



Voice Assistant

Key Operator Benefits

- **Efficiency through Automation:**
 - Intelligently combines steps of complex processes to streamline and automate common and repetitive tasks through a few simple voice requests
 - Reduces execution time and improves business efficiencies
- **Flexibility:**
 - Responds to voice in the native language of the user
 - Customized versions can be added to everyday workflows, to engage with employee workforce or customer care centers
- **Customer Retention:**
 - Broader customer engagement increases the chance for a winning customer experience and loyalty
 - Consistency and faster response time improves brand perception and customer satisfaction

Market Dynamics

With increased competitive and economic pressures that affect positive cash flow to the company, business managers are highly concerned with employee productivity and getting the most out of every resource and team. As mobile becomes even more integrated in personal and business communication lifestyles, many enterprises seek to complement or entirely replace their existing fixed-line communication solutions with mobile services.

Digitalization and automating call centers to engage customers dynamically for self-services is becoming key for better customer experience management and resource reduction. Use of Artificial Intelligence (AI) represents a great opportunity for mobile operators to introduce intelligent, predictive, scalable and more personalized engagement with the subscribers improving customer experience and increasing satisfaction.

Product Overview

Defne's **Voice Assistant** solution enables operators to offer their corporate subscribers an intelligent chatbot application that can easily integrate with their call center system to offer a dynamic customer experience. Using Defne's Voice Assistant, both operators and their enterprise subscribers can allow their customers to perform call center tasks such as changing a password, requesting a balance on an account, or scheduling an appointment, without the need to speak to an agent and without going through cumbersome IVR menus.

Voice Assistant automates call center operations where possible and saves valuable human agent time for those interactions where they're most needed.

Using artificial intelligence (AI), text-to-speech (TTS), automated speech recognition (ASR) and text analyzing technologies such as natural language processing (NLP) and smart chatbot, Voice Assistant simulates human conversation in real-time. It manages the dialogue, maintains context, and dynamically adjusts responses based on the conversation flow.

Voice Assistant enhances the existing call center solution and allows for the delivery of a clear and consistent message on each call, creating a stronger customer experience. It fosters positive brand experience and consistency, reduces call cancellations and complaints/escalations, and increases customer satisfaction.



Key Enterprise Benefits

- **Improves corporate image:**
Consistency and faster response time improves brand perception and customer satisfaction
- **Reduces operational costs:**
 - Decreases the number of live human agents
 - Reduces call cancellations and complaints
- **Efficiency through Automation:**
 - Offers dynamic customer engagement
 - Increases response time and call efficiency

Key Features

- Artificial Intelligence
- Natural Language Processing (NLP)
- Intelligent IVR with and ASR functionality
- Chatbot
- Multi-language support
- Call steering
- Machine learning capability for new dialogues
- Speaker identification
- Multi-tenancy

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