

Interaction Intelligence Repository

Turn every customer interaction into measurable performance lift

Your contact center captures the most honest signal in your enterprise – live customer conversations. ASAPP CXP structures that signal into intelligence that improves containment, personalization, and operational decisions in real time.

A durable intelligence asset

Every interaction is a data point. CXP captures and structures that intelligence in real time, feeding it back into the system as something immediately usable.

Personalization



Pull prior behaviors, failed attempts, preferences, and context directly into live conversations.

Routing



Improve containment, escalation precision, and HILA intervention timing.

Operational insight



Surface product friction, process breakdowns, emerging intents, and compliance risk across 100% of interactions.

Cross-functional visibility



Make interaction intelligence available to Ops, Product, Marketing, Sales, and Compliance, not just CX.

The signal



The **app kept crashing**. I tried to find **someone at the gate** but the terminal is slammed. The **courtesy phones don't work**. I just need to get to LA tonight.

Insights for the entire business

```
airport_crowding_mentioned : true
equipment_issue_flag:
  - "courtesy_phones_not_working"
friction_signals:
  - "app_crash"
  - "gate_understaffed"
  - "courtesy_phone_outage"
```

Product:
Roll out app fix

Ground Ops:
Improve staffing plan

Facilities:
Fix courtesy phones



Designed for personalization

Every interaction, already in context

CXP pulls memory from your existing systems – including the Interaction Intelligence Repository, CRM, and CDP to power real-time personalization and context-aware automation across every channel.



Built for business users

Ask a question. Get an answer. No SQL needed.

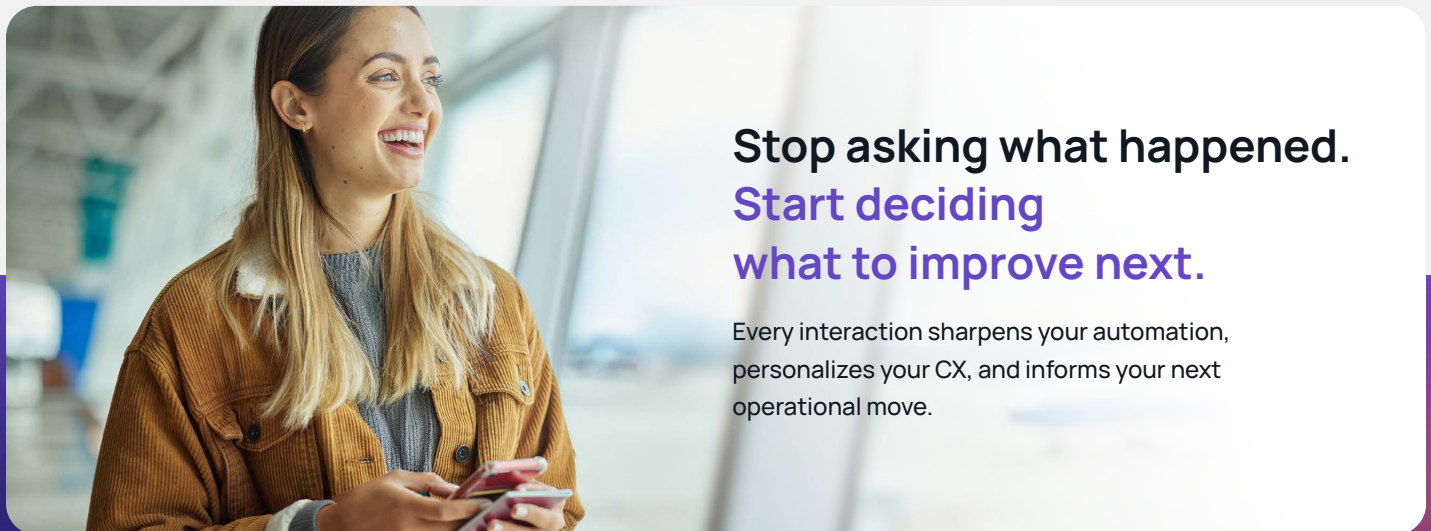
Business teams can ask natural-language questions to surface operational trends and explore interaction data – identifying opportunities and acting on them in real time.



Flexible data ownership

Your data stays yours, wherever it needs to live

CXP enriches and structures interaction intelligence locally, then writes back to Snowflake, Databricks, CRM, or CDP – fitting seamlessly into your existing data strategy.



Stop asking what happened. Start deciding what to improve next.

Every interaction sharpens your automation, personalizes your CX, and informs your next operational move.

About ASAPP

ASAPP is the agentic Customer Experience Platform (CXP) purpose-built for enterprise customer service. CXP orchestrates AI agents, human expertise, and enterprise systems to resolve customer issues faster and more accurately across voice and digital channels.

At the core of the platform is GenerativeAgent®, created to autonomously listen, reason, act, and improve through interaction intelligence. Enterprise service teams use ASAPP to run their operations with measurable outcomes, governance, and production-scale reliability.

Take the next step

Book a demo of ASAPP's CXP
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Learn more at
www.asapp.com/cxp



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