

The **only** AI agent that can do the work of tier-one contact center agents, over voice and chat.

Increase contact center capacity with a fully autonomous virtual agent that solves like a human and scales like software. **GenerativeAgent** takes action to resolve customer issues independently through easy integrations with your existing technology systems.



“ASAPP is this market’s undisputed leader in AI-led innovation”

The Forrester Wave™: Digital Customer Interaction Solutions, Q2 2024

Dramatic Business Savings



- Raise your containment ceiling
- Reimagine the agent workflow
- Achieve infinite voice concurrency

Increased Customer Satisfaction



- Eliminate hold and wait times
- Increase issue resolution
- Provide flexible, personalized service

49% Self-service increase

91% First Call Resolution

77% Cost reduction per chat



Fully conversational & agentic

Autonomously handles multi-step requests in natural language



Human-in-the-loop support

Seeks guidance from human agents when needed without a hard handoff, enabling voice concurrency



Intelligent model orchestration

Uses multiple leading models and selects the best one for each underlying task

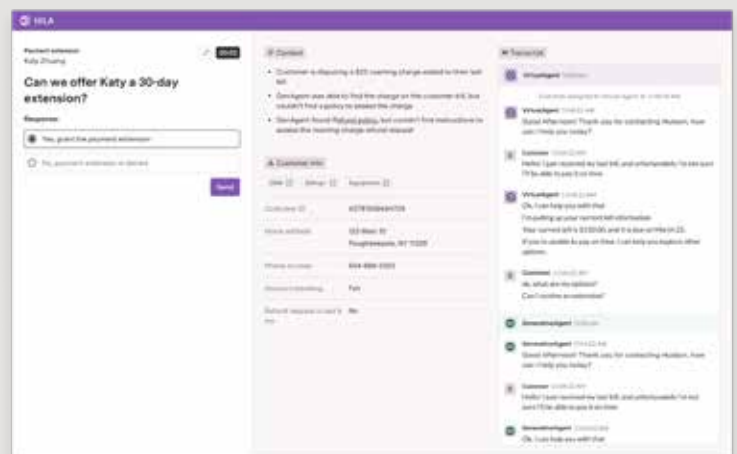


Optimized for contact centers

Easily fits in your existing tech stack and offers no-code configuration

Handling simultaneous voice calls was impossible. Until now.

Now, with **GenerativeAgent’s groundbreaking human-in-the-loop system**, you can have your human agents supporting multiple voice conversations at once. It requests support from human agents only for the workflows and approvals required to successfully resolve an interaction, reducing the need for standard escalations and enabling human agents to support multiple interactions.



Safety and effectiveness grounded in your sources

GenerativeAgent responses are grounded in your sources, with powerful safety mechanisms engaged to protect your brand. Dedicated guardrails, automated review systems, precise prompting, and human-in-the-loop safety nets prevent hallucinations to provide safe and accurate responses to your customers.

APIs

Enables GenerativeAgent to take action and retrieve customer-specific data for personalization

Knowledge Base

Used to answer all questions about policies, products, or services and technical issues

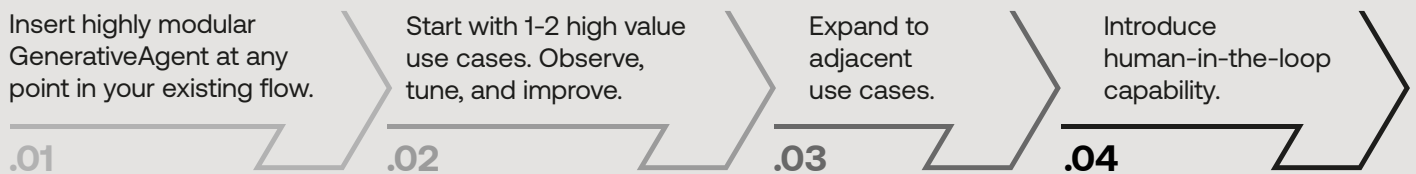
Task Instructions

Describes goals, procedures, and limits for GenerativeAgent in the context of a task

Start your journey with ASAPP - a leader in AI-led innovation

ASAPP has over a decade of experience in AI research and the development of AI-native products for CX, driving unmatched production results in enterprise contact centers. This commitment to transforming contact center outcomes with AI has culminated in **GenerativeAgent**.

Partner with ASAPP experts and get started now with our proven implementation process.



ASAPP delivers success through:



Proven transformational outcomes in enterprise CX



Expert guidance from a leader in AI research & innovation

About ASAPP

ASAPP is an artificial intelligence cloud provider committed to solving how enterprises and their customers engage. Inspired by large, complex, and data-rich problems, ASAPP creates state-of-the-art AI technology that covers all facets of the contact center. Leading businesses rely on ASAPP's AI Cloud applications and services to multiply agent productivity, operationalize real-time intelligence, and delight every customer.

"We needed to find an agile, collaborative partner to help us engage with our customers in the channels where they want to interact with American Airlines. ASAPP is that partner, and we've seen customer engagement improve since launch."

- Julie Rath, VP of Customer Experience and Reservations.



To learn more about ASAPP innovations, visit www.asapp.com or email hello@asapp.com

Trusted by

