

# Why ASAPP AutoSummary

Not all summary solutions are built the same.

## Here is why you need ASAPP AutoSummary

- Reduce your AHT and slash after-call wrap with automated summaries
- Increase CSAT and NPS while reducing agent distraction
- Actionable insights on every interaction to inform your strategy and arm your agents

## What sets AutoSummary apart

### Structured Data

Your summary data should guide corporate policymakers, provide insightful analytics, and be used to arm your agents. For it to truly do this, that data needs to be structured in the following categories for optimal use:

#### Entities

Fine-tune with standard or custom entities you want to extract, from customer info, competitor name to product mentions and others.

#### Intents

Automatically categorize calls by customer intents for further analysis. ASAPP can easily track and record multiple contact reasons at once and structure intents for in-depth analysis.

#### Targeted Analytics

Dig deeper into call and success drivers with structured data around complaints, denials, promises, outcomes, and sentiment for full visibility into your contact center.

## Targeted analytics types

#### Sentiment

Track the specific attributes and tone of sentiment beyond a simple a score.

#### Promises

Understand what agents have committed your company to do, and ensure that customer expectations are met.

#### Complaints

Did the customer voice dissatisfaction and how should that complaint be categorized.

#### Denials

Customers are often asking for things that agents have to deny. These situations can be flagged for risk management.

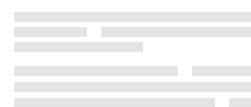
#### Outcomes

Ultimately, businesses need to understand the outcome of a call and all the related attributes.

## Enrichment

While many solutions wrap their free text summary solution around an LLM, AutoSummary goes beyond with enriched free text summaries allowing you to define the details you want included and giving you state-of-the-art summarization that delivers the full picture of your CX organization. See the ASAPP difference.

Standard Summary



Enriched Summary



# Why ASAPP AutoSummary

To realize the value of CX AI technology, structured and enriched summaries should be a cornerstone of your foundational strategy. Otherwise, the benefits you may be expecting from generative AI solutions will be stunted.

## AutoSummary delivers:

### Big benefits

- Reduces AHT
- Increases customer satisfaction
- Empowers agents
- Surfaces key business data
- Infinite scalability
- Improves the quality of your summaries

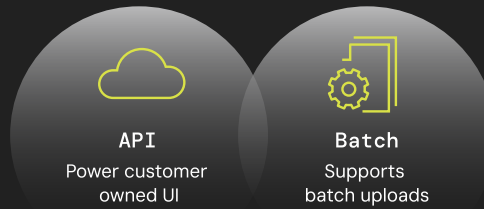
### Quickly

- Can be implemented quickly with a simple integration
- Almost turn-key
- Can stand alone as a point solution, if needed

### A foundation of intelligence for your AI journey

- The right solution can structure your data, serving as a solid foundation for the other solutions which will rely upon it.
- The insights gained can also form the blueprint for which areas, issues, or value-drivers you want to address as you build your AI solution strategy.

## Deploy AutoSummary with our flexible integration options



## 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.

To learn more about ASAPP innovations, visit [www.asapp.com](http://www.asapp.com).

**“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,



## Trusted by

