Conversational
Insights

powered by AI

Carlos Vasconcelos, VP Global Marketing

apcc
associação
portuguesa de
contact centers

Collab.

Our value proposition

01

Advanced Contact Center Ecosystem

Next generation contact center suite, including AI-powered Sentiment Analysis and Bot Flows. WebRTC based Agents working from anywhere, powered by Workforce Optimization and Gamification strategies.

02

Flexible deployment options

Contact Center and Unified solutions available on Cloud, Private Cloud and On-Premises.

03

Partner Centric Model

We follow an indirect sales strategy with worldwide partners that add their expertise and local knowledge to our solutions. All our products can be cobranded and tailored to your local market needs.

Top uses of AI in marketing, by company revenue

How is your company using AI in its marketing activities? (check all that apply) - % Selected

| Activity	<$25M	$26-99M	$100-499M	$500-999M	$1-9.9B	$10+B
Content personalization	42.9%	42.9%	61.1%	55.6%	63.9%	66.7%
Predictive analytics for customer insights	52.4%	28.6%	55.6%	77.8%	66.7%	53.3%
Targeting decisions	33.3%	28.6%	66.7%	55.6%	52.8%	60.0%
Customer segmentation	42.9%	28.6%	55.6%	11.1%	41.7%	40.0%
Programmatic advertising and media buying	38.1%	28.6%	33.3%	44.4%	36.1%	53.3%
Improving marketing ROI by optimizing marketing content and timing	38.1%	28.6%	33.3%	33.3%	33.3%	26.7%
Conversational AI for customer service	23.8%	14.3%	16.7%	88.9%	19.4%	20.0%
Next best offer	19.0%	0.0%	16.7%	22.2%	8.3%	33.3%
Augmented and virtual reality	0.0%	14.3%	11.1%	22.2%	13.9%	6.7%
Autonomous objects/systems	0.0%	0.0%	5.6%	11.1%	2.8%	0.0%
Facial recognition and visual search	4.8%	7.1%	0.0%	0.0%	0.0%	0.0%
Biometrics, also known as chipping	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%

Insights

The majority of marketers from companies with revenues between $500-999M are utilizing AI for predictive analytics and customer service. This revenue band out-indexes all others by a substantial amount.

A complete Ecosystem

Contact Center

- **CRM** Connectors & CIH

- Bot **Flows & Assistant**

- **Quality Monitoring**
  with Speech Recognition and Sentiment Analysis

- **Gamification**

- **Workforce** Optimization

Cloud PBX

A voip business solution
with convergent extensions
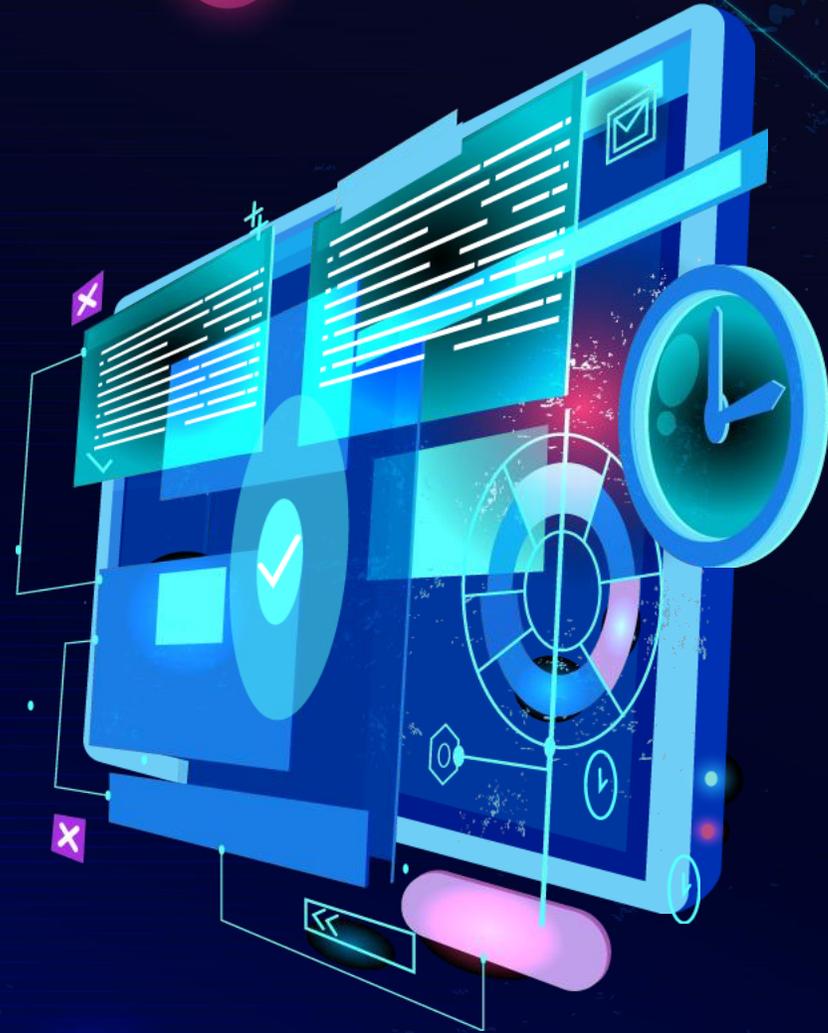
Human-like conversations
between a BOT and a customer

Integrated environment that allows both the creation of flows within a **traditional IVR** (Interactive Voice Response) system and flows of intents and entities with **chat or vocal Bot assistance.** These AI multilingual Bots are **self-learning software systems** that can be trained by the company's staff.
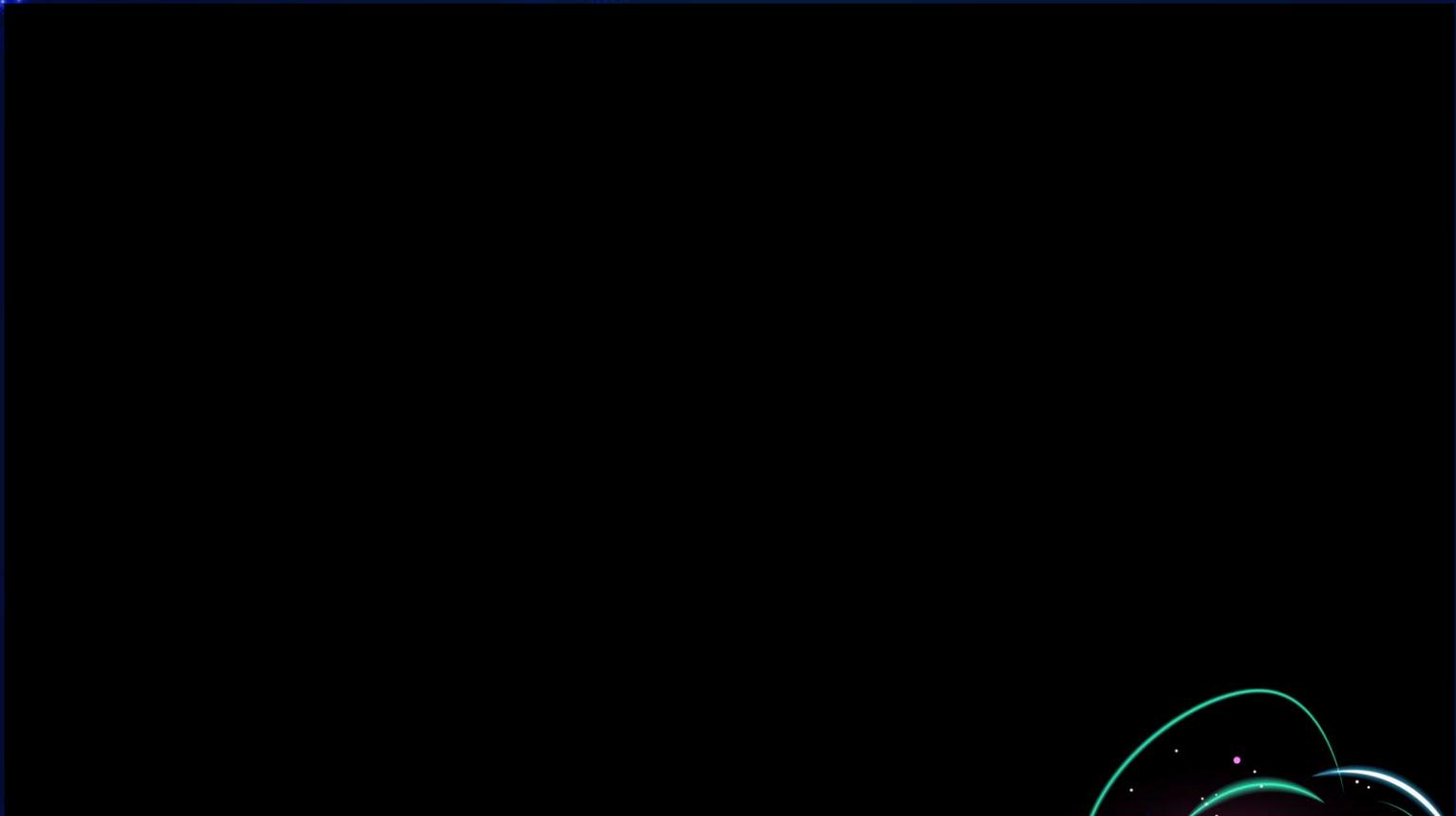
BOT **FLOWS**
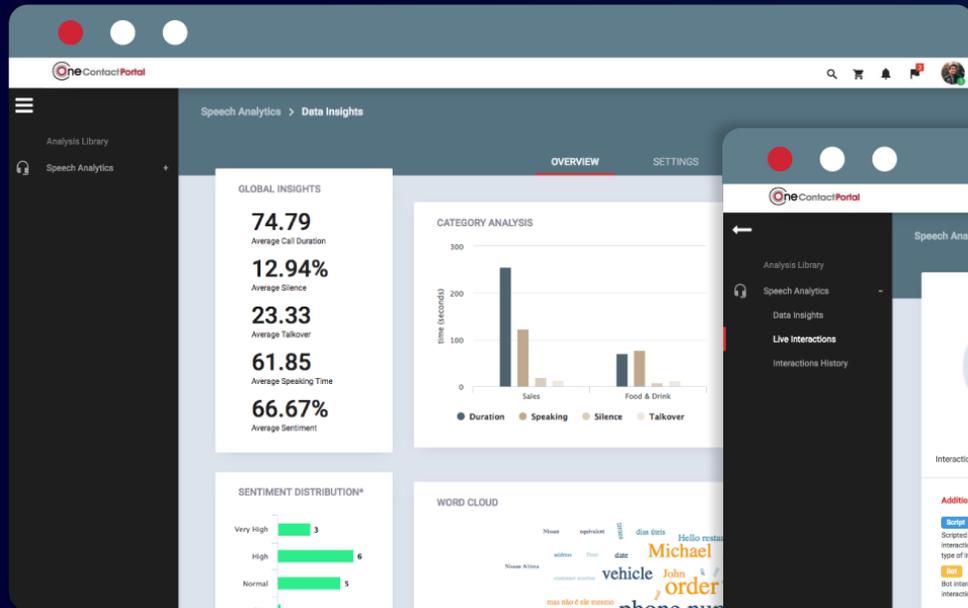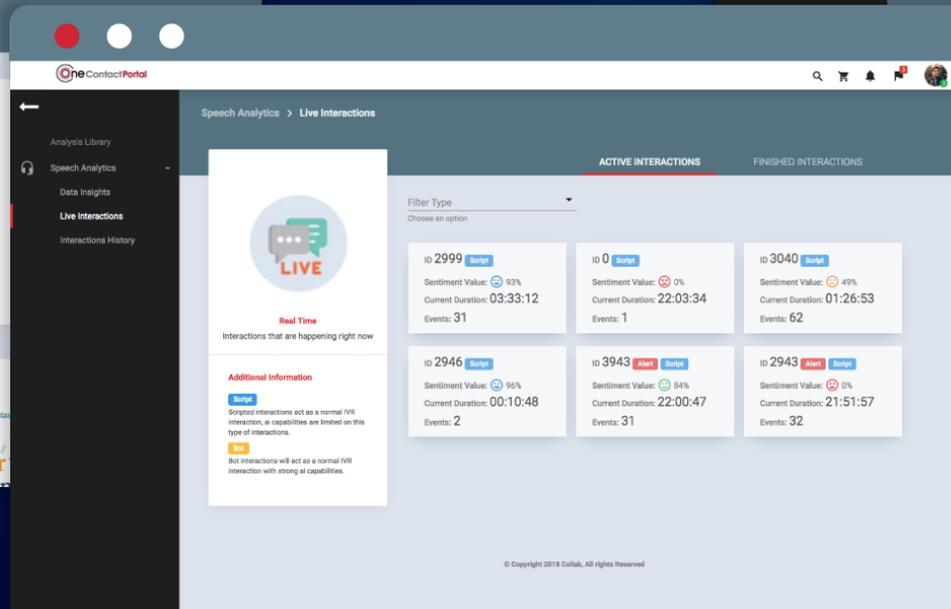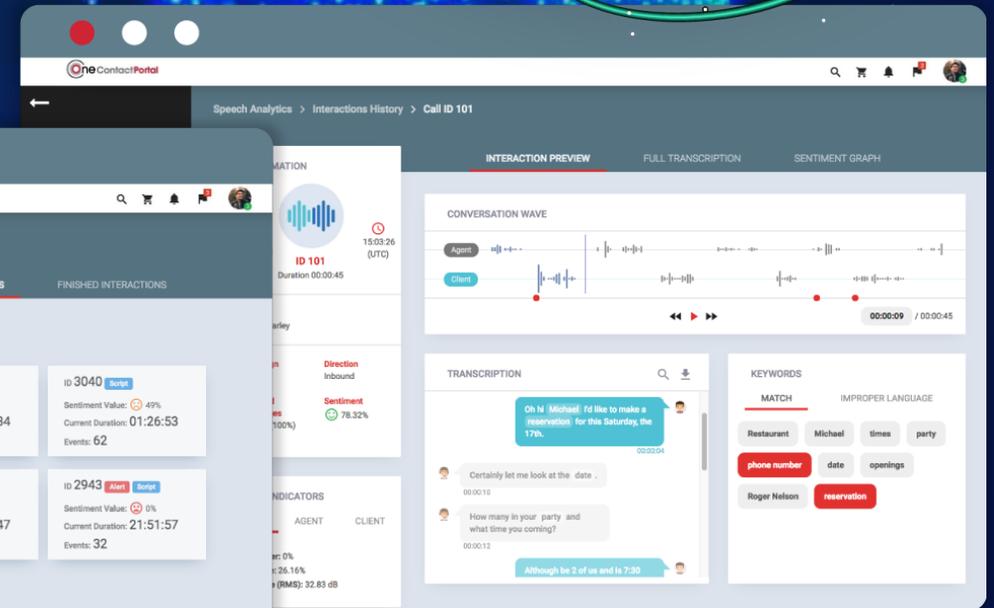
In Customer Experience, **all touch points matter**

According to APCC, in 2018:

4,3 min
Average
call time

8.5
Calls per
agent / hour

-50%

X2

with the same quality or better

Can we improve this?

LIVE AGENT
ASSISTANCE

Introducing
Live Agent **Assistant**

**Compatible
with all channels!**
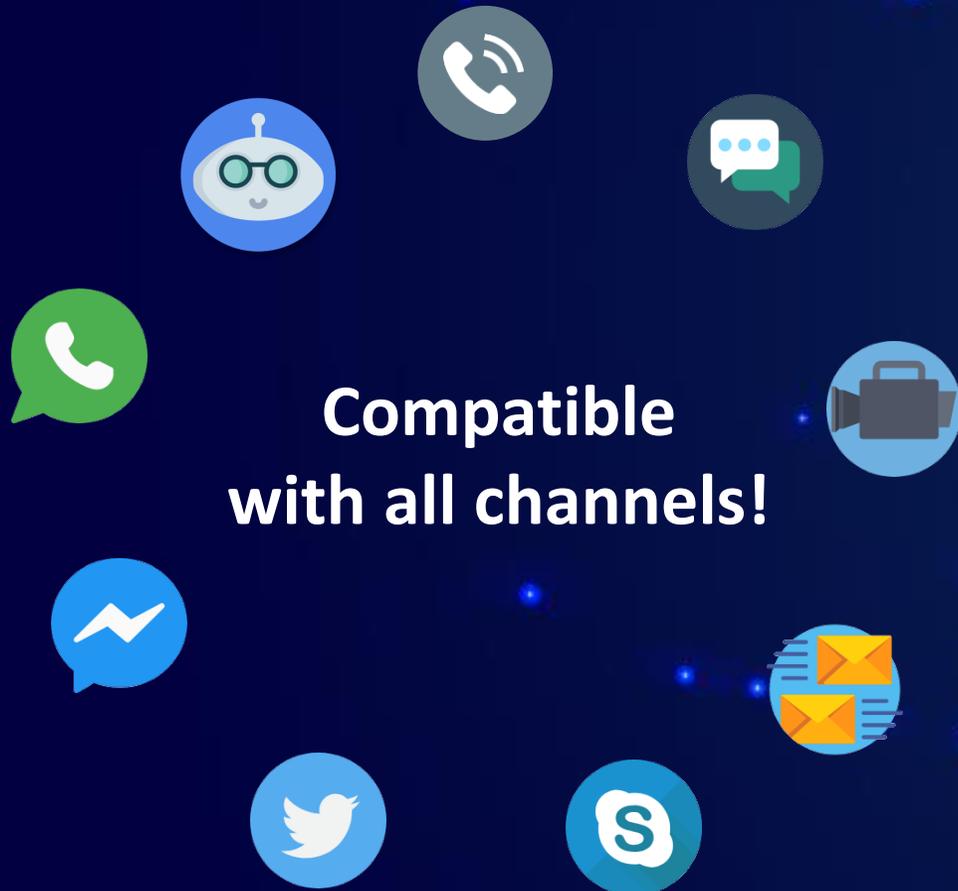
1. Bot designed to **help and guide the agent**.

2. The bot analyses **customer's queries…**

3. And suggests **possible answers to the agent**.

Thank You!

Collab headquarter

Av. D. João II, 43, 4º floor
1990-184 Lisbon, Portugal

www.collab.com

apcc
associação
portuguesa de
contact centers

Collab.