

WORDPULSE

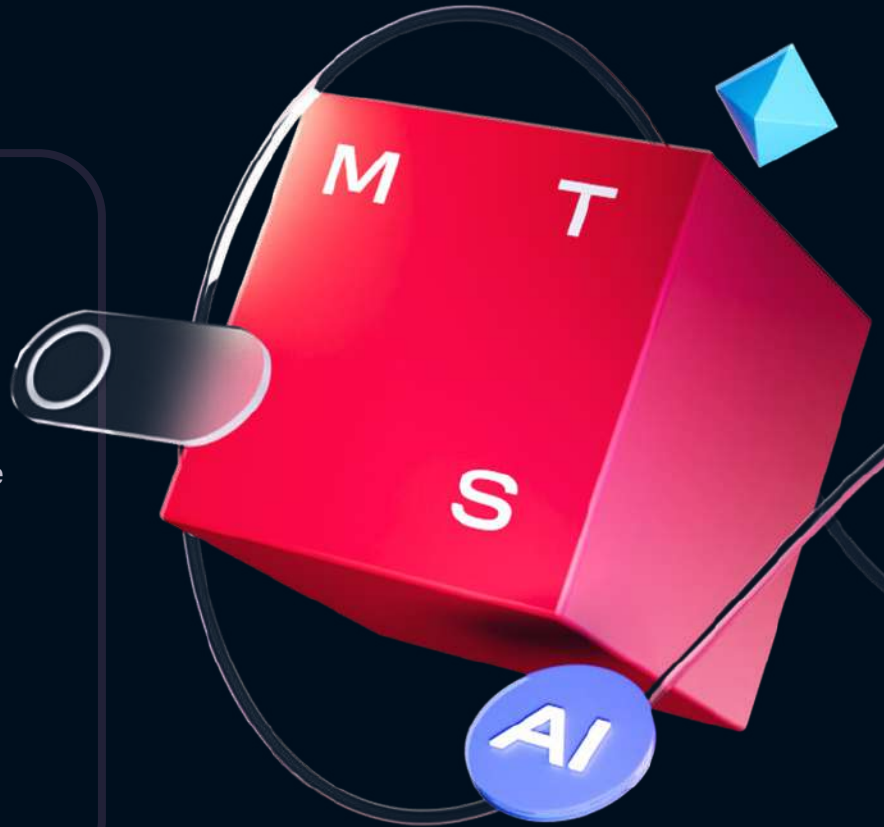
Service for analyzing speech and text interactions with customers based on modern ML-models

[Products](#)[Cases](#)[Opportunities](#)[Solutions](#)

MTS AI ONE OF THE LEADING RUSSIAN COMPANIES IN AI DEVELOPMENT

20+ projects implemented

- Introduced chat bot to automate MTS customer service
- Using AI to predict profitability of investment in telecom infrastructure
- Taught KION to skip credits and locate commercials



Developing AI solutions and products

Based on CV, NLP and Edge Computing

Developing DeepTech and AI market

Investing in promising projects, helping start ups turn their ideas into profitable business

R&D center

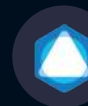
More than 200 experts and technological infrastructure: the most powerful supercomputer in telecommunications

MTS AI ASSETS



VisionLabs

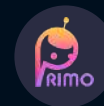
INFOMOTIKO



Just AI



Kneron





Primo RPA

WORDPULSE

ML model-based service for analyzing voice and text interactions with clients, and user generated content

FUNCTIONALITY

-  Processes 100% of interactions in any channel
-  Builds communication flow in a contact center without human input



EFFICIENCY

Business effects



from employing speech analytics services

35-43%

Decrease in target lead price

17-30%

Increase in sales

20%

Increase in customer satisfaction

Additional advantages



80%

Productivity gain for service quality control

36%

Increase in subscriptions to self-service

14%

Decrease in secondary load on operators

TARGET AUDIENCE

- Banks and insurance companies
- Telecom
- Retail
- Medical organizations
- Delivery services

WORDPULSE

ML model-based service for analyzing voice and text interactions with clients, and user generated content

Deep analysis of communications



Discovering subtle connection between customer and support rep behavior by combining ML-models and rules within the analytic device

Managing customer interactions



Automatic analysis of all non-structured dialogs with clients and development of an optimal script for further interactions

A set of ready-made metrics for business



Recording and drafting indicators depending on the company size, its business area, client base or its specific parts

Predicting business metrics



Predicting indicators and tendencies based on analysis output

Convenient reports



Transparent metrics system, dashboards and reports available 24/7, exporting data to any external service

No need to hire a team of analysts



You will not need a whole team of qualified specialists to work with this service and fine tune ML-models

WORDPULSE

FEATURES FOR CLIENTS



Omnichannel approach

Automatic analysis of 100% of interactions with clients performed by reps and chatbots in any channel: by phone, on the website, in a mobile app, on social network and in messengers



Complex solution

You can order a complex solution that features Audiogram, which is a platform for speech synthesis and recognition, NLP platform for bot creation, and WordPulse



Quick and easy implementation

Implementing WordPulse with a specific set of rules for a particular case takes 2 months, integration with fine-tuning of ML-model takes 1-2 weeks

PROGRAM COMPONENTS



Module for default statistical metrics

Measures the length of a session, amount of dialogues and users etc.



Module for analyzing the tone

Recognizes certain aspects in customer's phrasing, for example: "Your rates are great, but connection is terrible". This lets you know which grievances your customers have, be it price, quality or something else



ML tools

Modular micro-services for analyzing tone of speech, topics, difficult points in communication, for example, when a bot fails to recognize a request, when a client becomes aggressive or resorts to profanities



Analyzing scripts and scenarios

An additional service to help your company set and control the rules of communication: the greeting, the offers, social etiquette etc.

APPLYING WORDPULSE IN VARIOUS SPHERES

TELECOM



- Customer service quality control, adherence to scripts and other parameters
- Discovering effective interaction scenarios
- Analyzing support reps' work
- Preventing sidetracking and divulging company secrets;

BANKS AND FINANCIAL INSTITUTIONS



- Analyzing pre-collection calls
- Discovering customers' needs
- Evaluating interactions with operators and managers in sales offices
- Flagging profanities
- Flagging stop-words and crises

RETAIL AND DELIVERY SERVICES



- Supervising customer support representatives
- Gathering data on customers' needs
- Evaluating delivery personnel's punctuality and politeness
- Gathering data to plan ad campaigns

MEDICAL ORGANIZATIONS

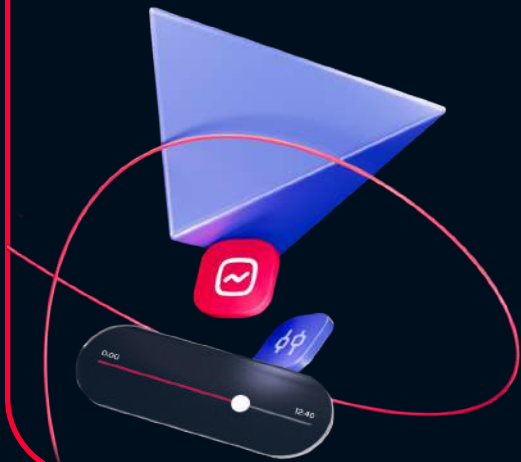


- Analyzing call center employees' work:
 - evaluating politeness
 - following scripts
 - verifying bookings and reminding customers of those
- Studying customers' need for new services

FLOW CHART OF WORDPULSE

Upload speech
and text data
to the interface

and receive business insights
in a manner of minutes



Recording
service interactions
at front offices



Recording service
interactions
in call centers



Chats and
messenger apps



Gathering data
on the server



Automated
employee
evaluation



Discovering areas
for improvement
in speech analytics



Reports
and data analysis



Developing
and implementing
the course of action



Control

DISTRIBUTION OF WORDPULSE



ON PREMISE

You will receive an installation kit
and a license to install it
to your server

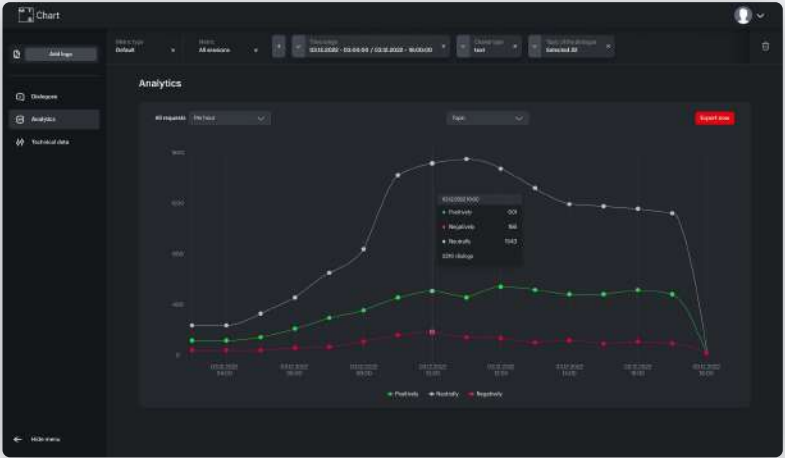
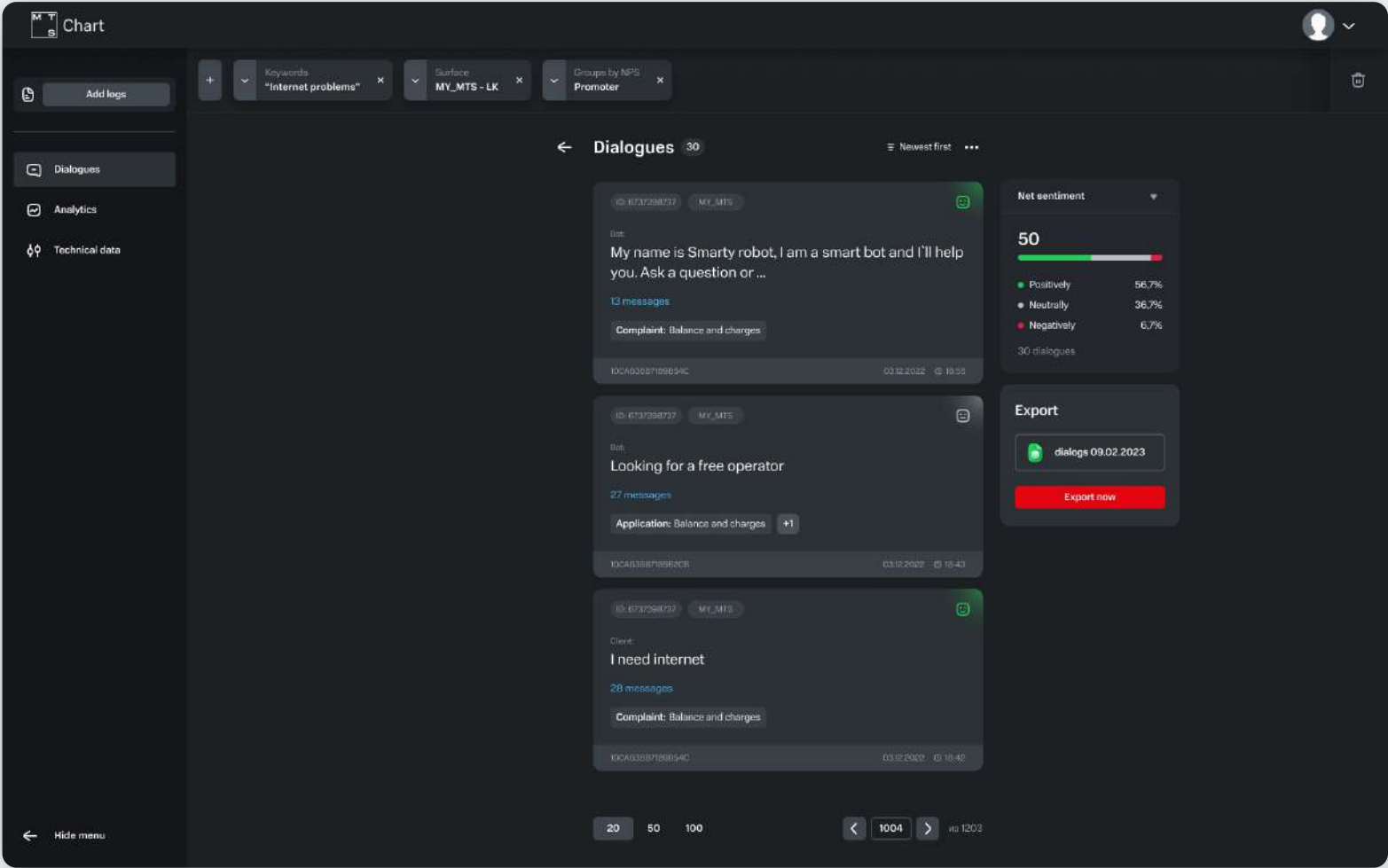


CLOUD

AI speech analytics will be hosted
in the cloud, and you will get access
to API and a link to your company dashboard

WORDPULSE INTERFACE

Interacting with the service is convenient and straightforward



ANALYZING ONLINE RETAIL COMMUNICATIONS

TASK

Monitor adherence to pitch scripts in 100% of recorded interactions between reps and customers.

Subtasks:

- transcribing speech data into text format,
- identify presence or absence of keywords in these data and form a report.

Processing capacity:
2500 records.

SOLUTION

MTS AI offered to implement WordPulse and Audiogram, a platform for speech synthesis and recognition.

What will be done for the client?

1. Linking Audiogram to ATC or to call recording file system.
2. Installing and setting up WordPulse, fine tuning of ML models.
3. Transcribing speech files into text with Audiogram.
4. Tracking keywords and intonation.
5. Monitoring adherence to scripts and leading non-typical dialogues, like customer complaints.
6. Identifying leaks of sensitive data, like company's inside processes, divulging personal data of other people.
7. Measuring rep's speech tempo and their level of friendliness.
8. Flagging rude and offensive behavior, as well as use of profanity from employees.
9. Setting up reports in accordance with company's needs.

EXPECTED RESULT

Integration of customized WordPulse and Audiogram.

Expected business effect:

- adherence to scripts increasing by 15%;
- call center personnel efficiency increasing by 20%;
- frequency of profanity use decreased by 100%;
- efficiency of outgoing sales going up to 30%, cross sales up to 20%.

ANALYZING TEXT INTERACTIONS OF TELECOM OPERATOR

TASK

Automated analysis of 100% of chat messages from customers when interacting with your reps and chatbots, in order to identify shortcomings in fulfilling customer requests.

SOLUTION

MTS AI developer team made an offer to a telecom operator to implement WordPulse.

What will be done for the client?

1. Implementing WordPulse on client's servers.
2. Installing and setting up WordPulse.
3. Fine tuning ML models for thematic fronting based on client's data.
4. AI service will analyze all interactions with customers, identify new topics and increase in amount of related requests, trends in customer satisfaction by interaction and representative, amount of interactions and trends in the tone.
5. Automated reports.

EXPECTED RESULT

Integrating WordPulse will improve customer satisfaction and allow you to:

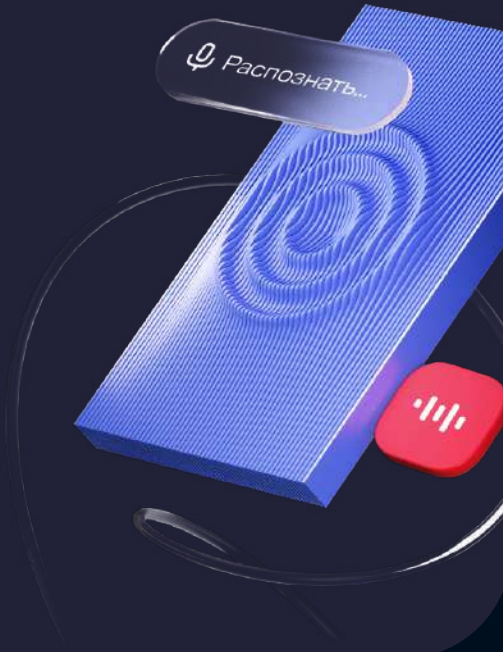
- automatically separate chats with dissatisfied customers, evaluate the effect of new scripts on customer satisfaction level;
- identify large incidents, most common requests and their tone;
- increase the amount of chat analytics to 100%, with 80% precision in indexing.

COMPATIBILITY WITH OTHER MTS AI PRODUCTS

Audiogram is a neural network-based speech recognition and synthesis platform

Integration with Audiogram allows WordPulse to receive more data and insights on speech interactions with customers.

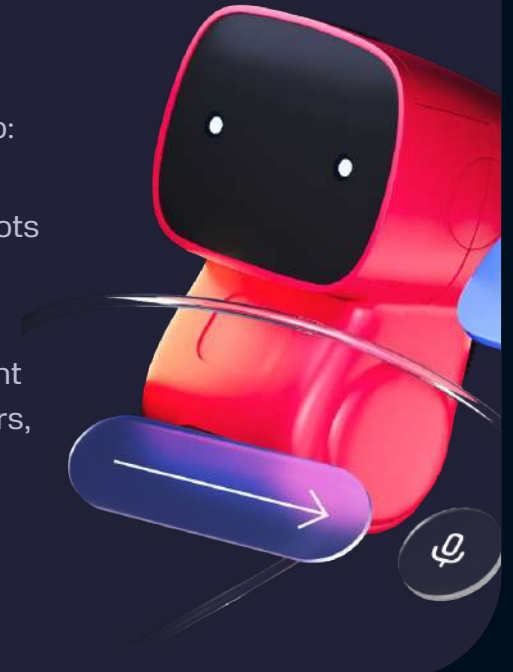
Audiogram transcribes speech into text, providing data on pauses, length and time of the call. Then, these data are uploaded to WordPulse service which outputs statistics on speech interaction with customers.



NLP Platform is a tool for creating and managing voice and textbots

Implementing WordPulse allows you to:

- analyze 100% of interactions with bots and reps,
- evaluate and select the most efficient scripts for interacting with customers,
- make informed decisions in order to improve customer experience.



INFRASTRUCTURE REQUIREMENTS

COMPONENT	CPU (millicore)	RAM (Gi)	GPU (core) V100	HDD (Gi)
Tone analysis module	500	3	1	3
Clustering module	1000	3	1	3
OpenSearch	8000	16		1000
Auxiliary services of the analytic module	1500	1.5		9

Can be scales horizontally by increasing the amount of POD.

THANK YOU FOR YOUR TIME!

You can ask any of your
questions of interest by
sending a message at
the following email address
sales@mts.ai

