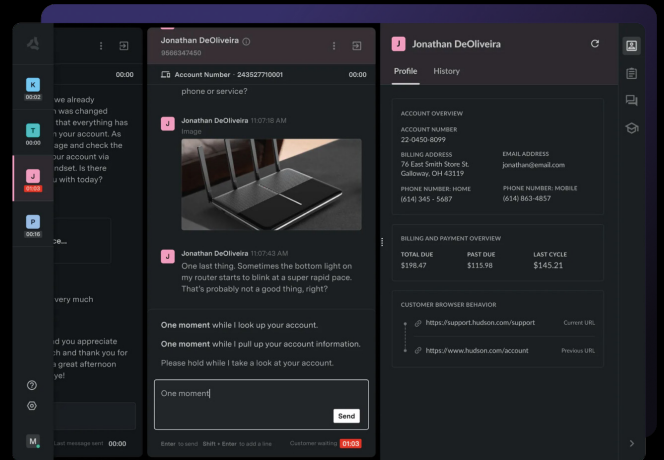


The generative AI-native messaging platform built for CX

The business impact of digital interactions powered by generative AI is real.

Whether it's bold action all at once or a step-wise approach, you can act now to use generative AI to dramatically improve live and automated service, driving digital adoption and self-service without compromising satisfaction.



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

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

ASAPP delivers success through:



Proven transformational outcomes from AI innovation



Expert guidance from a leader in AI research & innovation

Proven AI innovation, transformational outcomes

Increase capacity with generative AI for agents, leaders, and customers

Better agents. 46% of AHT is response crafting time. Let's change that.



Reduce AHT by 15-20% by automating up to 80% of agent responses.

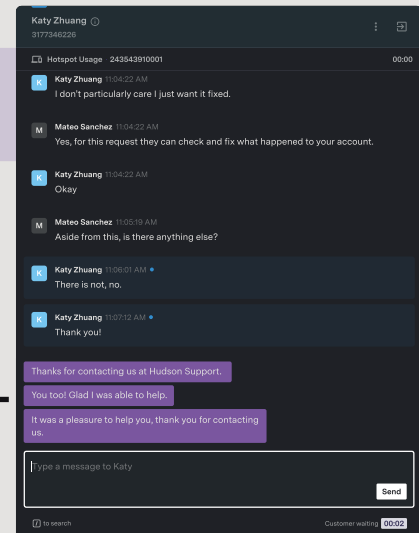


Propose the right response throughout a conversation with AI that learns.



Ensure quality and consistency that drives a better customer experience.

Suggesting AI-driven responses during customer interactions



Better insights. Another 10-20% of AHT is note-taking and wrap-up work. That extends handle time and makes getting to useful insights really difficult. You need more than just free text summaries.



Reduce AHT by an additional **5-10%** and improve accuracy on **100%** of interactions with generative AI automated summaries.



Define and extract custom structured data for actionable insights that flex to your changing needs.

Outcome Structured data

Outcome	Structured data
Issue resolved	No
Full information given	No
Issue escalated	Yes
Sentiment	
Dissatisfied with outcomes	Yes
Showed frustration	No
Follow-up promises	
Callback promised	No
Promised issue resolution on its own	Yes
Complaints	

• Customized added elements

The customer called to make a payment arrangement and **remove WiFi service from their account**. The agent scheduled a payment for **\$200 on November 3rd and another payment for the remaining balance on November 17th**. The agent also initiated the process to disconnect the WiFi service. The agent suggested **switching to the unlimited starter plan** to lower the bill. The customer agreed to switch the plan. The agent also mentioned the option of enrolling in **autopay and paperless billing** to get a \$5 discount. The issue of making a **payment arrangement and removing WiFi service** was resolved on the call. The customer agreed to the suggested actions.

Stephen B.

Can you help me explain the bill?

GenerativeAgent

Just a moment. Your bill consists of two line items: a \$130 charge for the service and a \$20 charge for taxes and fees, totaling 4150.

Stephen B.

Why is this month's bill different from the last month's?

GenerativeAgent

Just a moment. I'm checking your past bills. The difference between this month's bill and last month's bill is due to the promotional pricing ending. Last month, you had a promotional...

Better self-service. Boost containment and satisfaction with deterministic virtual agent or safely extend generative AI to customers with GenerativeAgent - the only AI agent that can do the work of tier-one contact center agents.



Increase virtual agent FCR by **10 points** with intent classification and routing.



GenerativeAgent automates and contains **50% more interactions** and **improves FCR by 10 points**, lowering cost per chat while preserving satisfaction.

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 or email hello@asapp.com

In a span of just one month, the **ASAPP platform** seamlessly replaced LivePerson across two business units, effectively serving four distinct channels.

"This is a huge milestone and a stellar accomplishment in our journey to transform from voice-based interaction to proactive and reactive chat. This new relationship also provides us opportunity to uniquely, manage our chat platform and BPO labor relationship to its fullest potential and deliver a state-of-the-art customer experience." - **Chief CX Officer - F500 Telco**

Trusted by

