



B2B products based on Machine Learning and AI technology

Companies use Artificial Intelligence, Machine Learning, and Big Data to make their organizations more efficient, customer-friendly, and innovative with automated processes, predictive analytics, personalized recommendations, intelligent chatbots, and hyperlocal advertising.



According to Flyaps, by the end of 2020, **30% of B2B companies have started using Artificial Intelligence technologies.**

Moreover, Digital e-commerce 360 reported in 2020 that the main **investments in e-commerce for B2B** companies include:

- the Internet of Things **(48%)**,
- third-party online platforms **(48%)**,
- Artificial Intelligence technologies **(47%)**,
- personalization **(44%)**,
- integration with social commerce platforms **(44%)**.

Many **AI solutions** can positively influence companies' business processes, and sometimes it is challenging to choose the most suitable.

This whitepaper will present the ML and AI solutions that can benefit the B2B sector in particular.



1. Real-time AI voice analytics

The AI measures the pauses in a conversation in real-time, detects how often the agent interrupts the client, analyzes the tone of voice of both the client and the agent, and checks whether the voice is dynamic and exciting or repetitive and boring.

It also gives the agent real-time feedback so they know how the client feels during the call. In addition, AI recommends communicating with clients, which leads to positive business results. (Based on RingCentral)

Given all this, the technology can provide real-time step-by-step instructions for agents, thereby increasing employee efficiency and customer satisfaction.

Learn more about **Speech AI in call centers**.

2. Post-call AI voice analytics

Speech analysis determines factors such as tone, mood, vocabulary, silent pauses, and even the age of the caller to get an insight into their potential emotional state, which affects **customer satisfaction (NPS)**.

This solution helps **customer service agents** develop their **empathy** factors. Moreover, the technology provides recommendations on how to deal with the client after analyzing the conversation.

If you have more questions regarding this solution, [sign up for our free consultation!](#)



3. Predictive dialing

Predictive dialing programs choose a phone number and dial it for the call center agent, **reducing the time** spent on daily manual dialing of phone numbers. Predictive Dialer predicts how long it will take an agent to answer a call, and their availability using **algorithms** and mathematical formulas.

Predictive dialers are commonly used in telemarketing, market research, debt collection, and customer service.

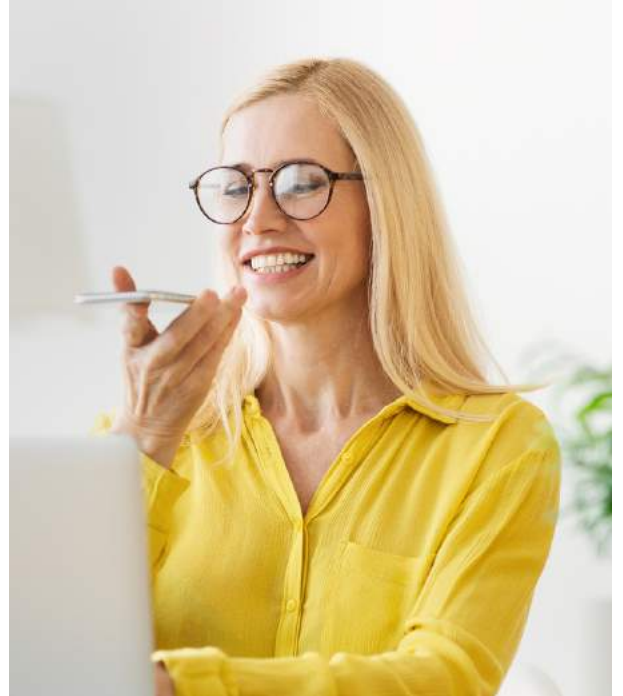
4. Predictive Call Routing

Predictive call routing systems recognize the caller and the reason for the call before routing it to the appropriate agent.

Predictive call routing systems use a list of operators and, based on the success rates of agents, their expertise, skills, and strengths, redirect the caller to the optimal agent.

By matching agents with the corresponding customer requests, **predictive call routing helps to reduce call duration and waiting time.**

As a result, this leads to **lower costs for customer service** agents and increased customer satisfaction.



5. Virtual AI assistant

Virtual AI assistants or AI-powered chatbots use natural language to provide phone **customer service 24/7.**

AI-powered chatbots deliver faster and more personalized customer service. AI virtual agents can understand and access customer data. It allows them to answer more requests independently, **freeing human agents to manage more complicated calls.**

If you are interested in the **implementation** of a virtual AI assistant in your company, just **[give us a call!](#)**

6. Customer segmentation for better personalization, up-sell and cross-sell

With the help of unsupervised learning algorithms, companies could divide customers into different groups that can be targeted. The algorithms consider all available functions and create a wide variety of clusters.

The segmentation allows companies to effectively allocate marketing resources and maximize opportunities for cross-selling and additional sales. Customer segmentation also affects improved customer service, increased loyalty, and customer retention.

Find out more information about using [AI to predict customer churn](#).





Use cases of business solutions based on ML and AI technology in 2021

SENSORY FITNESS

To handle **phone calls to the support service**, the brand Sensory Fitness developed Sasha, an **AI voice assistant**.

The AI voice assistant uses natural language understanding (NLU) and natural language generation (NLG) technology for **dynamic conversations**.

In addition, the voice assistant Sasha has built-in **text-to-speech technology** (TTS), which talks to callers aloud. This solution allows the company to save \$30,000 a year.

YAPI KREDİ

Turkish bank Yapi Kredi uses artificial intelligence technologies such as **NLU, NLG, and TTS** to automate communication with customer support service – without using a menu.

Callers can describe their requirements in their own words, and the AI will convert them into effective requests, replying with dynamically generated speech.

This solution allows the bank to double the number of self-service transactions and increase customer satisfaction by 10%.

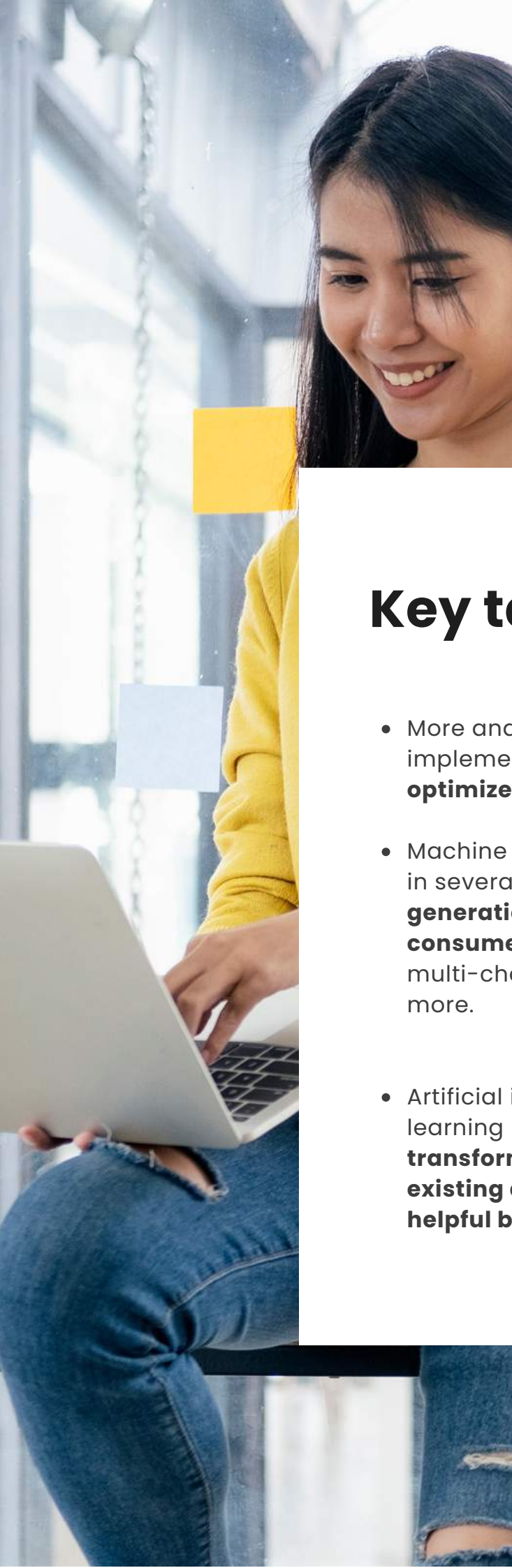


1-800-FLOWERS

1-800-Flowers, in partnership with the IBM Watson AI system, has created an **AI customer service bot** that receives orders through its website and mobile application.

This **chatbot** accepts **customer orders** more intuitively than the traditional online ordering form by using **Natural Language Understanding (NLU)** and **Natural Language Generation (NLG)**.





Key takeaways

- More and more companies are implementing ML and AI technology to **optimize their business processes.**
- Machine learning can help B2B companies in several ways, like **increasing lead generation, better understanding consumers**, establishing high-quality multi-channel relationships, and much more.
- Artificial intelligence (AI) and machine learning (ML) can help companies **transform massive volumes of data about existing and potential consumers into helpful business insights.**

About Addepto

Addepto **AI development specialists** have experience in creating specialized **advanced solutions** based on **machine learning** and AI technology, such as AI voice analytics, function recognition, image recognition, object detection, background segmentation, and emotion detection. Those solutions help to **solve complex business challenges** in different industries.

We will gladly help you find the **best solution for your company** and then **implement** it!

Contact Us

OUR FOUNDERS



Artur Haponik

CEO & Co-founder

artur.haponik@addepto.com



Edwin Lisowski

CSO & Co-founder

edwin.lisowski@addepto.com

