

# CX > Real Time

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Simple Tire

# CX = COMPETITIVE ADVANTAGE

- Text to speech
- Speech to text
- Intelligent conversation
  - maintain context during customer interactions
  - dynamically adjust responses based on customer input
  - engaging & interactive conversation

# AI @ Desire of Customer

- Even before the question has been asked
- An inclination which has NOT been uttered
- Guide them with their selection of product based on their past behavior, or demographic

# BOT = Sales Channel

- Lex: Advanced Deep Learning functionalities of ASR for converting speech to text, and NLU to recognize the intent of the text
- $\lambda$ : Query CRM & e-commerce system to provide information
- Twilio: Integration with ERP system to provide product information, order status, etc. without any human intervention