledge

Spitch knows your enterprise requirements and provides fully functional business solutions, delivered with a full range of professional services.

2

Optimization

Automating business processes for industry use cases, enabling clients to obtain immediate and measurable business benefits by implementing a voice-driven omnichannel conversational platform.

3

Effectiveness

Spitch is offering a unique full stack of up-to-date NLP technologies, using a cutting-edge AI approach. Systems powered by our solutions are as effective in communicating with customers as human beings.

4

Speed

The unique Spitch Development toolbox and the effective use of crowdsourcing data for training deliver the highest accuracy with minimal time to market.

5

Scalability

Our scalable business models are focused on recurring revenues growth. With a proven record of the rapid revenue growth.




Omnichannel Conversational Platform and Products Overview





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SPITCH
Enterprises
pain points
regarding customer
communications

- Remove the reliance on **in-person** interactions, **reduce** number of branches
- Ensure fast time to market **across ALL** digital channels
- **Reduce** related risks
- Ensure seamless customer experience in **omnichannel** mode
- **Compensate** shortage in face-to-face sales
- Growing number of AI-based apps on agent desktop needs **significant effort** on continuous integration and **reduces agent performance**


Spitch omnichannel conversational platform

 Speech-to-text

 Natural language understanding

 Dialogue engine

 Text-to-speech

 Voice biometric

SPITCH

Communication Channels
Intelligent Conversational User Interface

Information Services
Voice and NLP Technologies

 Business processes automation systems

Spitch.OCPlatform* is a seamlessly integrated set of components that can be used together or as standalone products

* Omnichannel conversational platform

NLU Suite


Dialog Composer


Data Curator


Lingware Suite


Virtual Assistants

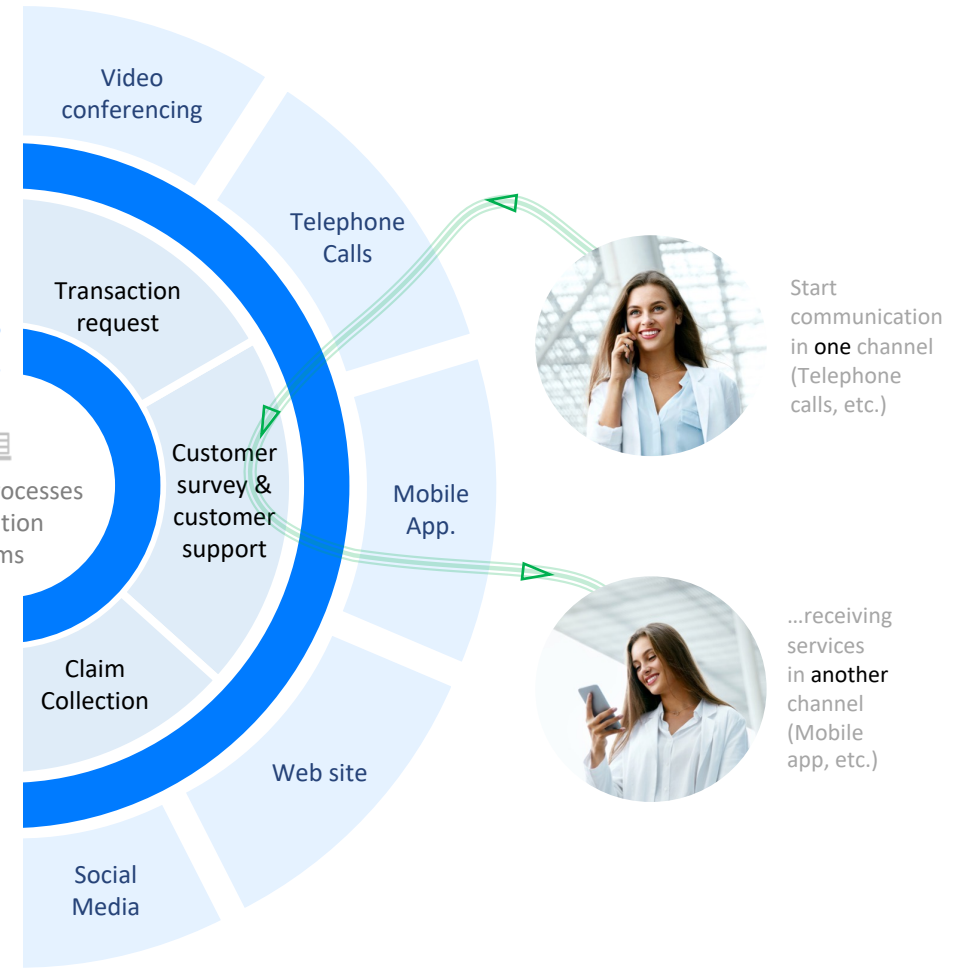
- Voice and text bots
- For customers and employees
- For first line support and sales

Speech analytics

- Monitoring of adherence to scripts
- Quality assurance
- Productivity monitoring
- Prompt mode for agent assistance

Voice Biometrics

- Voice authentication
- Customer identification
- Continuous identity verification
- Fraudsters detection



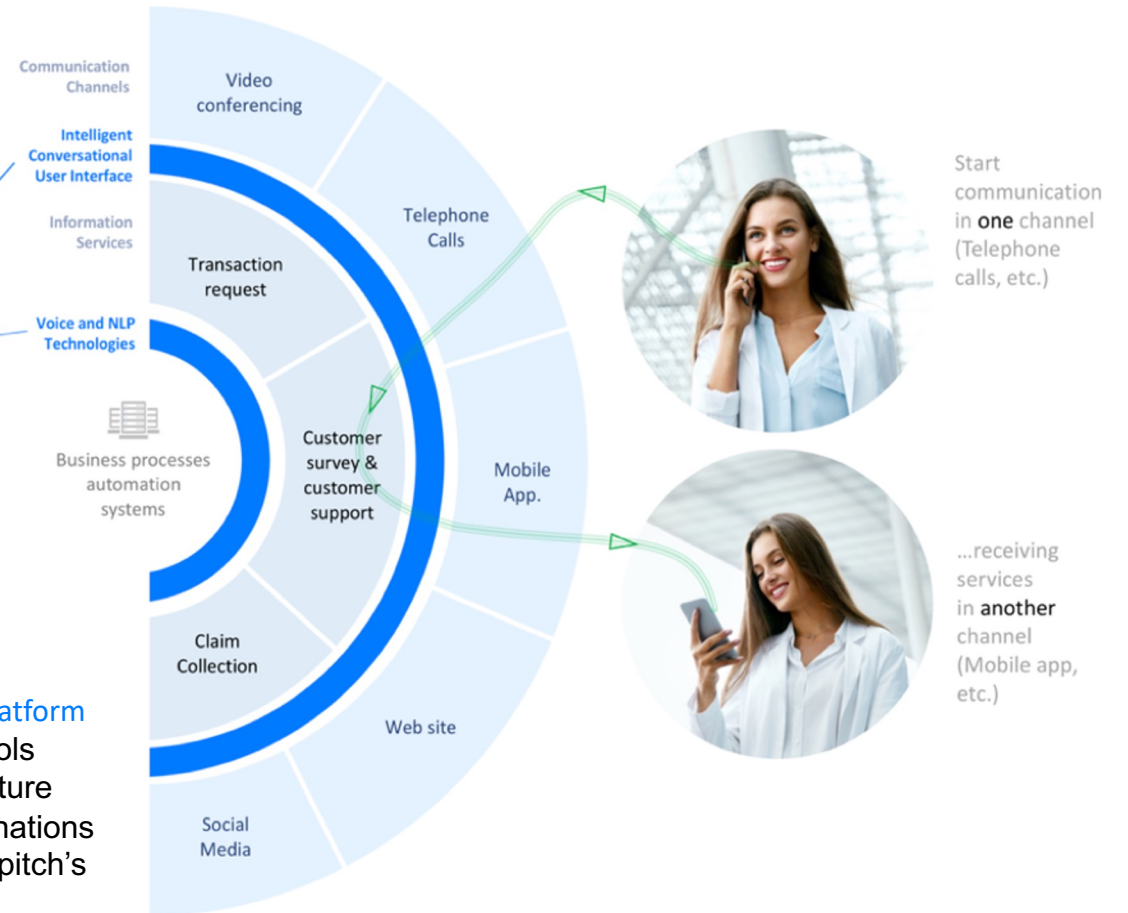
Start communication in **one** channel (Telephone calls, etc.)

...receiving services in **another** channel (Mobile app, etc.)

Spitch Omnichannel Conversational Platform for all-in-one text and voice processing

Spitch.Omnichannel Conversational Platform is a seamlessly integrated set of tools based on the microservice architecture that can be used in different combinations or independently powered by the Spitch's own or 3rd party's engines.

SPITCH



Virtual Assistants

- Voice and text bots
- For customers and employees
- For first line support and sales

Speech analytics

- Monitoring of adherence to scripts
- Quality assurance
- Productivity monitoring
- Prompt mode for agent assistance

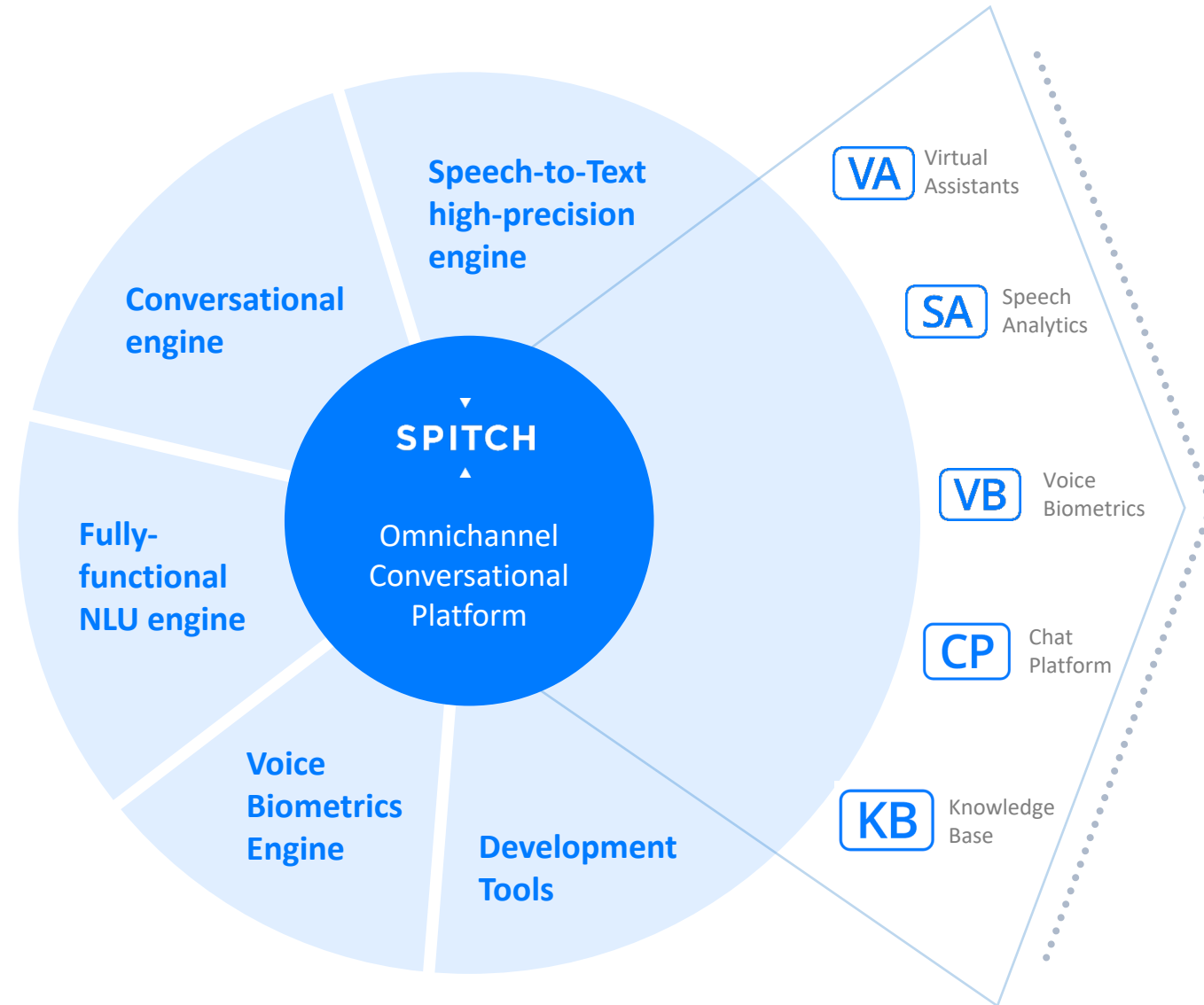
Voice Biometrics

- Voice authentication
- Customer identification
- Continuous identity verification
- Fraudsters detection

Product

Unique and truly omnichannel experience, delivered from one central technology stack which is developed in-house with no third party dependence

Super-efficient model training requiring **10 times less data** than the previous generation



- One-stop shop
- Customisation & personalisation
- Low code – no code
- Fastest time-to-market
- Develop once – deploy omni
- Industry agnostic
- Conversational data drives sales

The implementation only happens once, regardless of which channel (voice or text) is launched first thanks to “Develop Once – Deploy Omni” approach.



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products:

Virtual Assistants

VA

▼
SPITCH
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VA

Virtual Assistants: Business Advantages

Increase Sales

+20% Informing customers about relevant products

+5% Product Sales Conversion

due to familiarization of the client with the most relevant products and routing to an agent with sales skills for such products

Reduce Cost

-19% Cost Per Call

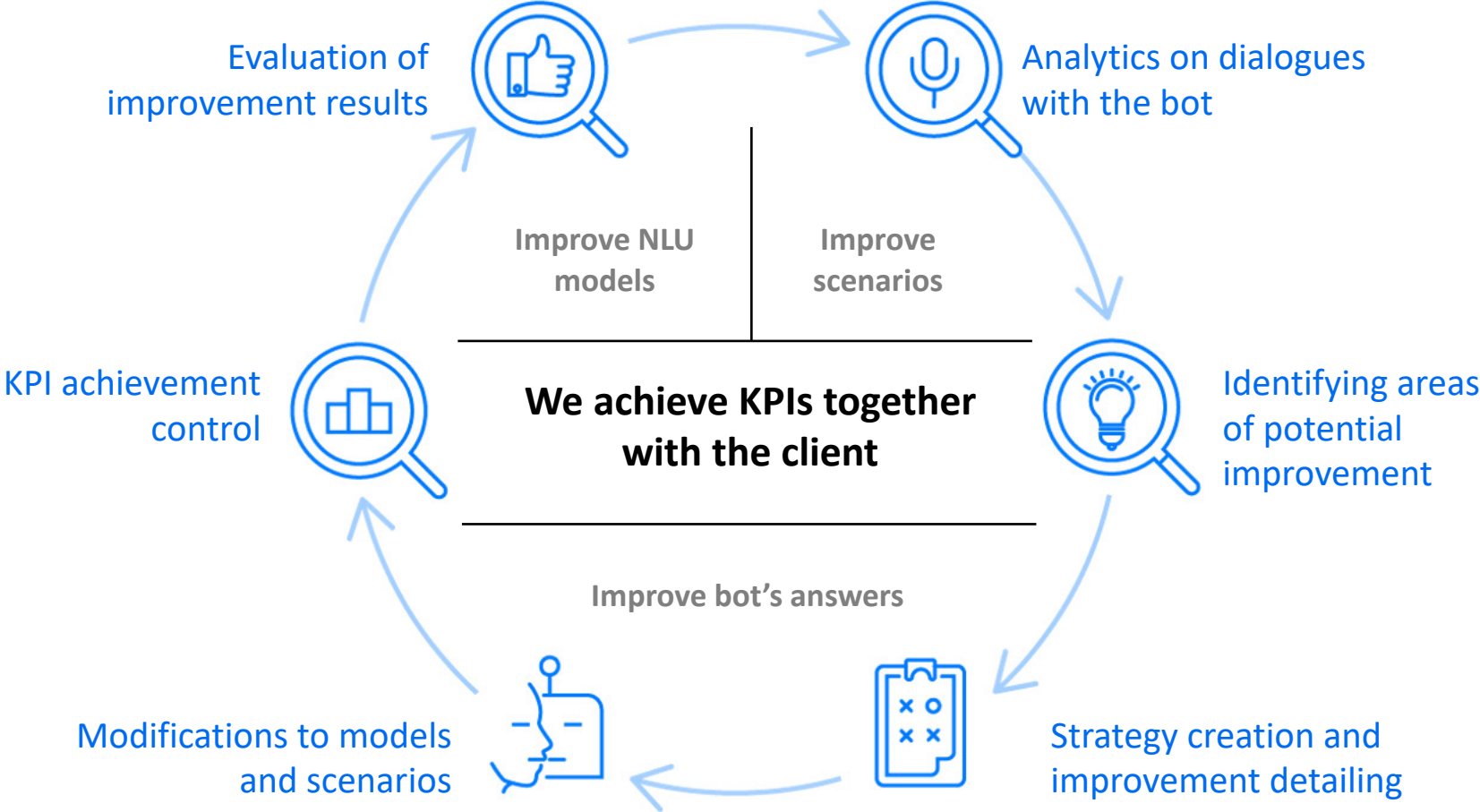
automate routine operations (answering FAQ, providing personalised information, performing transactions)

Improve Customer Experience

+80% Average Speed of Answer

zero waiting time before answering by Virtual Assistants

Text and Speech Analytics for Bots Improvement



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VA

**Virtual Assistants:
Unique
Technologies
and Product**

1. **Truly omnichannel approach.** Spitch Dialog Composer allows do develop a customer service scenario and run it in **voice and text channels**;
2. High precision speech recognition based on modern e2e models ;
3. Use of few-shot approaches for NLU models that allows to reach highest accuracy on synthetic training data or a tiny amount of real data providing **the fastest time to market for new use cases**;
4. Comprehensive set of tools for Conversational AI applications development that allows to **develop, support and improve use cases** by client's employees or third-party company;
5. Full stack of technologies developed in-house allows Spitch to deploy all the necessary parts of the solution including ASR and TTS providing **the highest level of information security**;
6. **Powerful integration capabilities** that allows easily get and put information on business backend systems using REST API or other protocols.

Dialog Engine



1. Run the **same scenarios** in text and voice
2. Support an **open dialogue** approach based on scenarios or deep learning models
3. Support **wide range of text channels**: website widget, messengers, social networks and ability switching to a live agent
4. **Easy integration** with telephony and other existing services
5. Full log of conversations and **wide range of reporting**

NLU/ASR



1. Advanced NLU models for intent recognition and named entity recognition based on few-shot approach require **significantly less training data**
2. Automated speech recognition and natural language understanding technologies **are developed in house** – no any 3d party services or software needed, no hidden costs for cloud-based services like Google or AWS
3. High-precision transcription and unique speech-to-intent approach guarantee understanding of **customers requests from the first phrase**
4. **Models adaptation for business processes** is provided during implementation and may be continued during operations