

SMART ACTION TAKES VOICE AUTOMATION BEYOND 'YES' OR 'NO'

Michael Hixon, Dec 15, 2015

SmartAction in El Segundo started out in 2002 as an artificial intelligence research company, but eventually found its niche by developing Intelligent Voice Automation, a technologically advanced solution.

CEO Tom Lewis said SmartAction has developed state-of-the-art technology that goes beyond what a typical voice self-service company offers. The key, according to Lewis, was that most voice self-service platforms ask and are expecting a simple “Yes” or “No” response. But Lewis said a “Yes” or “No” answer is often difficult for voice systems to pick up because of the prompt answer.



“Our system, even though we're expecting a yes or no response because it's natural language, the customer can also say things like 'No go back' or 'Could you repeat that' or 'Hold on a minute,’” Lewis said. “Instead of the system saying, 'I'm sorry, can you please say yes or no?' We say, 'Alright, well hold on, tell me when you're ready to continue,' type of thing.

“The reason we are able to do that is because artificial intelligence is the basis of our core or brain, which handle the conversation. While it's expecting the yes/no response, if it doesn't get that, it defaults back to 'Where is this conversation going?’”

SmartAction was founded in 2002 by Peter Voss, who Lewis calls an “artificial intelligence junkie.” The company, which is now under Lewis' leadership, landed its first new customer in December 2009. They currently have 45 employees, 35 who live locally, and more than 100 clients, in a variety of industries, including Royal Caribbean Cruise Lines, Hyundai Motors and Stamps.com.

SmartAction constantly monitors how the system is performing for clients.

“The questions is 'How did the system perform and what do we need to do next week to improve its performance?,'” he said. “We will meet with the customer every week forever.”

For more information, visit smartaction.com. *Full article here:*
http://tbrnews.com/news/business/smartaction-takes-voice-automation-beyond-yes-or-no/article_12fb8ca6-a366-11e5-b2f4-e7b67cf61760.html