SESTEK
Industry Brief

CONVERSATIONAL AUTOMATION SOLUTIONS FOR THE RETAIL

SOLVING THE DILEMMA: PROFITABILITY vs. EXPERIENCE

Today, the retail industry is trying to find ways to remain competitive and profitable where customers are getting more demanding and costs are increasing. They are asked to continuously innovate, increase efficiency, reduce costs and improve customer experience all at once.

Conversational Technologies can help retailers to achieve this transformation by automating customer-related processes, analyzing the customer engagements and guiding them towards delivering better customer experiences.

OUR SOLUTIONS

KNOVVU
Virtual Agent

Knovvu Virtual Agent helps increase self-service rates by 15-25% at customer service operations
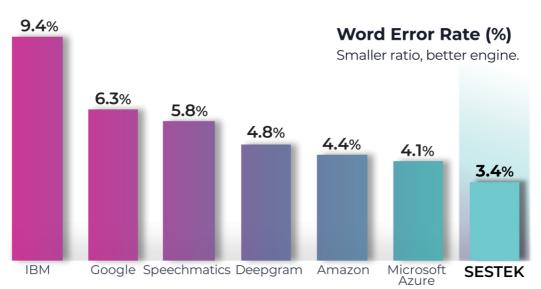
KNOVVU
Analytics

Knovvu AQM help improve call quality at call centers by 24%

KNOVVU
AQM

Knovvu AQM help improve call quality at call centers by 24%

*From multiple customer testimonials

Speech Recognition Comparison

Word Error Rate (%)
Smaller ratio, better engine.

Engine	WER
IBM	9.4%
Google	6.3%
Speechmatics	5.8%
Deepgram	4.8%
Amazon	4.4%
Microsoft Azure	4.1%
SESTEK	3.4%

Speech Recognition technology is the core of conversational solutions and our market-leading speech recognition accuracy (>97%) provides deeper analysis, more actionable insights and better results for your business.

Retail Use Case

1 Knovvu Virtual Agent

With our 100% in-house developed Speech Recognition (SR) and Natural Language Understanding (NLU) technologies, Knovvu Virtual Agent welcomes the customer on the website, mobile app or at the call center IVR, understands the intent and responds without the need for live agents.

2 Knovvu Analytics

Knovvu Analytics monitor all customer-agent interactions and in real time convert it into meaningful information. The solution provides critical insights for decision-makers to understand the performance of the call center operations and act fast for improvement.

3 Knovvu AQM

Knovvu AQM collects, monitors and scores 100% of customer-agent conversations (call, chat, and video) according to script adherence, acoustic indicators, and emotional features. The product enables supervisors to score and maximize agent performance with tangible feedback objectively.

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