

One Platform. End-to-End Global CX

HeroDash = Global CX AI Agents + Global CX SaaS Platform + Advanced BPO Management



Global CX AI Agents

The image shows a friendly AI agent character with a headset, labeled 'AI AGENT' and 'Callnovo'. It is surrounded by speech bubbles in multiple languages: '你好! 很高兴为您服务!' (Hello! Very happy to serve you!), 'Hello! How can I help you?', and '¡Hola! ¡Es un placer atenderle!'. Below the character are flags for the United States, Spain, France, Germany, and Japan, indicating global language support.



Global CX SaaS Platform

The image shows a woman wearing a headset working on a laptop. The laptop screen displays the HeroDash SaaS platform interface, which includes a chat window with a customer, a list of contacts, and various analytics. Social media icons for WhatsApp, Instagram, Amazon, TikTok, and Facebook are visible on the right side of the interface.



Advanced BPO Management

The image shows a 'Supervisor Dashboard' with various performance metrics and charts. The metrics include SL (98.7% ↑ 15.3%), FCR (92.1% ↑ 11.4%), QA (96.5 ↑ 10.2%), and NPS (72 ↑ 8.6%). There is also a 'Conversation Trends' line chart showing an increase from 7,000 to 7,985, and a 'Skill Group Performance Ranking' bar chart. An AI agent character is shown pointing at a globe, symbolizing global management.



Omnichannel
Engagement



AI-Powered
Automation



GDPR
Compliant



100+
Languages



24/7
Support



ISO 27001
Certified



14-Day Free Trial



Rapid 3-Day Deployment



Performance-Based Pricing

01 Global CX AI Agents

02 Global CX SaaS Platform

03 Advanced BPO Management

04 Partners

05 Customer Success Stories





Global CX AI Agents

Resolution-driven AI agents for autonomous, end-to-end execution. Built for all text, voice, and email scenarios—continuously learning to work smarter over time.



Global CX SaaS Platform

Enterprise-grade omnichannel support platform, unifying 15+ channels—including voice, email, social media, and e-commerce—into a single workspace. AI-powered and ready to go live in just 3 days.



Advanced BPO Management

Analytics and Reporting, Personalized Dashboard, Real-Time Monitoring Panel, HeroFocus Tool, Post-Service Survey, Whisper Coaching/Barge-in for Voice/Chat.



AI CX Agents Platform

Three AI Agents, One Intelligent Support Platform.
AI Chat, Voice, and Email deliver full coverage across channels, scenarios, and languages. 80% resolved by AI in seconds; 20% backed by human experts.



AI Chat Agent

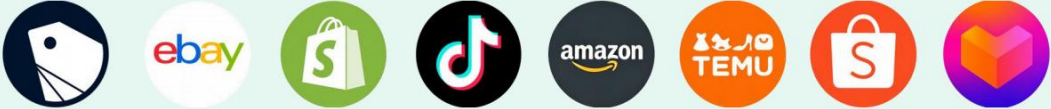


AI Voice Agent



AI Email Agent

E-Commerce Ready



Omnichannel Reach



End-to-End Coverage

Logistics Tracking | Returns & Exchanges | Troubleshooting |
Warranty Service | Refund Processing | Multilingual Support



Customer Touchpoint

Omnichannel Access



AI Intent Detection

Intent Recognition



AI Reasoning

Strategic Decision



AI Execution

80% Auto-Resolved



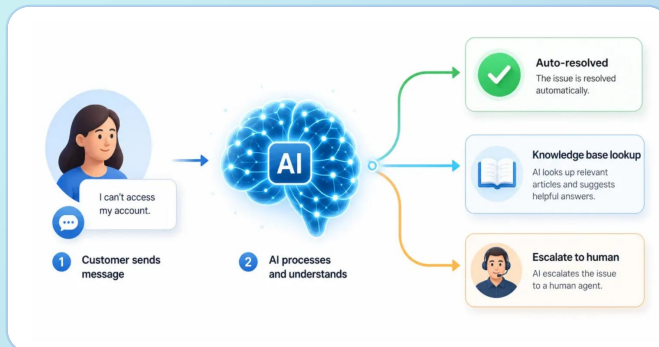
Human Escalation

20% Expert Escalation

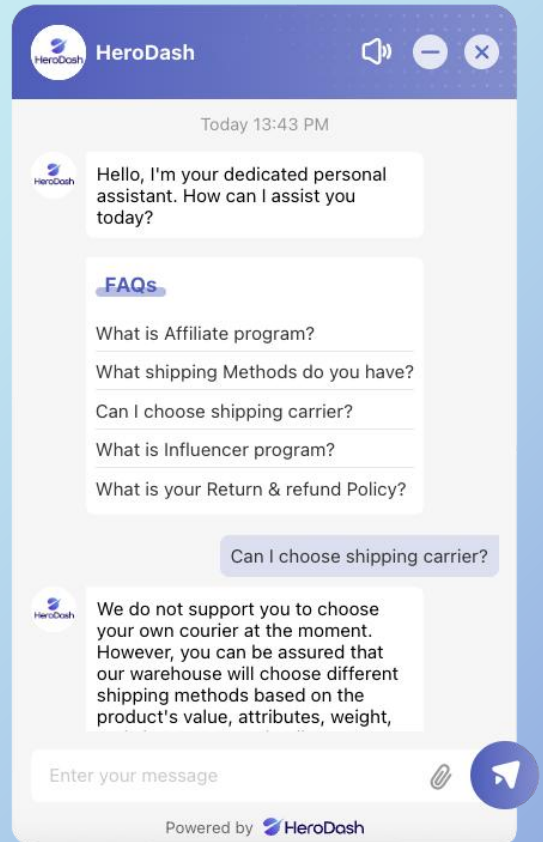
Omnichannel Text AI Agent :

Powered by advanced LLMs for 24/7 global automation. Supports real-time conversations in 65+ languages across all major digital channels.

- Unified Omnichannel Access: One agent, unified knowledge base, and standardized SLAs across all channels.
- Intelligent Workflows: Auto-categorizes and processes text inquiries with seamless human handoff.
- Full Customer Lifecycle Support: Covers pre-sales inquiries through to post-sales resolution.



Automates up to 80% of routine inquiries



LLM-Driven Dialogue Engine: Designed to Understand Customer Intent

01

Intelligent Multi-Turn Dialogues

Grasps complex intent, manages context, and tracks sentiment for proactive human escalation.

02

RAG-Powered Knowledge Base

Proprietary knowledge base + RAG for highly precise, policy-compliant responses.

03

Automated Workflows

Auto-executes routine actions: order lookups, returns, tracking, and account updates.

04

Continuous Learning

Self-optimizes via interaction data; performance metrics pinpoint knowledge gaps.

Global Voice AI Agent:

Powered by a 3-layer intelligent architecture for real-time voice resolution in 65+ languages. 80% of inquiries resolved autonomously by AI with seamless expert routing. Starting at \$0.15 per resolution—pay only for success.

01 Understanding Layer

Real-time intent recognition, context memory, and multilingual profiling to grasp issues in any language.

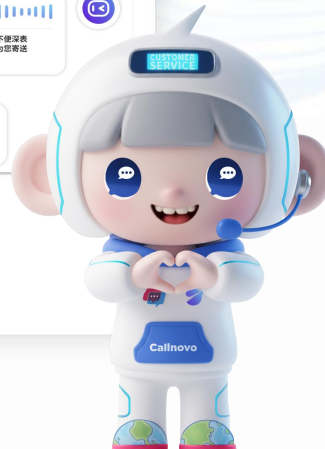
02 Reasoning & Retrieval Layer

Policy engine, smart RAG lookup, and automated action planning to formulate the optimal resolution path.

03 Execution Layer

Direct API execution (Shopify/ERP/Payments) for refunds, edits, and lookups; routing to humans with full context if unresolved.

Automates up to 80% of routine inquiries



Six Core After-Sales Scenarios

Complete cross-border e-commerce lifecycle support, driven end-to-end by AI Voice.



Order Tracking

Real-time shipment and parcel status lookups



Returns & Exchanges

Automated return label generation and requests



Troubleshooting

Voice-guided, step-by-step technical diagnostics



Warranty Support

Instant warranty eligibility and status validation



Instant Refunds

Direct execution via payment gateway integrations



Setup Assistance

Voice-guided interactive installation walkthroughs



AI Voice Support for Every After-Sales Need

Intelligent, Multilingual, 24/7. Empowering cross-border e-commerce experiences.

01



Logistics Tracking

Track your order in real-time anytime, anywhere.

02



Returns & Exchanges

Hassle-free returns and exchanges made simple.

03



Troubleshooting

Get quick solutions to product issues and technical problems.

04



Warranty Service

Check warranty status and get coverage support.

05



Refund Processing

Fast, transparent refund processing you can trust.

06



Installation Guide

Step-by-step guidance for smooth and easy installation.

Multilingual Support
Serves your language

24/7 Availability
Always here to help

AI Voice Technology
Natural, smart, efficient

Secure & Private
Your data is protected

Global AI Email Agent

Automates categorization, routing, smart replies, and end-to-end post-sales resolution.
Average response time under 2 minutes, covering returns, tracking, and technical support.

01 Intelligent Categorization

Auto-detects email intent (returns, logistics, product inquiries, complaints) with >95% accuracy.

02 Smart Replies

Drafts precision replies based on knowledge base and history; supports one-click send or manual fine-tuning.

03 Multilingual Translation

Real-time translation in 65+ languages; auto-detects and replies in native languages to eliminate translation overhead.

04 End-to-End Execution

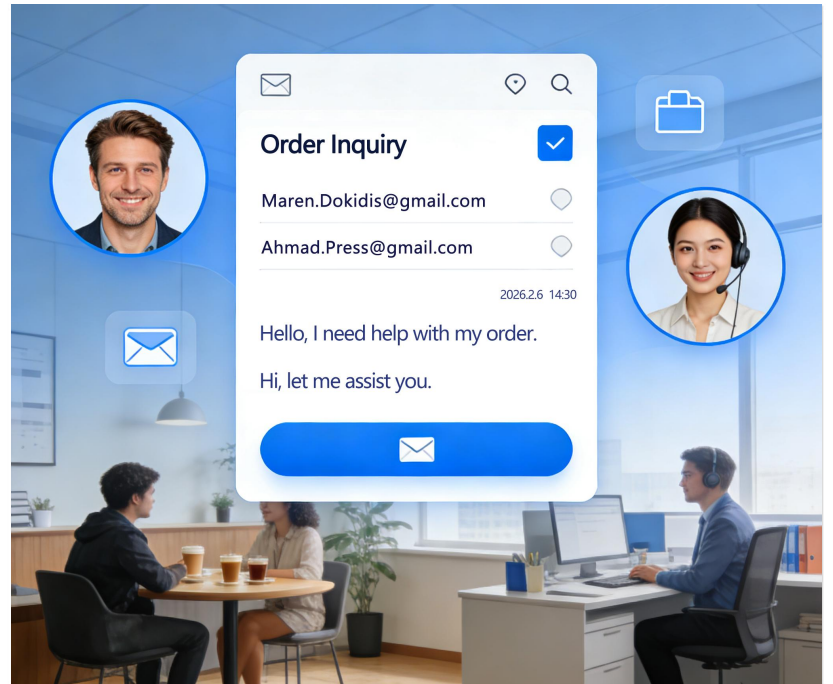
Auto-triggers APIs for returns, shipping label generation, and order updates with zero human effort.

05 Sentiment Analysis

Proactive customer sentiment detection; automatically routes negative escalations to human experts.

06 Data Insights

Tracks ticket volume trends, intent distributions, and resolution rates to continuously optimize workflows.



End-to-end automated resolution spanning the entire email lifecycle, from pre-sales inquiries to post-sales tickets.



- Multi-channel Support
- ChatWidget with Custom Branding
- Image & File Transfer
- Chat Transcripts
- Automated Responses



- Chat Routing & Queuing
- Canned Responses
- Chat Translation
- Agent Collaboration



- Live Typing Preview
- Proactive Chat
- Surveys & Feedback



- AI Chatbot
- AI Agent Assistant
- AI QA





**Complete Customer
Interaction History**



**Faster Issue
Resolution**



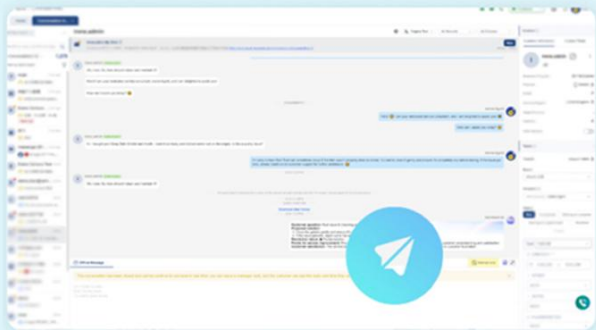
**Smarter Team Management
& Higher Productivity**



**Handle More Conversations
with Ease**

Unified Agent Workspace

Consolidate customer messages from all channels into a single workspace.
Agents no longer need to switch between multiple systems, significantly improving operational efficiency.



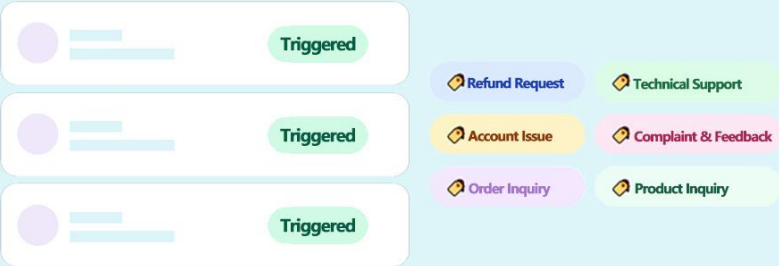
Seamless Channel Switching

Customers can move effortlessly between channels. Conversation context is automatically synchronized, eliminating the need to repeat information.



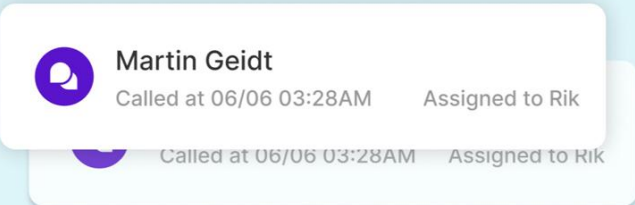
Automated Workflows

Automatically handle common inquiries, apply intelligent categorization and tagging, and trigger follow-up workflows based on predefined rules.



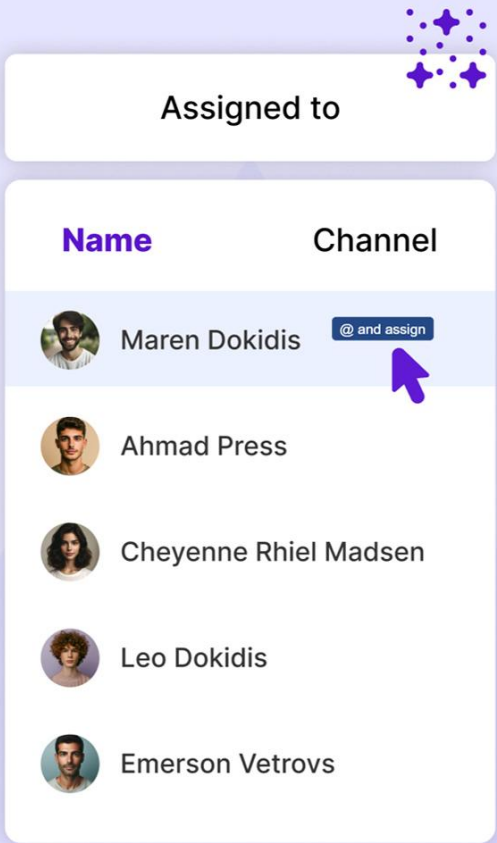
360° Customer View

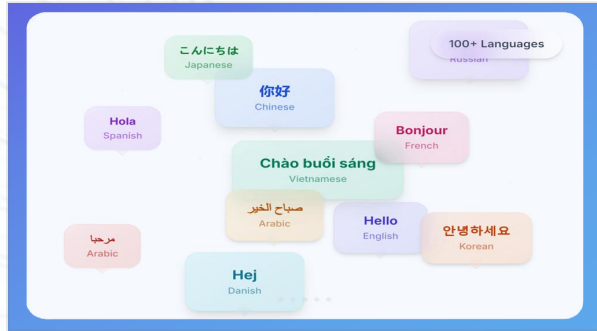
Aggregate historical interaction data across all channels. Provide agents with a complete customer profile to deliver personalized and contextual support.



Team Collaboration

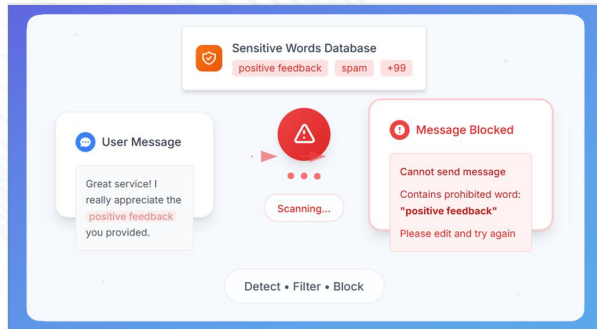
Enable seamless internal collaboration with real-time information sharing across team members. Improve coordination and overall service efficiency.





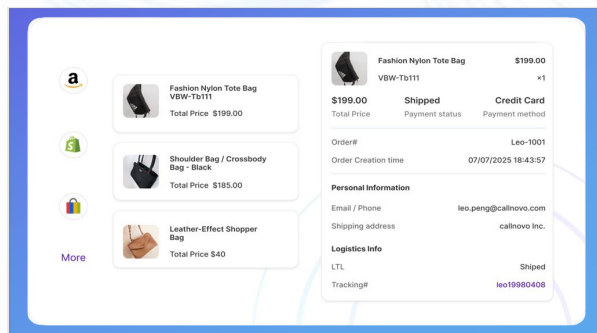
Real-Time Translation

Break language barriers with instant translation, across 100+ languages for global customer support.



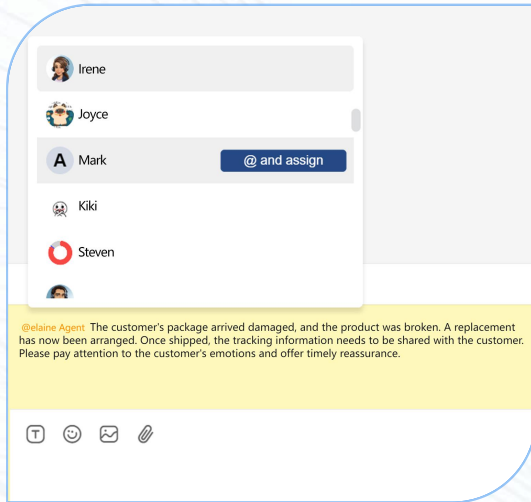
Compliance Guardrails

Built-in compliance detection helps prevent policy violations on major marketplaces such as Amazon, eBay, and Shopify.



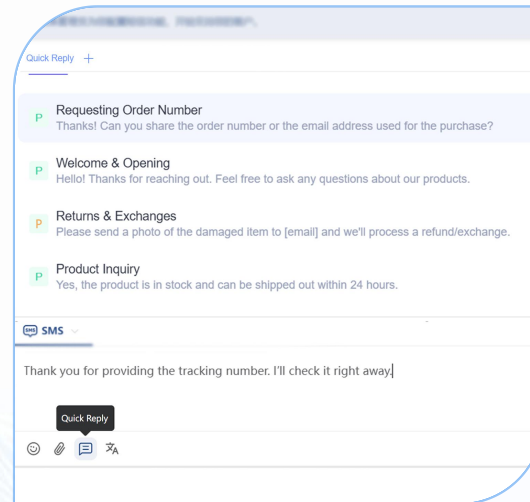
Sync order information

Automatically retrieve order data from platforms such as Amazon, eBay, and Shopify. Display order details and ERP information directly within the agent workspace.



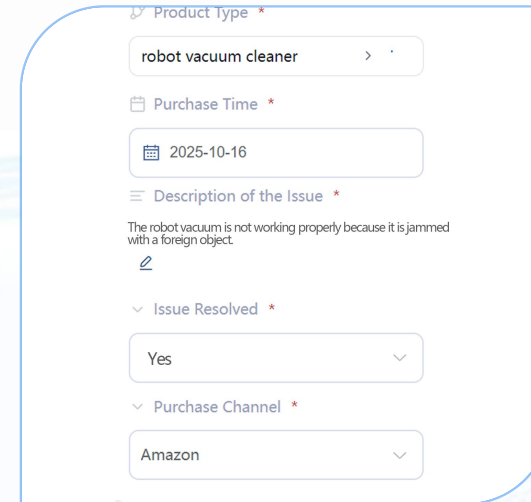
Internal Notes

Add private notes, attach screenshots, and @ mention teammates for internal collaboration. All internal notes remain invisible to customers.



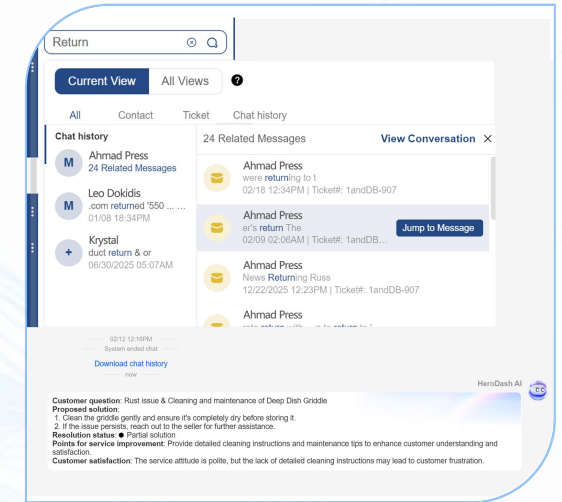
Canned Responses

Use shared or personal response templates to reply instantly with consistent messaging.



Custom Fields

Capture structured customer data using flexible field types and validation rules. Track changes and maintain a complete audit history.



Unified Search

Search across all channels and tickets instantly. Locate conversations quickly with keyword highlighting and direct navigation.

Chat Widget Design

Greeting Message

Pre-Chat Forms

Agent Profiles

Theme Customization



Brand Customization

Customize fonts, colors, and logos to match your brand identity.



Offline Message

Display automated messages when agents are offline.
Capture customer inquiries even outside business hours.



Welcome Message

Set automated welcome messages to greet users when they open the chat.



Chat Window Size

Adjust chat window size and layout to optimize the user experience.



Canned Responses

Customize quick response templates for common queries.



End-Chat Survey

Include a survey at the end of the chat to gather customer feedback.



Language Options

Provide multilingual support directly within the chat widget.



App Mobile Integration

Deeply integrated into the App, boosting satisfaction and resolution efficiency.



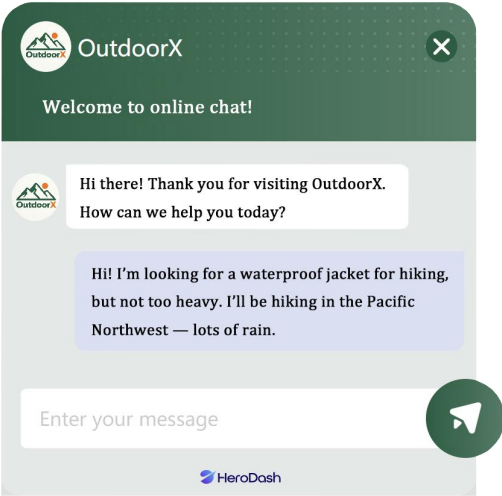
Sound Notifications

Enable or disable sound alerts for incoming customer messages.



Chat Background Image

Customize the chat background to align with your brand design.





Call Routing & Management

Automatic Call Distribution, Call Routing, Call Queuing, Call Transfer, Agent Status and Presence Management, Call Back Functionality



Monitoring and Quality Assurance

Call Monitoring, Call Recording, AI QA, Whisper Coaching/Barge-In



Analytics & Reporting

Inbound/Outbound Call Analytics, CSAT & Feedback Tracking, Agent Performance Appraisal, Customizable Reporting, Real-time Monitoring & Instant Alerts



Interactive Voice Features

Interactive Voice Response, Call Scripting, Screen Pop, Voicemail, LLM-based Speech-to-Text, LLM-Based AI Agent, Post-call Survey

Customer Support Call



01

Personalized Greetings:

Deliver personalized greetings based on customer profile data.

02

Surveys and Feedback Collection:

Collects customer feedback post-interaction for quality improvement.

03

Multilingual:

Interact with customers in their preferred language.

04

Self-Service Options:

Enable customers to resolve common issues through automated voice menus.

05

CallBack Requests:

Allow customers to request a callback instead of waiting in the queue.

06

Voice Recognition:

Accurately understand spoken commands for faster service navigation.

Customizable Menus : API integration

Allows customization of menu options to fit business needs.



- GDPR-compliant recording controls
- PII masking for phone numbers and emails

Multilingual

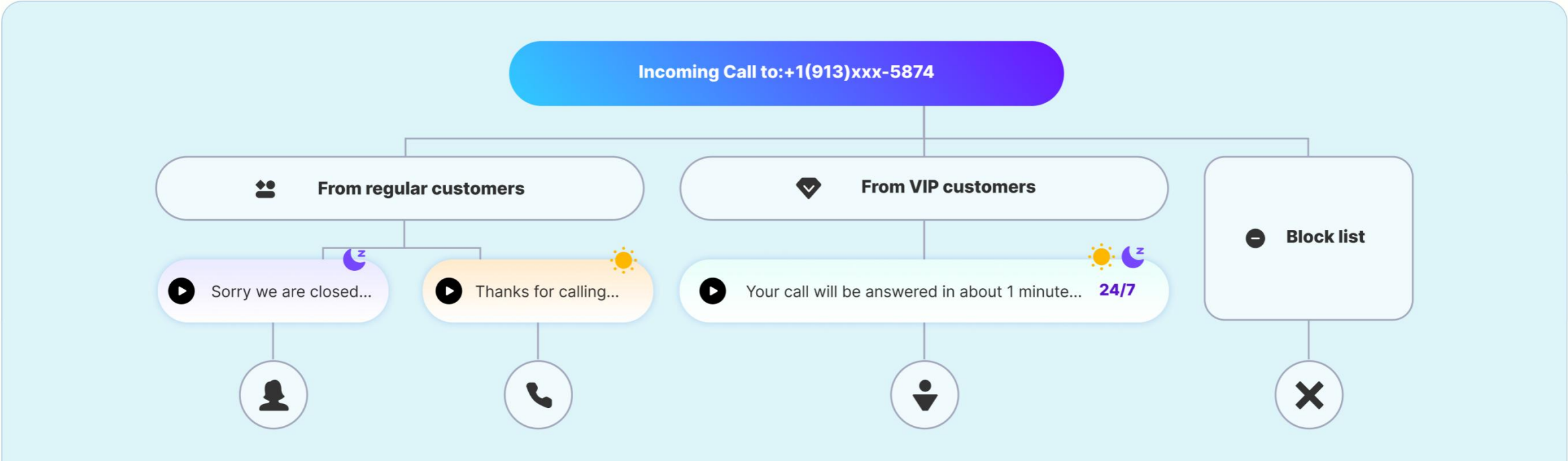
Identity Verification

Order Lookup

CRM Integration

Voicemail

And More



Time-Based Routing

Routes calls based on the time of day to optimize resource allocation.

Real-Time Routing Adjustments

Dynamically adjusts routing paths in real-time based on current call center activity.

Priority Routing for VIP Customers

Ensures VIP customers receive priority service by routing their calls to the most qualified agents.

Geographical Routing

Routes calls based on the caller's location for localized support.

Skill-Based Routing

Directs calls to agents with the specific skills needed to handle the inquiry.

Multiple Ring Strategies

Offers various ring strategies, such as simultaneous or sequential ringing, to enhance call handling efficiency.

Overflow Routing

Redirects overflow calls to alternate agents or locations to prevent congestion.

Routing to External Phones

Routes calls to external phone numbers, ensuring calls are answered even outside the primary call center.

Generate response suggestions using your internal knowledge base.
Agents can review, edit, or send responses instantly.



AI Agent Assist:

elaine Agent

Irene.admin **Authenticated**

Okay, got it.

I'll place the order now. Please follow up and process the shipment as soon as possible.

Of course, I'll be happy to follow up on this for you in a timely manner.

HeroDash AI

Customer question: Skateboard wheels suitability & Order follow-up
Proposed solution:
1. Skateboard wheels are generally suitable for outdoor use, but some can be used indoors depending on material and hardness.
2. Recommended the "萌虎安全版" children's skateboard for beginners, suitable for 7-year-olds, with safety features.
3. Shipping time is usually within 1-3 business days after placing the order.
4. Confirmed to follow up on the order to ensure prompt shipping.
Resolution status: Solved
Points for service improvement: Ensure that the customer service provides more detailed guidance on selecting wheels based on specific needs and preferences.
Customer satisfaction: The service attitude is polite and responsive, effectively addressing the customer's inquiries and needs.

Automatically summarize historical conversations to help agents understand context instantly.



AI Conversation Summaries:

elaine Agent

Hi, I bought your Deep Dish Griddle last month. I took it out today and noticed some rust on the edges. Is this a quality issue?

HeroDash AI:

I'm sorry to hear that! Rust can sometimes occur if the item wasn't properly dried or stored. It's best to clean it gently and ensure it's completely dry before storing. If the issue persists, please reach out to customer support for further assistance.

I'm sorry to hear that! Rust can sometimes occur if the item wasn't properly dried or stored. It's best to clean it gently and ensure it's completely dry before storing. If the issue persists, please reach out to customer support for further assistance.

Irene

Oh, I see. So, how should I clean and maintain it?

The method is super simple! Just gently scrub the rusty area with a plastic scouring pad or nylon brush, then rinse and dry it thoroughly. The most crucial step is to apply a thin layer of cooking oil to the dry surface. This will effectively prevent it from rusting again.

Internal note

Reported Issue
Customer Issue
Strongly Recommend
Summarize conversation

Improve message clarity, tone, and professionalism in real time.



AI Reply Polishing:

100+ Languages Supported:

Expand your reach to every corner of the globe

One-Click Translation:

Translate entire chat histories instantly

Industry-Specific Optimization:

Deeply optimized for your industry' s unique terminology

Smart Social Media Transcription & Translation:

Turn voice notes from WhatsApp, IG, and FB into translated text automatically





• Speech-to-Text

- Automatically transcribe calls across multiple languages for full visibility
- Enable supervisors to review and understand foreign-language customer conversations without relying on manual translation

• Multi-Dimensional QA Framework

- Evaluate agents across five core service dimensions: knowledge, politeness, empathy, efficiency, patience (customizable dimensions)
- Quality inspection based on keywords, sentiment, and language fluency

• End-to-End Script Adherence Monitoring

- AI automatically analyzes each call from start to finish for every agent
- Assess each step of the interaction against predefined service scripts and brand requirements
- Allow manual review and quality calibration to refine AI scoring accuracy

• Real-Time Risk & Escalation Alerts

- Monitor and trigger alerts instantly when abusive or high-risk language is detected
- Route critical customer complaints to responsible managers on the same day
- Feed insights back to product and operations teams to accelerate process optimization
- Quickly flag inappropriate agent behavior or compliance breaches



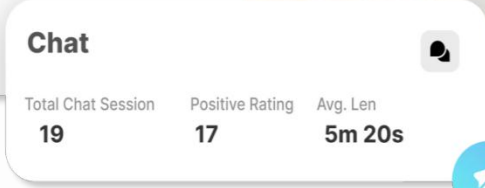
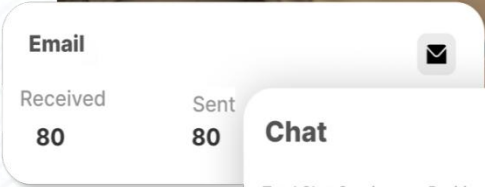
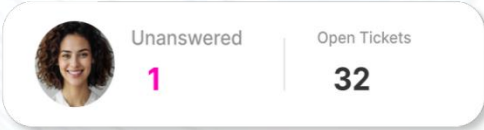
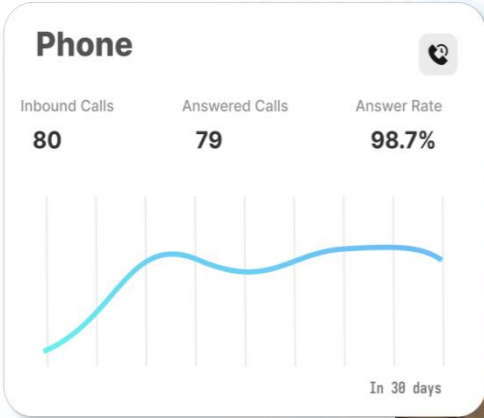
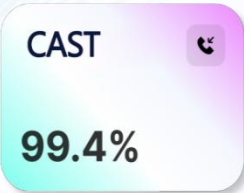
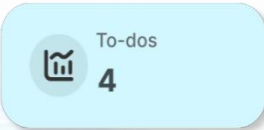
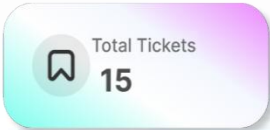
Guidance for Agents and Managers:
Actionable insights and alerts for performance improvement and issue resolution



Completed & Pending Items:
Real-time tracking of key achievements and prioritized task lists for efficiency.



Role-Based Personalized Metrics:
Tailored dashboards provide role-specific KPIs and performance metrics.



Real-time dashboard



Trend and Real-time Call Stats

Track call trends and real-time statistics for comprehensive performance insights.



Real-Time Chat and Email Stats

Track live chat and email performance metrics in real-time.



Whisper Coaching/Barge-in

Intervene in calls via barge, whisper, and listen-in.



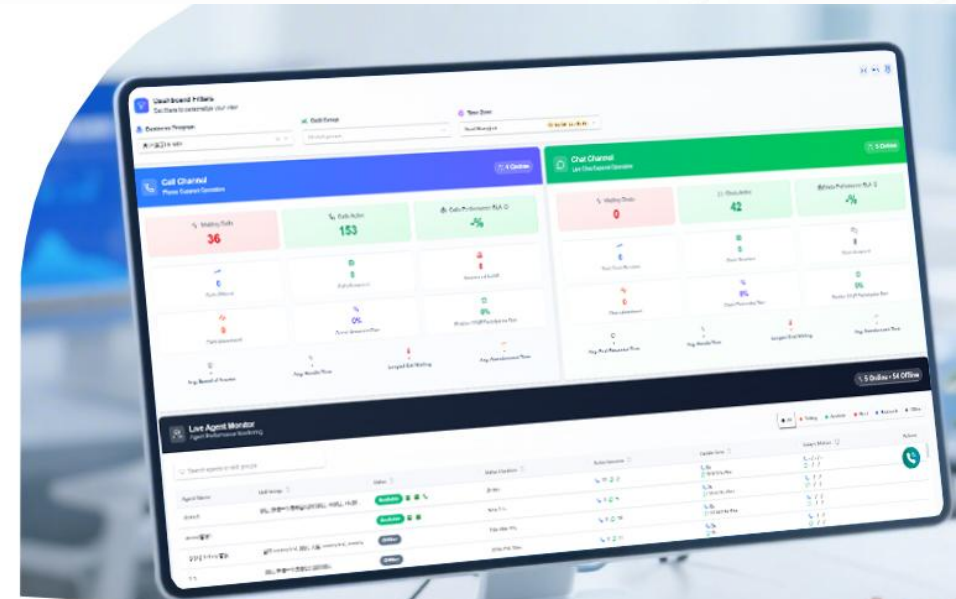
Real-Time Call Queue Monitoring

Monitor call queue lengths and wait times in real-time.



Real-time Monitoring of Agent Status

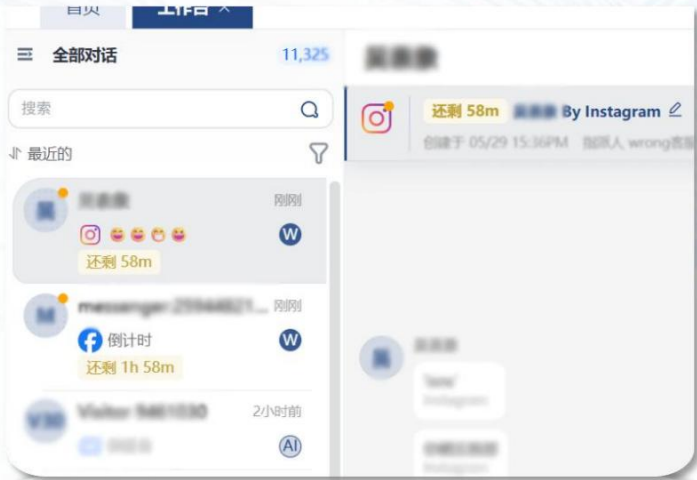
Keep a live view of agent availability and activity.



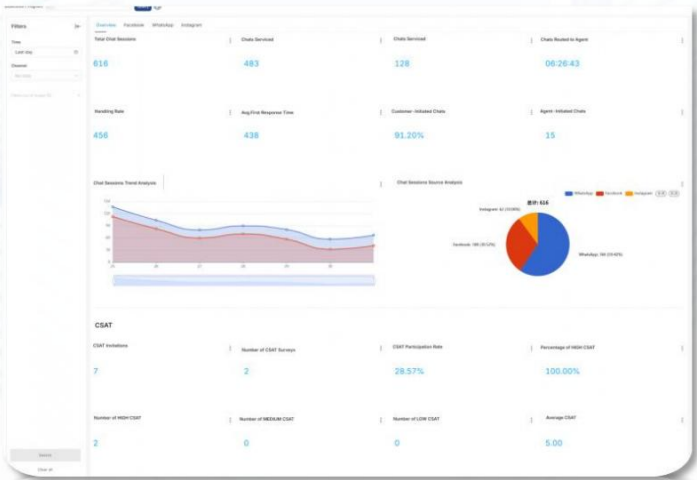
Social SLA Countdown & Comprehensive Analytics

Unifies service data across channels to give managers full visibility into volumes, response speeds, CSAT, and agent performance. Real-time SLA alerts prioritize active chats so agents know exactly who to reply to first, eliminating SLA breaches and boosting CX.

- ✔ Unified Social Dashboard
- ✔ Data-Driven Supervision
- ✔ Proactive Breach Detection
- ✔ Defined AI-to-Human Escalation Rules

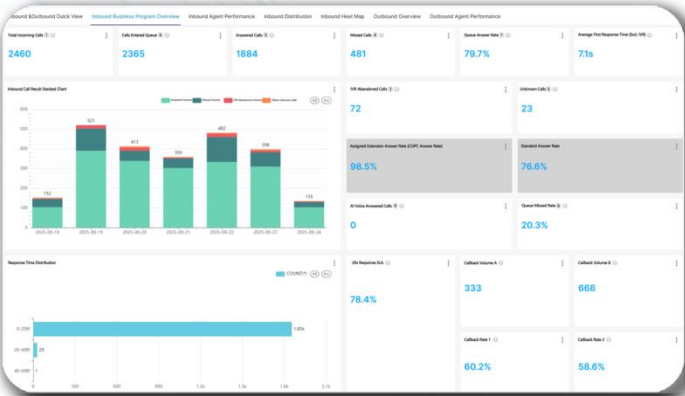


Social SLA Countdown



Comprehensive Social Analytics

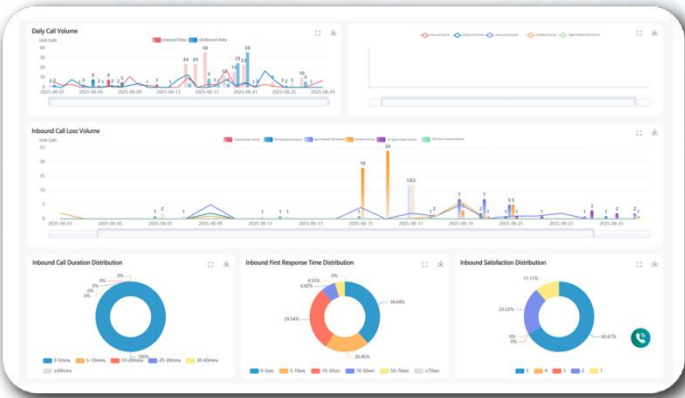




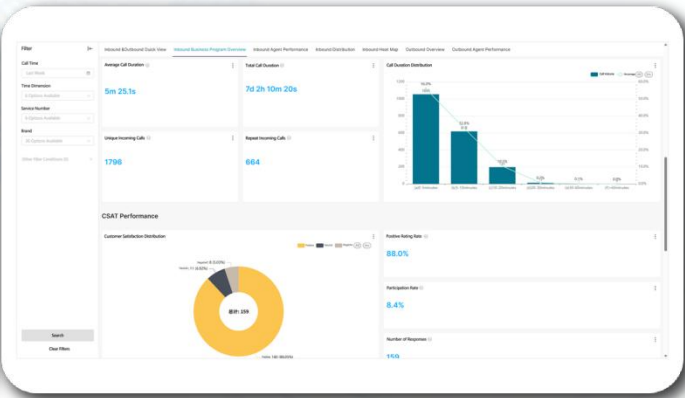
Call trends by business line



Individual agent performance



Volume Trend Analysis



CSAT insights

Performance Optimization

Analyzes historical and real-time data to identify inefficiencies, improve operational processes, and enhance overall service quality.

Customer Journey Mapping

Tracks and visualizes the complete customer journey across multiple touchpoints, enabling a better understanding of customer behavior and preferences.

Real-Time Analytics and Reporting

Provides real-time insights and customizable reports on key performance indicators (KPIs), agent performance, and customer interactions.

Unified Data Integration

Consolidates data from all communication channels (voice, email, chat, social media) into a single platform for comprehensive analysis.

Business Line Filtering

Automatically filter accessible business lines based on user permissions.

Enables quick search and seamless queue switching, with real-time data updates.

Workforce Scheduling Integration

Synchronize clock-in and clock-out data with the workforce management system to ensure accurate attendance tracking.

Automatically match early and late shifts to avoid false late arrival or early departure records.

Monitoring Data Drill-Down

Click to view detailed agent information, including state transition logs, login frequency, and total active duration. Support timeline zoom and drag for precise state-change tracking.

Enable investigation of missed calls with contextual screen capture references.

Call Record Export

Export call records individually or in bulk, including call duration, direction, recording status, and other metadata. Facilitate offline quality assurance review and compliance auditing.

Visual Status Timeline

Display a 24-hour color-coded timeline showing agent states such as Available, Break, Busy, and Offline.

Provide a clear and intuitive view of each agent's activity patterns and status distribution.

Time Range Selection

Default view displays the current day.

Support custom date range selection (up to 7 days).

Automatically adapt to the user's timezone to prevent cross-timezone discrepancies.

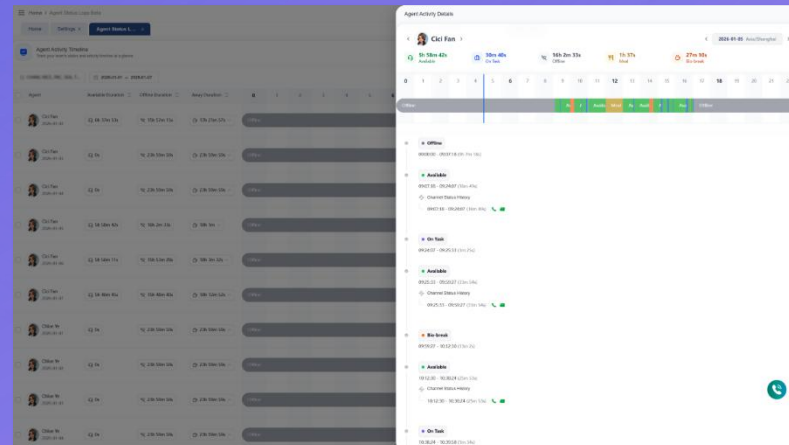
Comprehensive Agent Activity Monitoring

Provide managers with complete visibility into agent operational status, including state transitions, historical state records, attendance monitoring, and login behavior analysis—enabling more transparent and efficient contact center management.

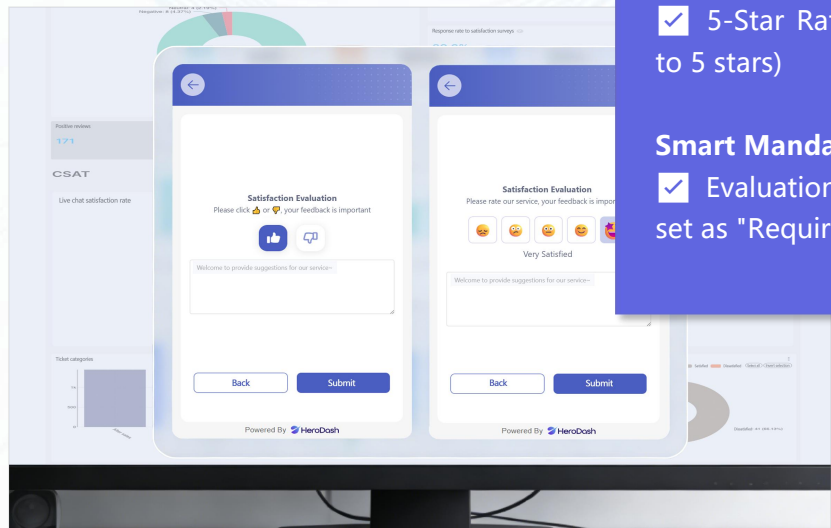
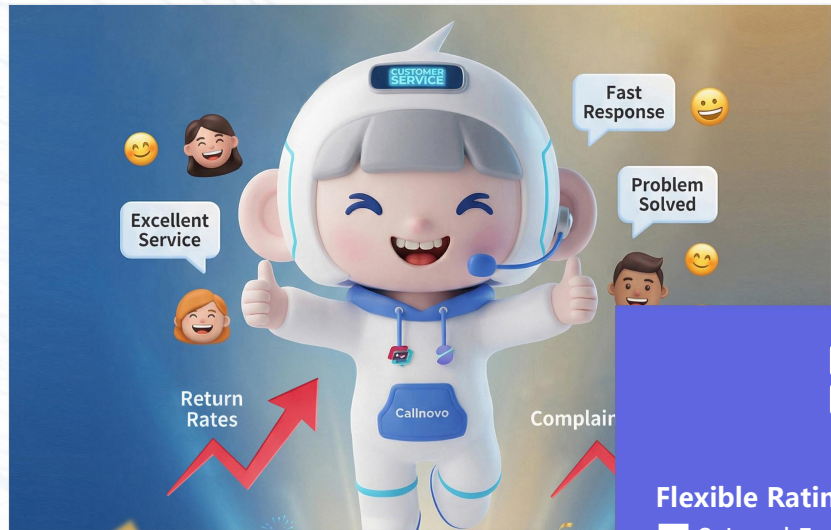
 Real-Time Presence Monitoring

 Status Transition Logs

 Attendance & Shift Tracking



Customer Satisfaction (CSAT)



Flexible Rating System:

- ☒ 2-Level Evaluation: (Satisfied / Dissatisfied)
- ☒ 5-Star Rating: (Scales from 1 to 5 stars)

Smart Mandatory Settings:

- ☒ Evaluation text boxes can be set as "Required" or "Optional"

Embed satisfaction surveys directly into each customer interaction channel. No matter how the service session ends, feedback is captured effortlessly—helping organizations continuously refine customer experience and improve satisfaction scores.

● Voice Support:

Trigger an IVR-based satisfaction survey immediately after call completion; Supports 1–5 star keypad ratings; Capture customer sentiment in real time; Reduce churn by identifying dissatisfaction early.

● Live Chat:

Automatically display a feedback window at the end of the chat session; Customers can submit ratings instantly without leaving the interface; Frictionless feedback submission improves response rates.

● Email Follow-up:

Send a CSAT survey after ticket resolution; Allow customers time to reflect before responding; Gather more thoughtful and comprehensive feedback.



Enable managers to monitor service quality and core performance metrics anytime, anywhere via mobile access—bringing real-time, on-the-go management capabilities.

Anytime Access, Full Control

Instantly view service metrics and alerts without being tied to a desktop.
Greater flexibility for supervisors to manage operations remotely.

Data On-the-Go, Smarter Decisions

Core reports support filtering, downloading, and sharing.
Access key KPIs with one tap to accelerate analysis and reporting efficiency.

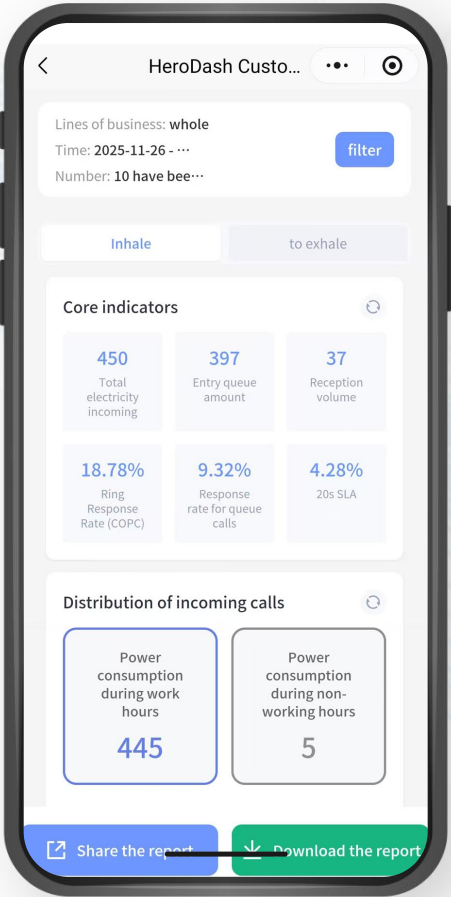


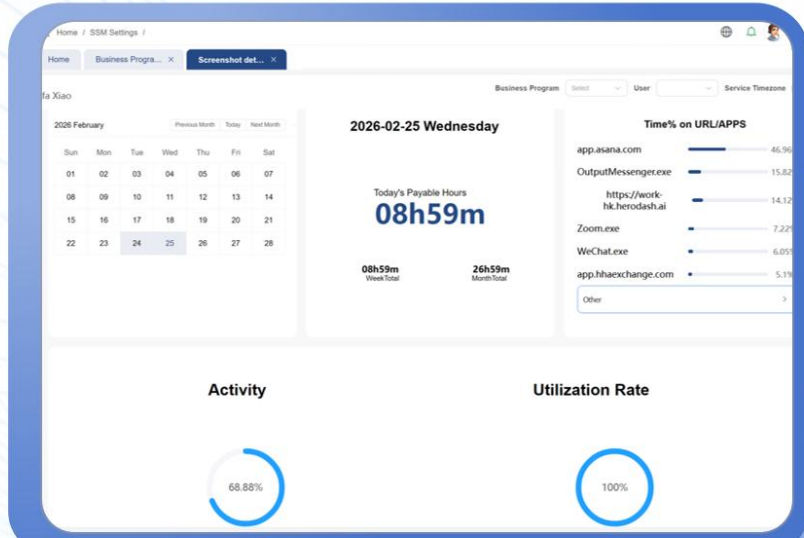
Identify Issues Faster, Resolve Them Sooner

Real-time visibility into high-risk interactions such as toxic language alerts.
Quickly pinpoint service gaps and enable targeted team improvement.

Enhanced Security, Secure Access

Support system-level masking of sensitive information.
Ensure customer privacy and data security while maintaining operational transparency.





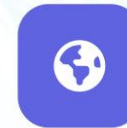
Attendance Tracking & Monitoring:

- Clock-In / Clock-Out Tracking: Accurately record employees' start and end times.
- Break & Meal Monitoring: Track rest and meal periods to maintain healthy work rhythms.
- Late & Early Departure Monitoring: Identify and manage tardiness or early leave situations.
- Multi-Timezone Compatibility: Support global teams with cross-region attendance requirements.



One-Tap Self Clock-In

- Quick and easy clock-in via web or mobile
- IP address verification to ensure punch accuracy and authenticity



Global Timezone Support

- Fully supports attendance management across multiple time zones
- Automatic timezone conversion to ensure accurate tracking for distributed teams



Global Holiday Management

- Built-in public holiday database covering multiple countries
- Automatically recognize regional holidays with flexible leave policy configuration



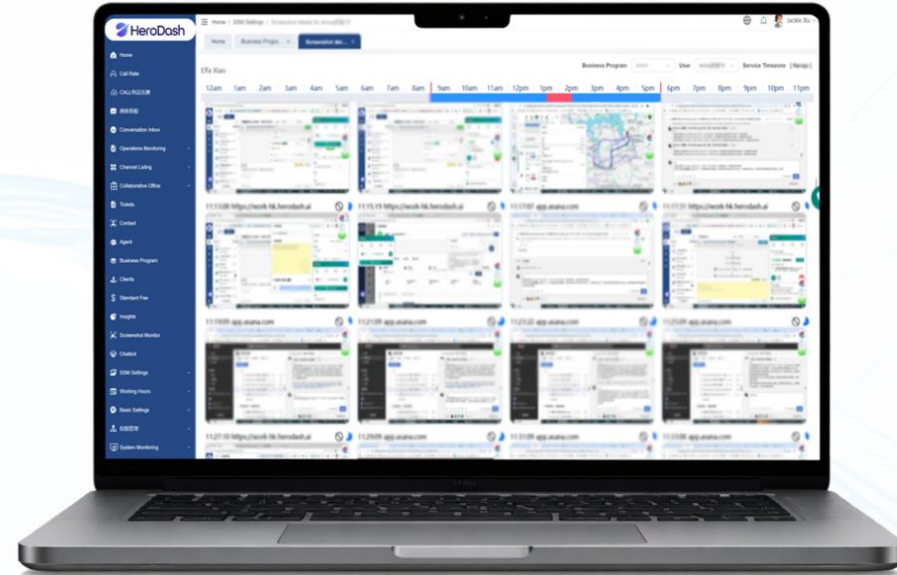
Attendance Exception Handling

- End-to-end attendance exception workflow
- Support for missed punch requests, exception explanations, and approval tracking

High-Resolution Screenshots



Blurred Screenshots



* Auto-delete Blurred Days

90

* Days to Blur

30

Snapshot Frequency: Capture every 2–3 minutes with randomized intervals to prevent predictability and ensure authenticity.

Privacy-First Design: Monitor work activity only. Personal privacy is not accessed or intruded upon.

Intelligent Data Masking: Screenshots are automatically blurred by default to protect sensitive information.

Visual Timeline: 24-hour activity timeline with second-level precision, enabling real-time visibility into work status.

Optional Screen Capture (Configurable)

- Scheduled desktop capture to document work activity
- Option to choose high-resolution or blurred screenshots based on compliance needs
- Maintain screen activity records for auditing and traceability



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Why We Built HeroDash?

Out-of-the-Box Solution: No complex setup required



Tailored Solutions:

Custom-built to align with our unique BPO workflows, ensuring efficiency and effectiveness.



Flexible Integration and Scalability:

Seamlessly integrates with various tools, adapting to evolving needs.



Enhanced Data Security:

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Streamlines tasks with advanced automation, reducing manual work.



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baseus

GEEKVAPE

A leading global smart lighting brand

Main requirements:

- Support for phone calls and web chat channels
- AI handles high-volume frontline inquiries first
- Human customer service for higher accuracy and efficiency

Solution:

- ~20 agents servicing both phone call and webchat inquiries
- Customized ticket fields and workflows
- Multi-dimensional, omnichannel reports provide rich insights for management decision making
- Low-cost knowledge base management based on chat history extraction powered by LLM



Deployment highlights:

Voice, Email, Webchat, Shopify Integration, Customized Fields, BI, Agent Assist, Speech-to-Text, AI QA, HeroFocus

A last-mile delivery company expanding into South America

Main requirements:

- Explosive growth after expanding logistics operations to new countries
- Existing systems cannot handle high call volumes during peak periods
- The previous customer service system's reporting was too basic to meet in-depth management needs

Solution:

- A 40-person team supports over 2500 inbound & 2000 outbound calls daily.
- Routing calls based on customer intent to queues serviced by different agent groups
- Personalized IVR experience by integrating with the client's IT system
- Call deflection to SMS based on IVR selection
- Advanced analytics to facilitate workforce scheduling decisions



Deployment highlights:

Voice, BI, Agent Assist, Customized Fields, Speech-to-Text, AI QA, HeroFocus

A leading global medical device company

Main requirements:

- IVR self-service
- frequent inquiries
- Calls routed to an on-duty engineer's phone outside of regular working hours

Solution:

- A 30+ multilingual customer service team providing 24/7 global service
- One inbound phone number per country/region
- Interactive and multi-level IVR
- Global call forwarding outside of regular hours to ensure uninterrupted service
- Enhanced management capabilities through AI QA



Deployment highlights:

Voice, BI, Agent Assist, Customized Fields, Speech-to-Text, AI QA, HeroFocus



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