

# Product Concierge™ For Consumer Brands

An automated conversational AI voice solution that lowers your customer service costs, improves customer satisfaction, and increases product sales.

Product Concierge™ is a done-for-you solution that delivers a unique automated conversational customer experience for building brand affinity, drastically lowering Tier One support costs, and growing deeper customer understanding using voice assistants.

## The Customer Experience

Customers use a product-centric trigger phrase to begin their guided experience that can either start a guided product unboxing, build, and exploration or provide support options.

*see illustration above for examples*

## The Brand Experience

Brands get real-time access to customer engagement data, automated Tier One customer support powered by conversational AI, and first-party product engagement data.

## Solution Summary

- Gamify any consumer product
- Lower Tier One support costs
- Build brand affinity
- Gain first-party data insights
- Improve product experiences
- Reward customer engagement



## The Technology

Product Concierge™ runs atop True Reply™ - a hyper-scalable, secure, voice publishing platform that enables dynamic voice experiences delivered and managed in a fifth the time and a tenth the cost.

True Reply™ is a solutions partner with Amazon and the platform is powered by Amazon AWS Services for a reliable, secure, and scalable experience.

## Implementation

Product Concierge™ is a done-for-you solution where we customize every aspect of the voice experience to each specific product and brand.

We work with your customer engagement teams to build your user base and drive monthly product engagement.

Product Concierge™ is available on a per-brand, per-product basis or as a Solution implemented under True Reply™ Enterprise.

