CELTIC-NEXT Proposers Day
26th of January 2022, Online via WebEx

Pitch of the Project Proposal
SACAI (Sales Assistant with Cognitively enhanced AI)

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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 Extende Reality (XR) industry.

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## Organisation Profile

Leading technology company of Turkey
Develops its own products and services and offers integrated solutions

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<table>
<thead>
<tr>
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<tbody>
<tr>
<td><strong>1500+</strong></td>
<td>Number of employees</td>
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<tr>
<td><strong>30+</strong></td>
<td>National and International Business Partnerships</td>
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<td><strong>60+</strong></td>
<td>SAP Customers</td>
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<td><strong>100+</strong></td>
<td>R&amp;D Engineer</td>
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<td><strong>1</strong></td>
<td>Turkey’s first private sector R&amp;D center in the area of software</td>
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<td><strong>1</strong></td>
<td>Turkey’s first Security Operation Center (SOC)</td>
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<tr>
<td><strong>8500+</strong></td>
<td>Data Centers</td>
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<tr>
<td><strong>250+</strong></td>
<td>Number of Managed Services Customers</td>
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<tr>
<td><strong>150+</strong></td>
<td>Number of Corporate Cloud Customers</td>
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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

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Proposal

Introduction

SACAI Technological Value Chain

- Dialogue System
- Cross Channel Analytics
- Recommendation Engine
- Open Source Data Analytics

Customers
End Users
Smart Agent

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Proposal

Introduction

Impacts
- customer loyalty ↑ → sales ↑
- prioritize actions to improve customer experience and determine root causes → 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)

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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  Germany toll
Global call-in numbers

Can't join the meeting?

www.celticnext.eu  office@celticnext.eu
Contact Info

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Presentation available via: