

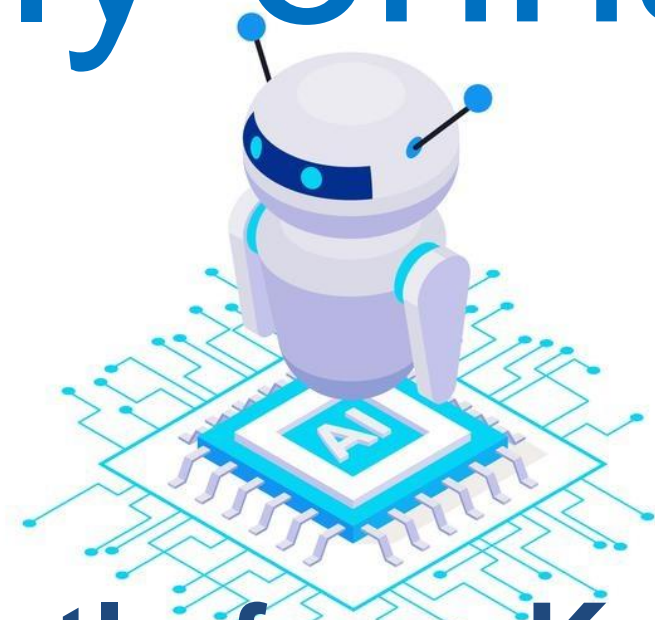


# CELTIC-NEXT Proposers Day

26<sup>th</sup> of January 2022, Online via WebEx

Pitch of the Project Proposal

**SACAI (Sales Assistant with  
Cognitively enhanced AI)**



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# Teaser

*What is the main benefit of the idea/proposal?*

Customers today (Pre-METaverse),

- live omnichannel lives → can choose different channels ...
- are loyal to brands that give them this omnichannel freedom
- **expect a seamless and personalized experience**

How to be in the World of avatars, METaverse???

*What makes the added value?*

- much more reliable predictors of a customer's behavior
- smarter recommenders for customers
- Conversational AI → **Virtual Smart Clerk**

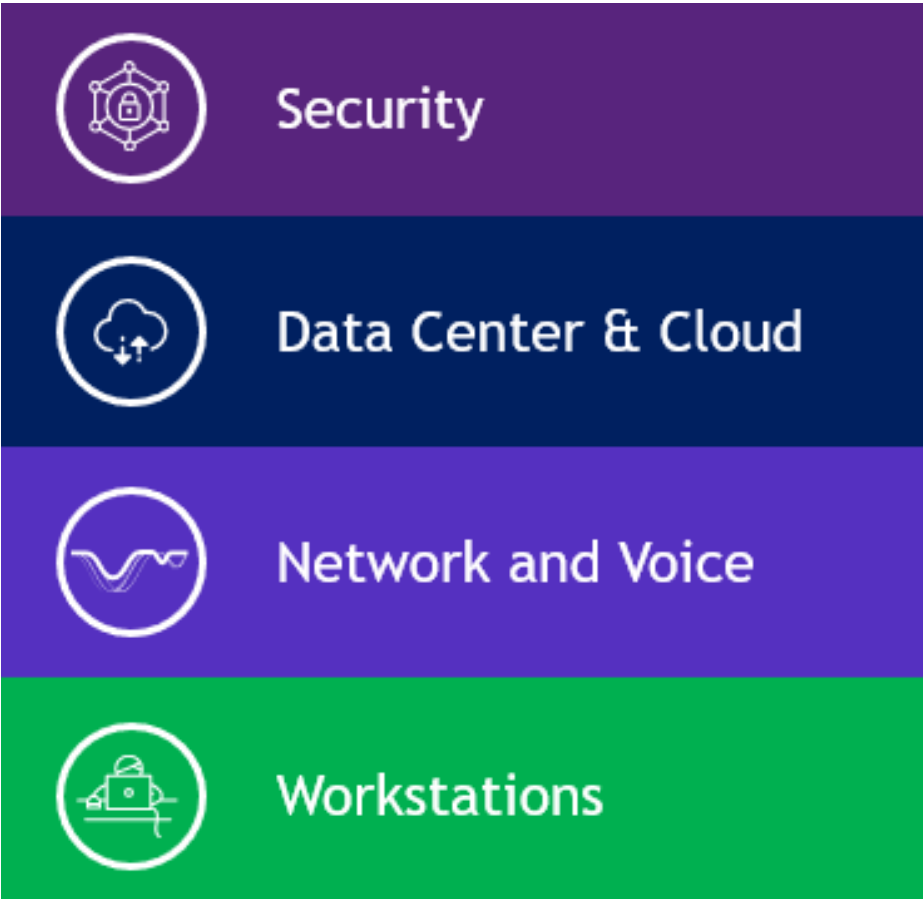
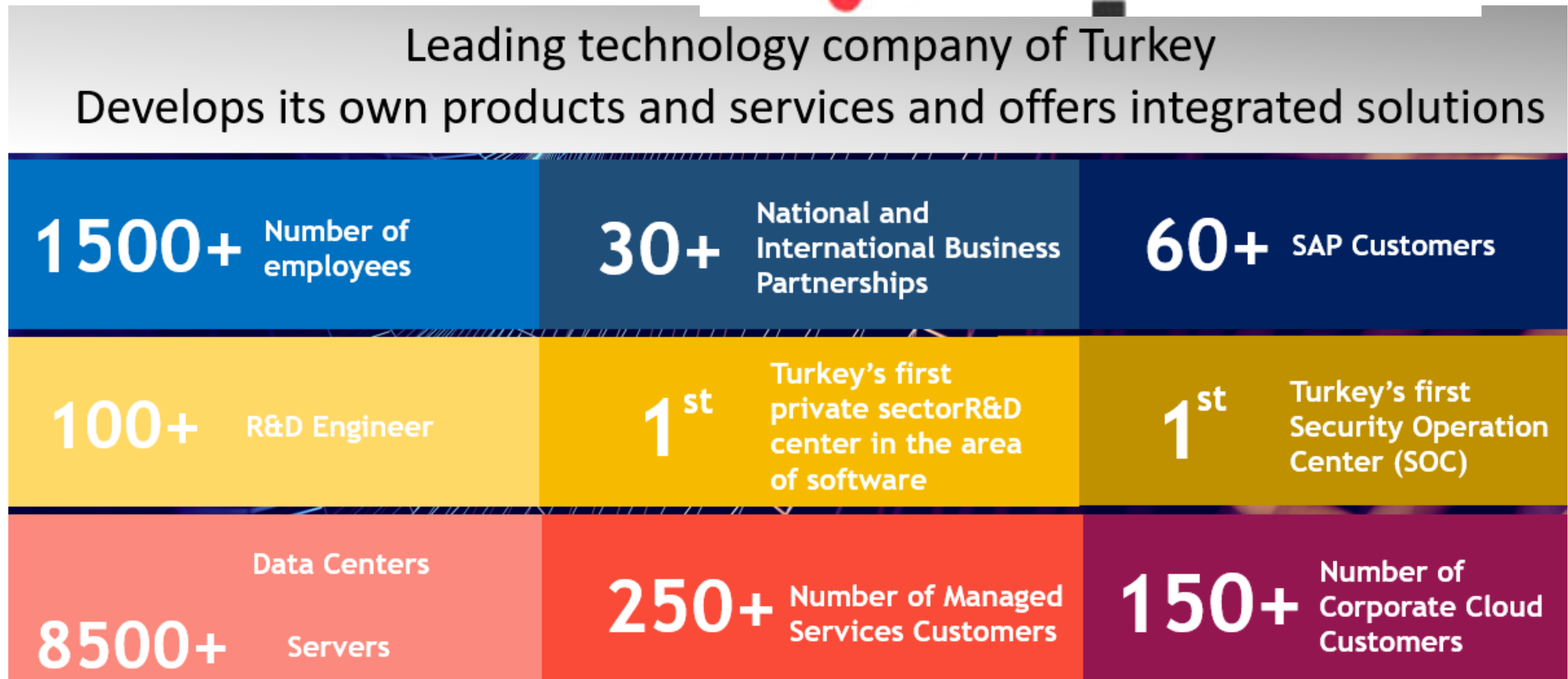
*Why should I participate in the project?*

The proposed technology is to be disruptive and will be one of its kind to the Extended Reality (XR) industry.





# Organisation Profile



# Proposal

## Introduction



### Use Case

- customer experience analysis within «**try before you buy**» concept through  
→ **speech + video analytics**
- provide companies with a bespoke 360-degree view of the customer experience by combining these insights with analysis of customer transactions and other sources

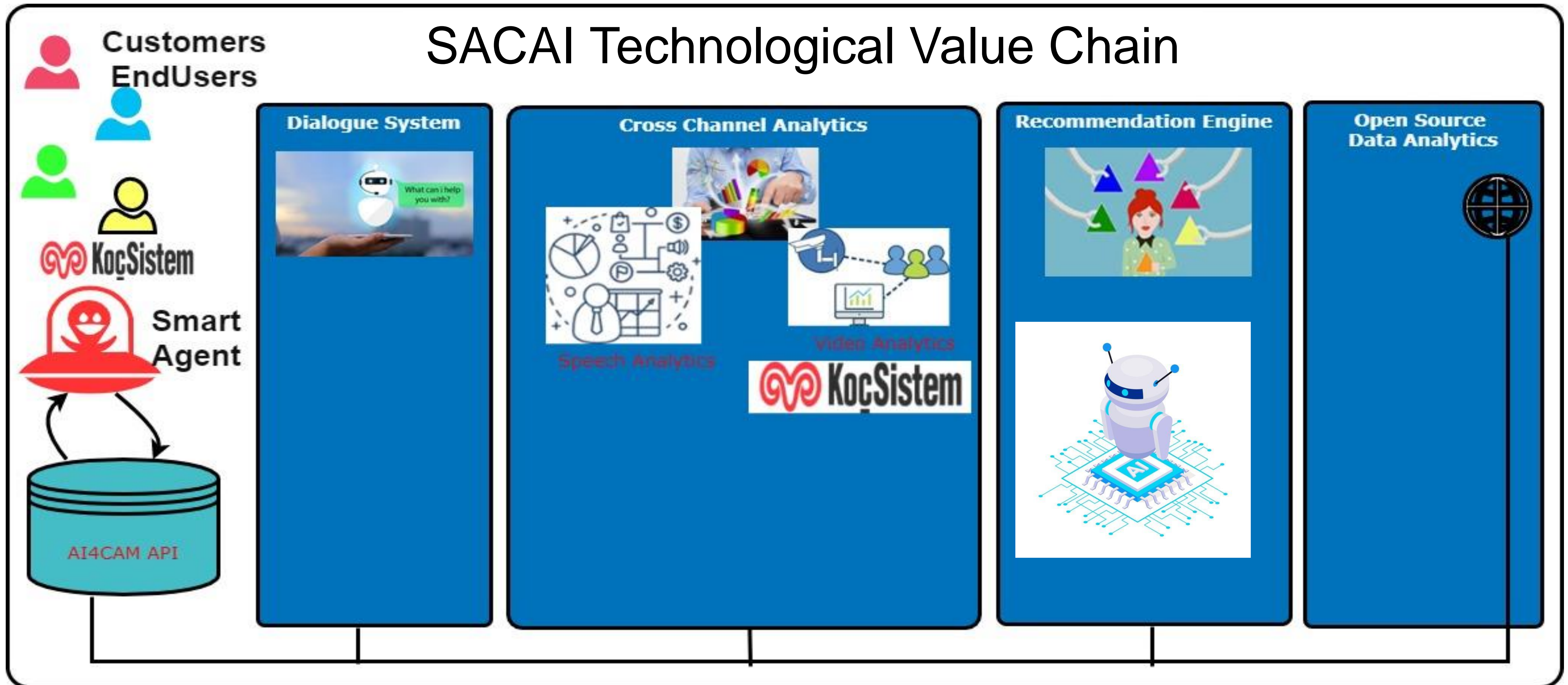
### Innovation

- Brand new AI models
- Predictive Analytics & Evaluations → Actionable Advice
- Sentiment based product rating for smart selling
- Chatbot → Virtual Smart Clerk





# Proposal Introduction



# Proposal Introduction

## Impacts

- customer loyalty  $\uparrow$   $\rightarrow$  sales  $\uparrow$
- prioritize actions to improve customer experience and determine root causes  $\rightarrow$  fix problems
- launch more competitive products with less expertise requirements
- train employees based on what's actually important to customers



- ✓ Competitive customer intelligence and smarter selling
- ✓ Enhanced the marketing strategy
- ✓ Optimized inventory & supply chain
- ✓ Compliance & risk mitigation
- ✓ ...



# Partners



Existing consortium: ...

Involved countries: Turkey, ...

## **Expertise, profiles and types of partners you are looking for:**

- Use Case partners conducting e-trade and owning the bulk of related data
- R&D partner working in AI and big data processing
- Research Partners (Universities and Research Institutes)
- Technology Providers (Large Industry Firms, Research Institutes and SMEs)



**27th January 14.00-14:30 CET**

## Join the Follow-up Telco

[Join meeting](#)

Join by meeting number

Meeting number (access code): 2744 941 8196

Meeting password: etTQWTA2m23

Join by phone

[+49-6925511-4400](tel:+49-6925511-4400) Germany toll

[Global call-in numbers](#)

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# Contact Info

**For more information and for interest to participate please contact:**

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**Presentation available via:**