



# AI-assisted Sales and Customer Care

Reinventing ways to assist humans with  
AI for sales and customer care.

INVESTOR SERIES A DECK



# Problem

- Inefficiency in Knowledge Transfer from top salesreps
- Ineffective onboarding and training of new reps.
- Sales Reps lack live knowledgebase support.
- Manually entered data negatively impacting forecasting
- Unmeasurable qualitative Metrics
- Lack of visibility and insight into sales conversations

# Solution

## MEASURABLE IMPACT

**The aim of the platform is to provide a measurable impact on sales and customer care conversations through real-time automatic tips for ongoing dialogues in every conversation, at every moment.**



# Solution

## MULTICHANNEL

**Additionally, the platform can be used after the call for multidimensional analysis of conversations collected from all channels; it automatically monitors calls, chatbots, and emails.**

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# Solution

## COACHING

**The best practices can be copied and used for coaching and training, while the bad ones can be efficiently spotted and eliminated, the onboarding of sales and customer care reps can be faster and smoother.**

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# Solution

## DATA DRIVEN

**We provide you with a reliable, data-driven, and fully automated report of your reps and customer's behaviors to monitor and improve performance.**

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# Solution

R&D

The latest developments in machine learning technology infused with sales and conversational process knowledge make VoiceLab's platform a unique and indispensable tool.

1

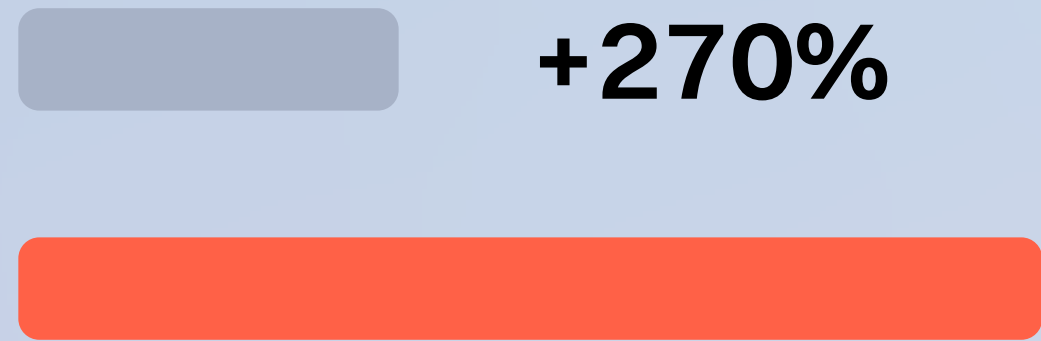
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# Market Opportunity




+270%

A bar chart with two horizontal bars. The top bar is light blue and the bottom bar is orange. The orange bar is significantly longer than the blue bar, representing a 270% increase.

**The number of businesses adopting artificial intelligence grew by 270 percent in four years.**

(Gartner, 2019)



>50%

A bar chart with two horizontal bars. The top bar is light blue and the bottom bar is orange. The orange bar is longer than the blue bar, representing more than a 50% increase.

**More than half of businesses have reported a boost in productivity after having implemented AI.**

(PWC, 2018)

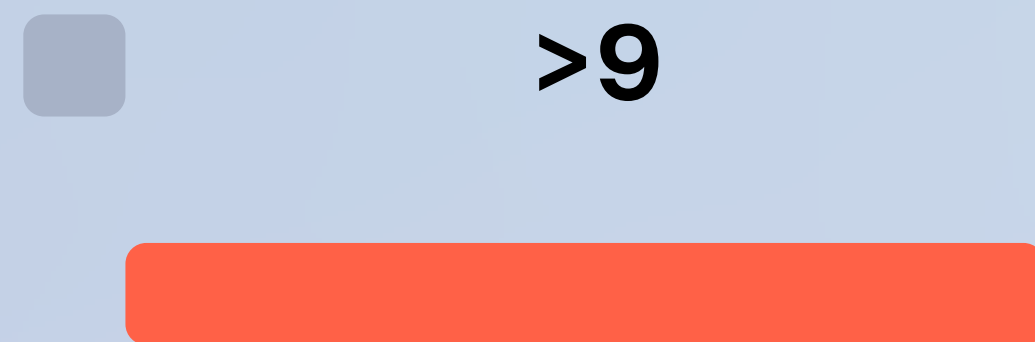


25%

A bar chart with two horizontal bars. The top bar is light blue and the bottom bar is orange. The orange bar is shorter than the blue bar, representing 25% adoption.

**Nearly one in four sales teams currently use artificial intelligence in their day-to-day work.**

(Salesforce, 2019)



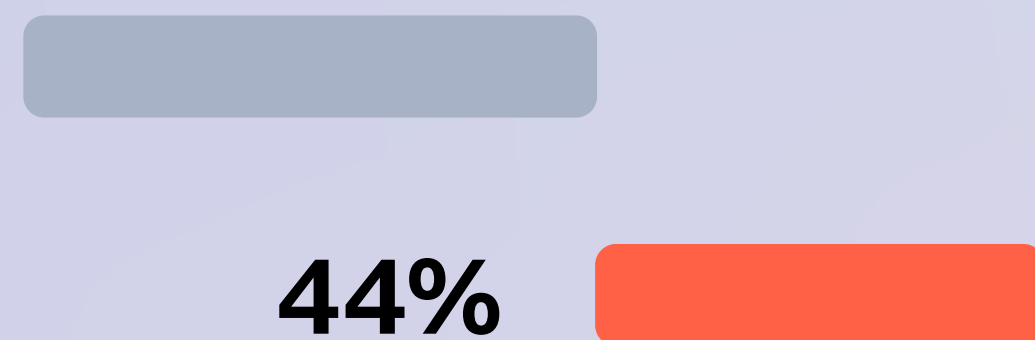
**More than nine in ten leading businesses have ongoing investments in artificial intelligence.**

(NewVantage, 2020)



**15 percent of all customer service interactions globally is expected to be fully powered by AI by 2021.**

(Gartner, 2019)



**44 percent of organizations have reported cost savings as a result of AI implementation.**

(McKinsey, 2019)

# Approach

**HUMAN+AI**

**Wide trend of AI assisting humans at work - people assisted by AI perform more efficiently and with higher consistency.**

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3

# Approach

OWN TECHNOLOGY

VoiceLab builds solutions  
focused on sales and customer  
care processes.

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# Approach

## SAAS PLATFORM

VoiceLab allows for the discovery, fostering and propagation of best practices while eliminating negative ones. This leads to higher sales conversion rates and lower customer care costs.

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# Use Cases



# Conversational Intelligence

## 1 Call quality indicators

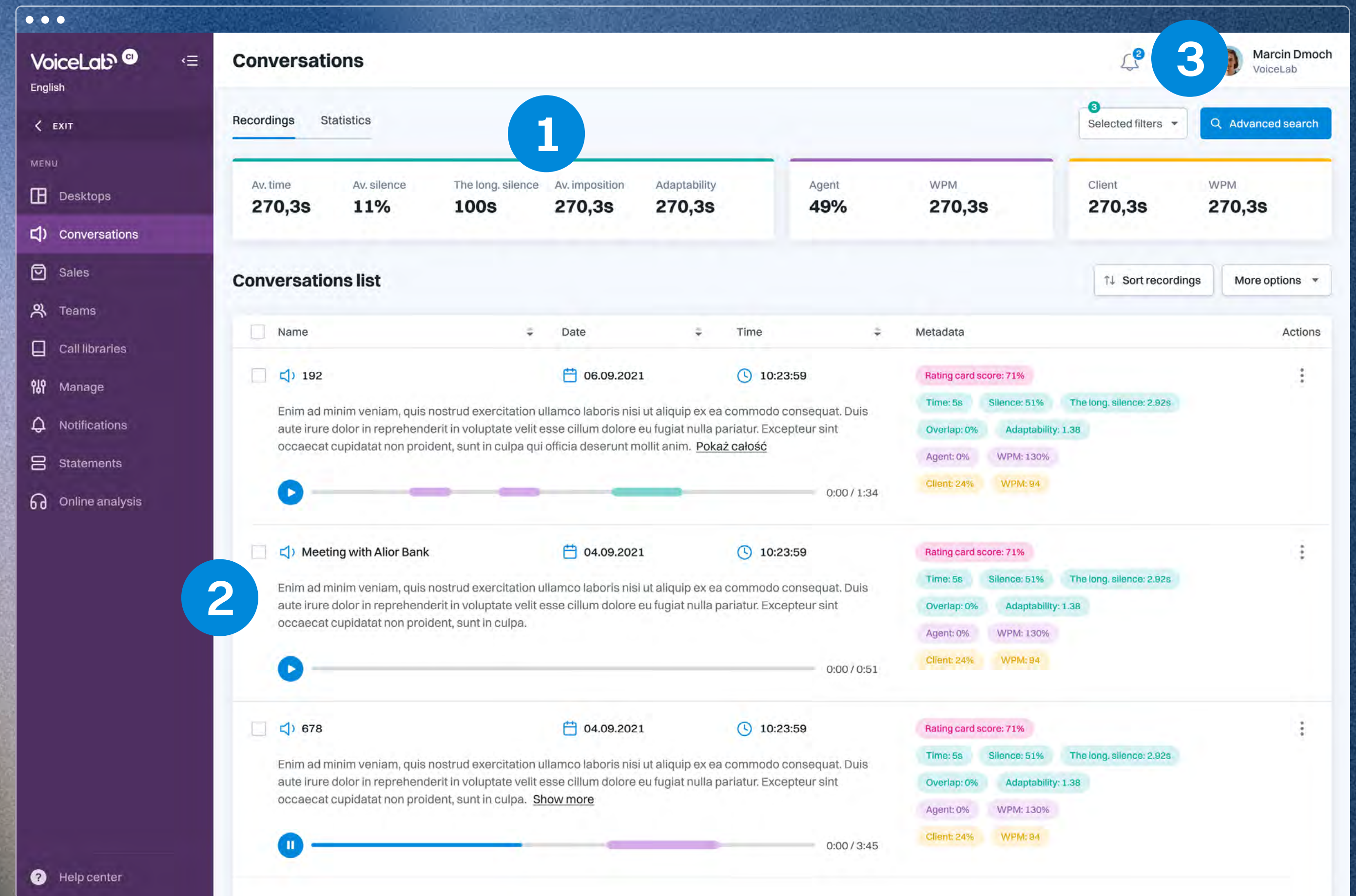
Analyse valuable statistics linked with your recordings.

## 2 Exact transcription

Process 100% of your sales and customer service calls into text.

## 3 Advanced search

Quickly find recordings containing your desired parameters.



# Cognitive Automation

## 1 Data resources

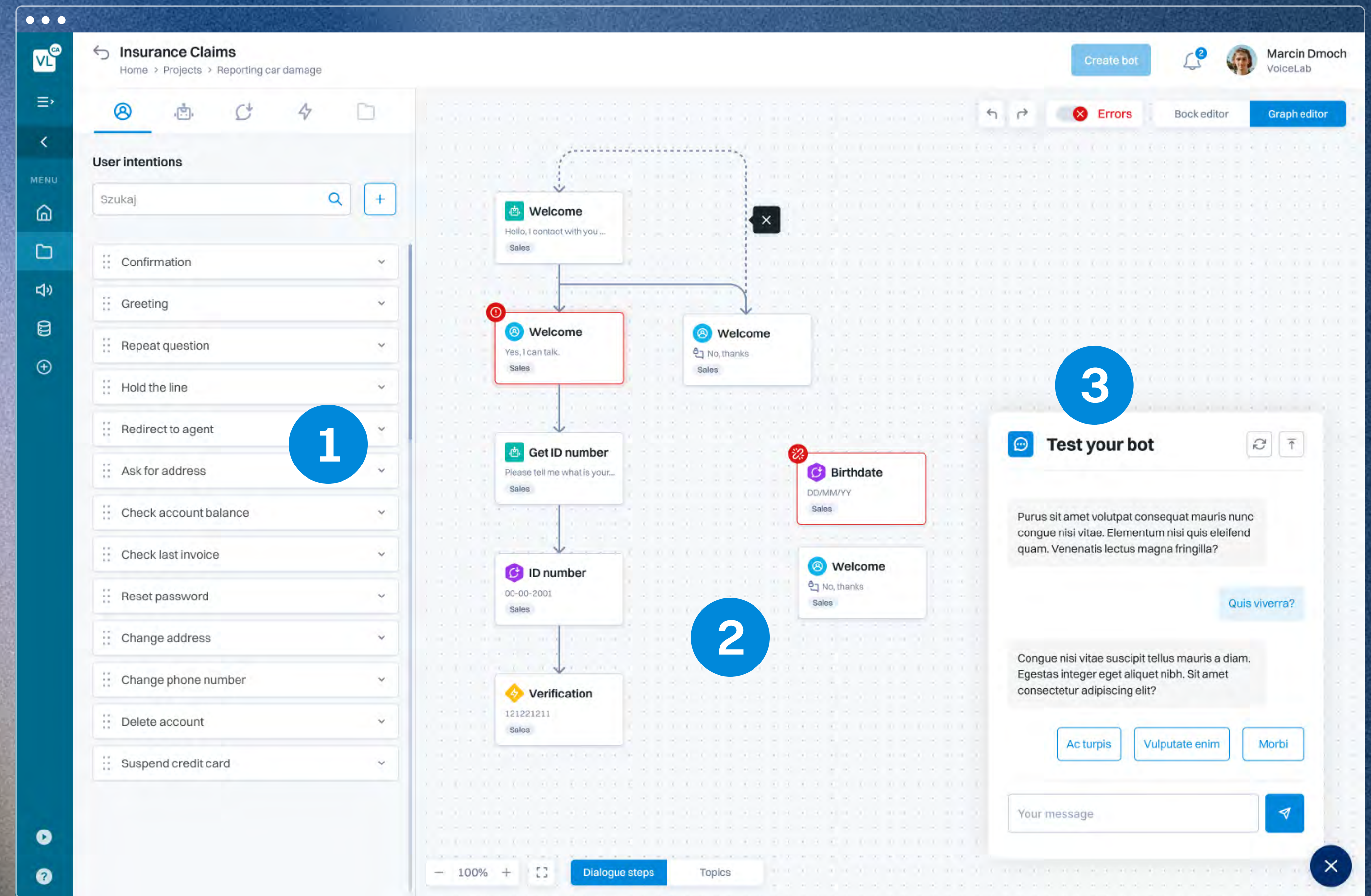
Use your own recorded calls and chats to create powerful bots.

## 2 Graph building

Easily design your graphs using automatic features or intuitive manual creator.

## 3 Bot testing

Test your bots just as you would be chatting with an agent.



# SaaS Based Revenue Model

## Annual contracts

We plan to charge

**\$90**

/month /user

## Functionality Modules

Users can upgrade  
by paying

**\$180**

/month /user

## Larger Accounts

Progressive discounts will  
be applied

**\$300**

/month /user

# Own Technology



Speech recognition (ASR) - highly effective and efficient decoder for converting speech to text with state-of-the-art results.



Languages: English, Polish, German, Russian and Italian ready.



Natural Language Understanding (NLU) - recognition of intentions, topics and nomenclature units (slots).



Automatic bot building - recovery of the structure of conversations based on sample recordings and automatic bot creation.



Sentiment Analysis.



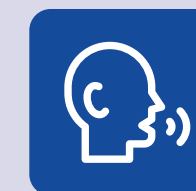
Automatic punctuation.



Diarization (speaker detection).



Topic detection and keyword spotting.



Synthetic Voice - Text-to-Speech (TTS).



Voice biometrics.

# Milestones

## ● Dec. 2015

Voicelab founded based on existing team and research results for deep learning in speech recognition and NLP.

## ● 2018-2019

- Commercializing of Newsense.
- Sale of ASR licenses – banks, police, Polish courts, TVP.
- Further development of CI and CA.
- CA project - Millennium Bank.

## ● 2021-2022

- Development of SaaS Revenue Intelligence RI (CI+CA)
- CI – noticeable clients Alior Bank, GetinNoble Bank
- CA - Bank Santander
- More ASR languages: Russian, Italian, Ukrainian
- Working on switching to full SaaS approach and international expansion

## ● 2016-2017

- Development of speech recognition (ASR) for Polish, English, German.
- First commercial projects of voicebot platform Cognitive Automation CA for DHL.
- Initial version of Conversational Intelligence CI.
- Building platform for radio and TV monitoring platform Newsense based on ASR technology.

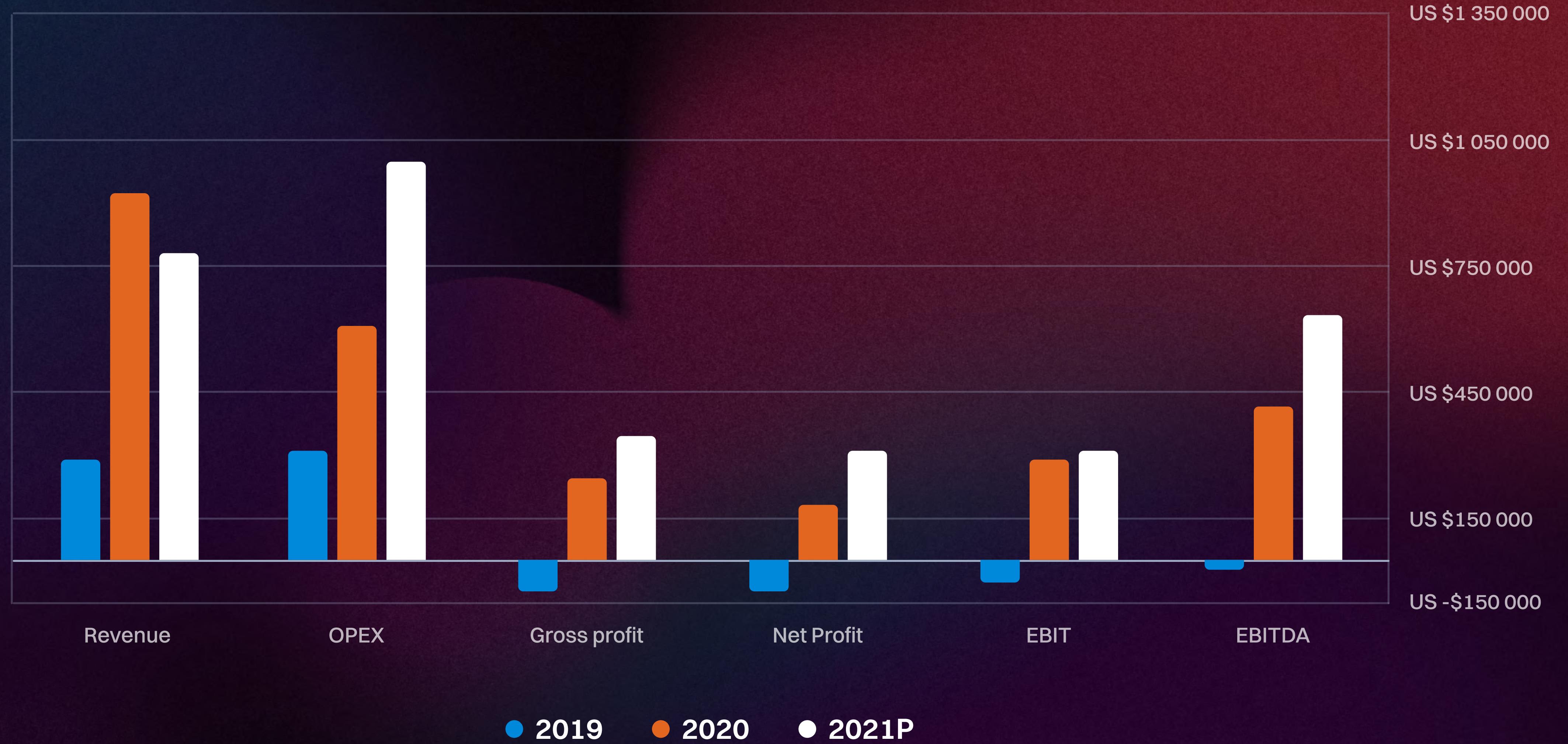
## ● 2020

- Freezing Newsense and full focus on CI and CA
- \$3,5M NCBR grant for development of CA
- Projects based CI implementation for Alior Bank
- More sales of ASR

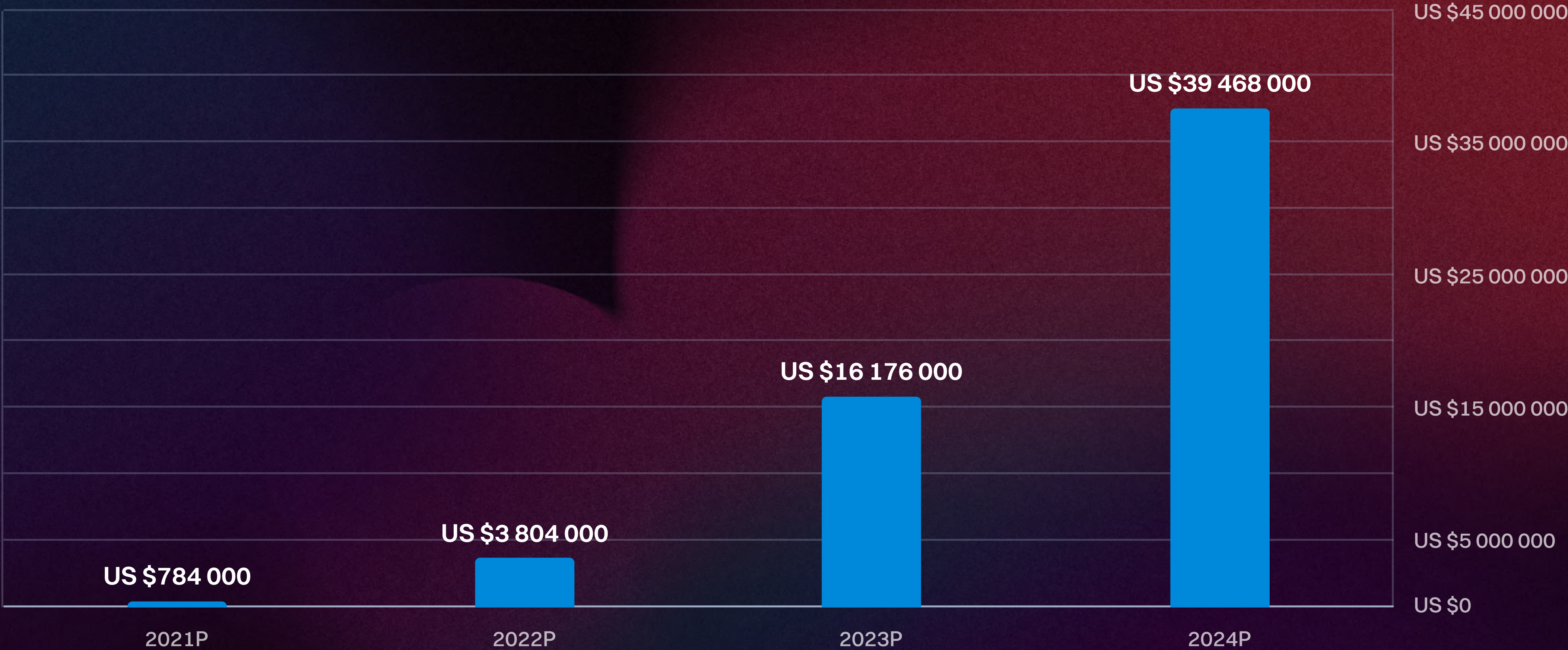
# Some of our clients



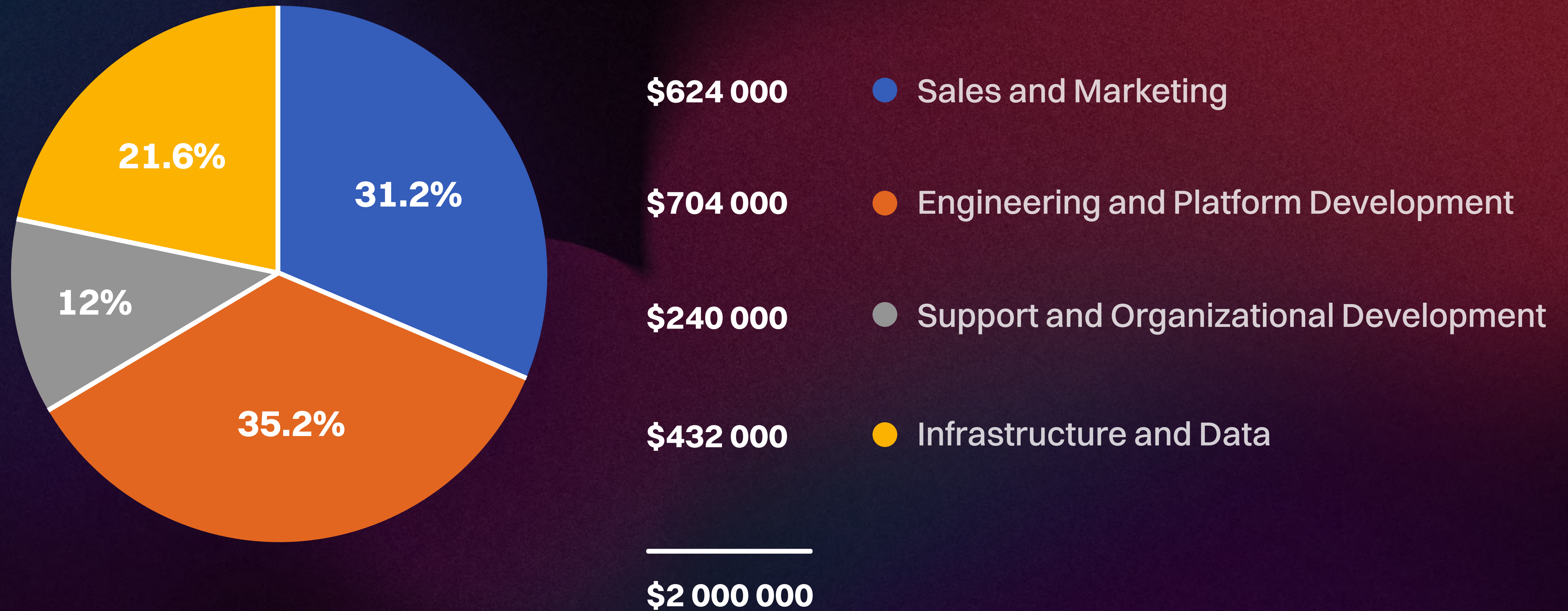
# Financial Metrics



# Revenues Projection



## Use of Proceeds



# Growth Roadmap – Post Funding

## PHASE 1

- Launching SaaS business model in Poland, fine-tuning client onboarding.
- Next investment round USD 2 Million.

## PHASE 2

- Launching sales activities in UK, Germany.
- Expanding the team, growing sales team for each language/territory.

## PHASE 3

- Launching sales activities in USA.
- Developing new language versions of the platform.

# Team



## Jacek Kawalec

A seed investor, Co-founder of portal wp.pl sold to Orange in 2005 for \$300M.

Responsible for the development of technology and products.



[Linkedin profile](#)



## Tomasz Szwelnik

Co-founder VoiceLab, Entrepreneur. Cofounded Voicelab. Msc Sound.

Responsible for project implementations and sales.



[Linkedin profile](#)

# 10

Senior specialists in the core R&D team (ASR, NLP).

# 15

Software engineers with experience with speech and language modeling, interfaces and mobile apps.

# 5

Sales and marketing specialists.

# 10

Supporting staff (data preparation, administration, etc.).

# 100

Trained remote annotators for data clean-up, transcription and labeling data.

# Let's talk!

Jacek Kawalec

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