



# Hyperpersonalization at Enterprise Scale

Turn every conversation into intelligence with AI that remembers. Create a single, lifelong customer record with everything from intent to conversation to context.

Today's customer service expectations:

-  Instant
-  Accurate
-  Hyperpersonalized

But most CX stacks can't deliver the memory, context, or intelligence required.

## Bridge the CX intelligence gap

### Higher first contact resolution & CSAT

Issues get resolved the first time because every conversation starts with context like preferences and unresolved intents.

### Lower cost-to-serve, higher quality of service

Increase containment and reduce need for escalation with insights to expose repeat-contact causes and automation gaps.

### Compounding personalization

A governed cross-channel memory powers smarter next-best actions while preserving auditability and approvals.

## ASAPP Customer Experience Platform (CXP)



**Unified data + context layer:** Complete view of customer + interaction history.



**Dynamic models that learn from outcomes:** Always improving predictions and personalization.



**Autonomous + governed workflows:** Digital + voice resolution with human assistance when needed.

## Interaction Intelligence - a compounding asset

Each interaction becomes structured intelligence that enriches the customer's personalized agent, creating compounding, customer-specific intelligence.

- ✓ Hyperpersonalized interactions
- ✓ Predictive routing + eligibility
- ✓ Real-time compliance + quality
- ✓ Product + revenue insights
- ✓ Workforce + operations optimization

Customer experience feels truly personal with a platform that unites all your systems to work off a shared customer record of structured data.

### Unified interaction record



Your customers will never need to repeat themselves again. One governed data model linking intents, steps, systems touched, outcomes, approvals, and timestamps.

### Context injection & memory



Preloads relevant customer context from a CRM or other key system into a live conversation — using that system as 'long-term memory' to power a personalized experience.

### Outcome & root-cause analytics



Finds what drives repeat interactions, drop-offs, and long calls; recommends fixes and automations with measured impact thus improving operational efficiency.

### Policy & governance layer



Approvals for risky steps, full context, and safe use of data across teams and channels.

### Proactive orchestration



Powers triggering follow-ups and preventive outreach based on unresolved intents or system failures.

## A system of intelligence and record for your entire customer experience.

- ✓ **Personalized Agent for Every Customer**  
Continuously learning based on history, context, eligibility, and outcomes.
- ✓ **Enterprise-Wide Intelligence**  
Improved forecasting, product strategy, compliance workflows, and revenue decisions.

## Take the next step

Book a demo of ASAPP's CXP

[www.asapp.com/get-started](http://www.asapp.com/get-started)  
[hello@asapp.com](mailto:hello@asapp.com)  
+1 (646) 386-8639

Learn more at  
[www.asapp.com/cxp](http://www.asapp.com/cxp)

## About ASAPP

ASAPP is an artificial intelligence solution provider committed to solving the toughest problems in customer service. Its AI-native Customer Experience Platform, powered by GenerativeAgent® integrates with existing systems and uses generative, personalized interaction to bring radical efficiency to every customer workflow. Because we automate what was previously impossible to automate, our AI-native® solutions deliver more than efficiency gains. They redefine the role of AI in the contact center and lay the groundwork for businesses to reimagine their customer experience delivery for the agentic enterprise. Leading enterprises rely on ASAPP's generative and agentic AI solutions to dramatically expand contact center capacity and transform their contact centers from cost centers into value drivers. To learn more about ASAPP, visit [www.asapp.com](http://www.asapp.com).



## Trusted by

