

IRI | INNOVATORS 2024 | SUMMIT

Listening to Customers with AI
Our three-year journey making “Robot Food”

Strolid CTO Thomas Howe



A division of the National Association of Manufacturers



Screw engineering. I'm selling cars at Strolid

Strolid sells cars on behalf of franchised automotive dealers in North America.

The problem? Impossible for managers to observe even a small portion of our actual activity.

Why? 100s of lead providers, 100s of roof tops, seven different CRMs, 150 agents in many timezones and 150k conversations every month. Voice, chat, email. Distributed, real time, and disparate.



The most valuable asset of Strolid are our customer conversations.

Unique, hard to replicate, and at the very heart of the customer relationship, the actual, recorded conversations with customers are indispensable to truly understanding any business.



A Different Approach to Conversational AI



Listening AI

Focuses on making the in-call experience better, or automating customer interactions

Automotive Examples:

BDC.ai, Stella, Numa, Brooke.ai



Remembering AI

Focuses on storing the conversations then using for operational insight and mass personalization.



What would happen if your business could remember what customers said in the past, no matter how, or to whom, they said it?

ChatGPT 4 ▾



You



draft-petrie-vcon-02.pdf

PDF

Summarize this PDF



ChatGPT

The document titled "The JSON format for vCon - Conversation Data Container" details a standardized container, vCon, for storing and exchanging data from real-time human conversations across various mediums like phone calls, video conferences, SMS/MMS, web chats, or email threads. It outlines the structure and components of a vCon, including metadata, dialog, analysis, and attachments to support the management, analysis, and sharing of conversational data. The document emphasizes the importance of vCon in integrating communication services, ensuring data integrity, and facilitating data analysis and machine learning applications. It provides a comprehensive framework for creating, updating, and managing vCon objects, including security considerations for signing and encrypting vCon data.





vCons are documents that allow you to share and analyze customer conversations, yet remain compliant to security regulations, track exposure to AI, and guarantee their integrity.

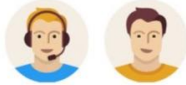
vCons can guarantee that conversations are authentic.



vCons : A PDF for Conversations

Parties

Identities of the participants



Dialogs

What was communicated



Analysis

Tracks AI, ML interactions



Attachments

Supporting and associated data



Tamper proof, signed, encryptable JSON



Business Impact?

vCons remove data silos, resulting in an increase in the size and scope of conversational AI opportunity, similar in structure to the transition from Lantastic to the Internet. Or from Record Stores to iTunes. Or from...

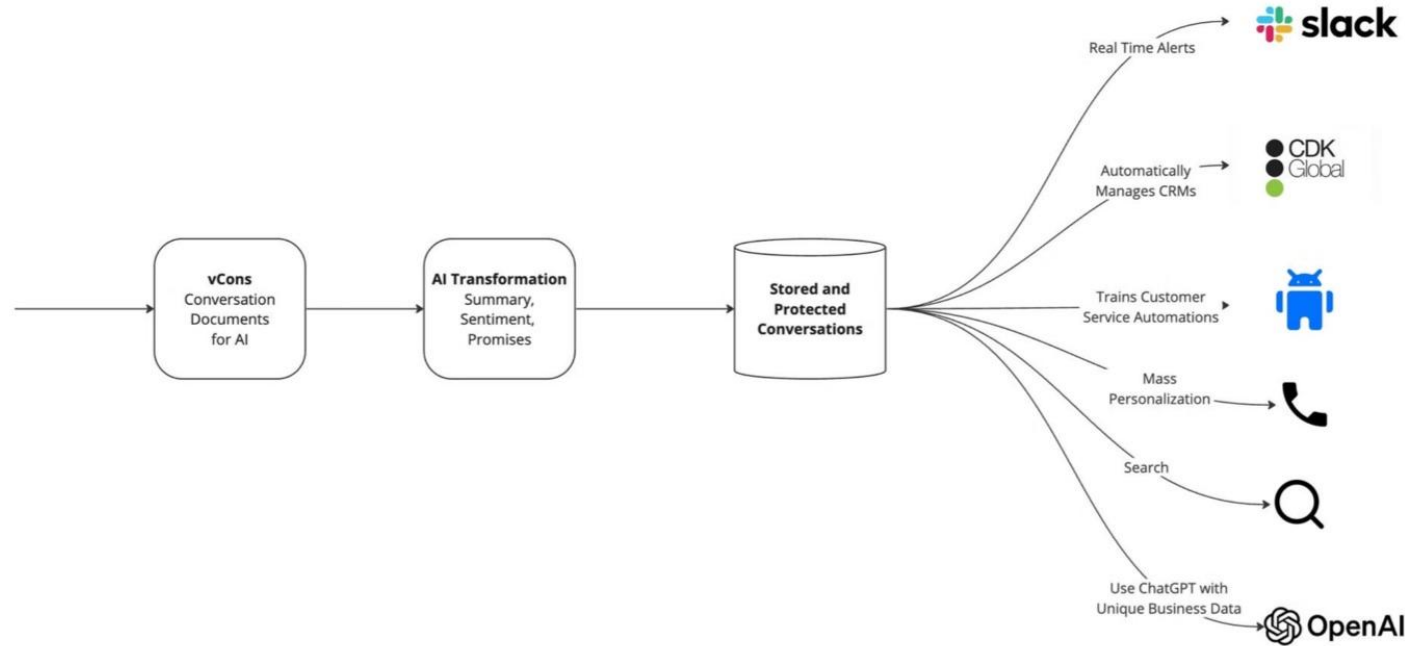


Twofa* Business Impact?

As an IETF product, vCons are part of the basic training documentation for LLMs, like any of the other IETF protocols like http and e-mail.

Robots speak fluent vCon.





In the real world, analyzing conversations is operationally complex, with many options, customizations and choices of technology.



Strolid APP 9:06 AM

Check this out 😞

The customer, [REDACTED], is frustrated and angry. He mentions contacting the police and media, and threatens to visit the dealership. However, the agent, Claire, remains calm, apologizes, and promises to forward the customer's concerns to the manager. She offers to have someone call the customer directly and assures him that she will inform her manager. Overall, the agent remains sympathetic and tries to provide some assistance despite the customer's frustration. #Hart Nissan of Nova

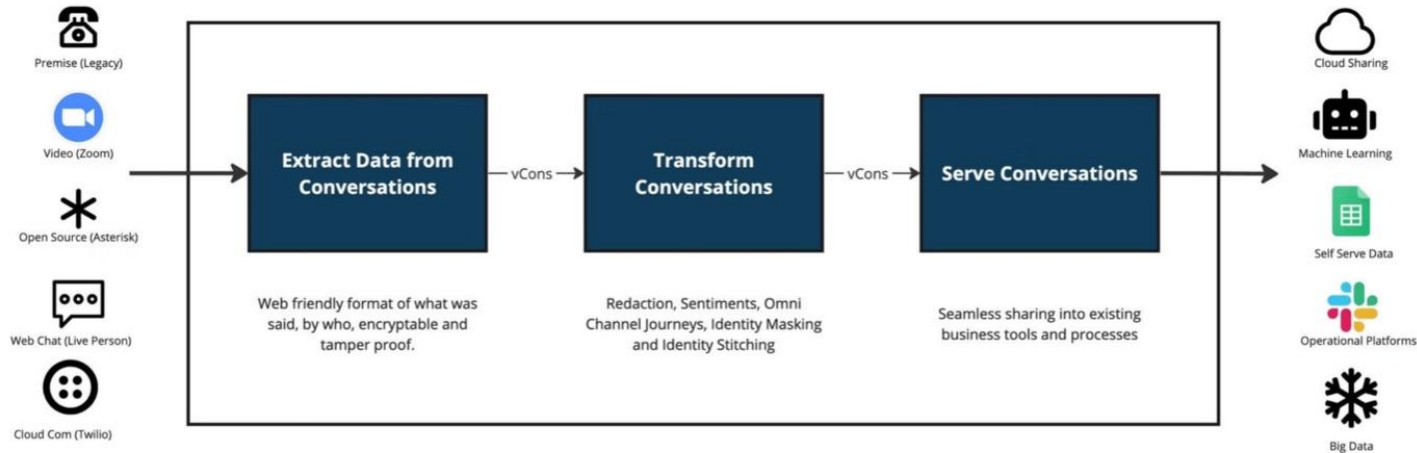
Please review the details here:

[Details](#)

Our sentiment channel requires 7 AI steps, from three separate providers.

Like most months, a new technology this month.

Conserver: Strolid's Open Source AI Framework for Creating vCons at Scale



Running in Production for over 12 months, processing over 1.6 million vCons. Designed for both horizontal and vertical scale, based on FastAPI and REDIS, with a hardware ready architecture.



Business Impact?

Nimble to operational and financial changes ahead, to select best of breed conversational AI ecosystem partners.

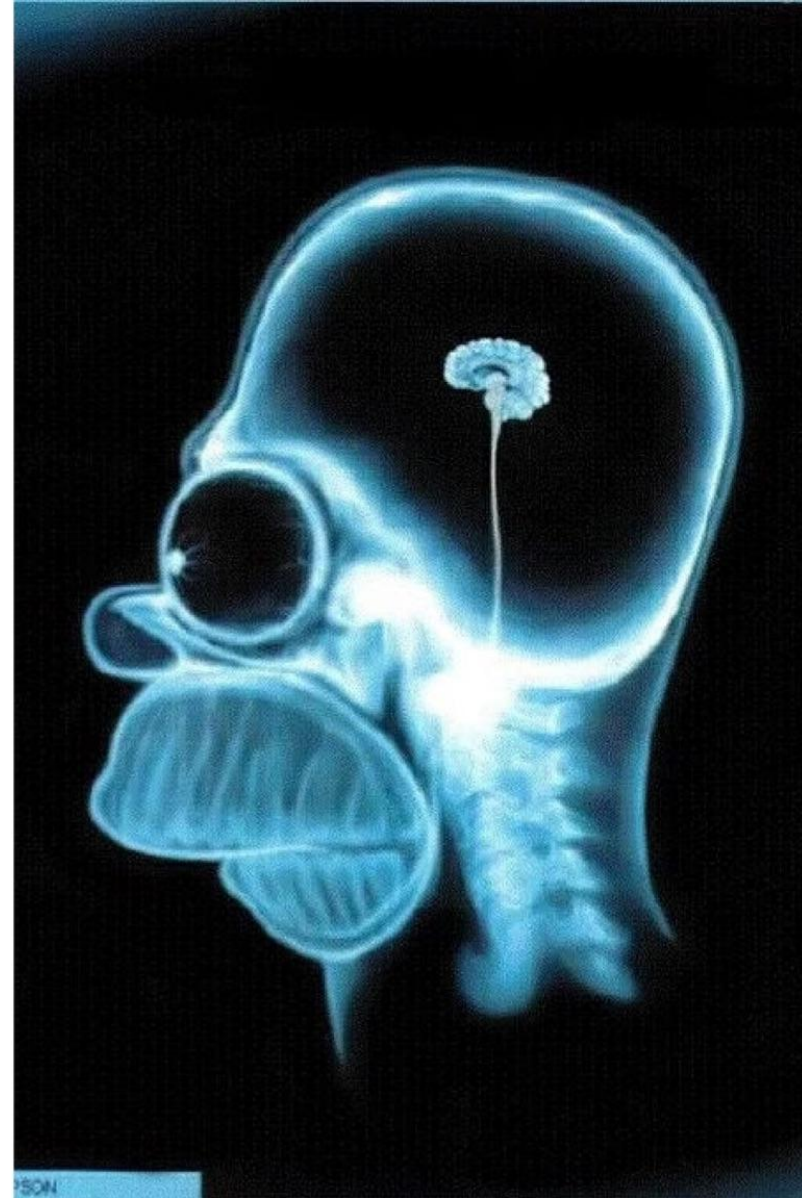
At scale.



What happens if a business team could remember every last customer conversation?

It's an X-Ray Machine

The conversations between your customers and employees become a kind of store X-Ray Machine, uncovering all kinds of dark operational data of the entire business.





Exploratory Internal

Store Engagement

Published [Date] by [Publisher]

A Conversation Driven Identification of Engaged Customers

Based on the provided transcripts, there were several conversations between the agents and customers, with some engagements but also several voicemails or unidirectional messages. Below is a summary including only the engaged conversations between an agent and a customer:

- Conversations: 8
- Engaged Conversations: 5

Engaged Conversations Summary:

1. Melanie Tarapian & Fang

- Summary: Fang discusses with Melanie about a recent visit to a BMW dealership for a vehicle. Fang mentions acquiring a vehicle at a different location due to pricing and color preference issues with the initially intended purchase.

2. Ellie Mar & Abraham

- Summary: Ellie follows up on a received inquiry about a 2023 BMW 5 Series. Abraham clarifies he's not interested in buying but is considering trading in his current vehicle for an upgrade. A detailed discussion on trade-in values, options, and possible upgrades ensues.

3. Bert Madas & Jerry Lane

- Summary: Bert attempts to follow up with Jerry about market interest, but Jerry indicates he's no longer looking to make a purchase, thus concluding the conversation briefly.

4. Melanie Sarapin & Sajid Saha

- Summary: Melanie addresses Sajid's inquiry about a specific model of BMW. The conversation revolves around availability, specifics, and pricing of pre-owned vehicles matching Sajid's preferences, with a focus on a black-on-black X5.

5. Louie Focalan & Celeste John

- Summary: Louie reaches out to Celeste regarding an offer on an X5. Celeste informs Louie of having found a different car and expresses no further interest in visiting the dealership or engaging in trade-in discussions.

6. Keith Espina & Mohammed

- Summary: Mohammed engages with Keith regarding a trade-in for his current vehicle with hopes of purchasing a used BMW. Detailed discussions about vehicle appraisal, financing, and available options under a specific budget are explored.

Note: The rest of the transcripts are one-sided messages, mostly agents leaving voicemails or system messages, and thus are not considered engaged conversations as per the *strolid* criteria.

Day

2024-02-14

Dealer Name

BMW of Brooklyn

analyze

Find Engaged Customers

A New Kind of SEO!!!



Advanced Search Options

Only show results with a summary

Number results

10

100

Strolid Conversational Search

Searches vCons for a given term, powered by Elastic Search. Search for nearly anything, including customer names, dealer names, agent names, phone numbers, and more. Open sidebar on left for advanced options

Search terms

Cadillac

Results

Found 10000 possible matches, showing 10 matches, completed at 12/21/23 00:15.

09/11/23 22:46, 139 sec

Summary The customer contacted Trinity Cadillac to inquire about a test drive for a 2021 Yukon XL. The agent informed the customer that the car was not available yet and suggested rescheduling for Thursday. The customer agreed and confirmed the appointment time. The customer also asked about other SUV options, but the agent mentioned they only had pickup trucks available. Overall, the customer did not seem frustrated, and the agent was helpful in providing information and rescheduling the test drive. [Full Details](#)

Dealer: Trinity Cadillac
Team: Navy Team
Customer: +16465235651
Agent: keith.dogherty@strolid.com
Search Score: 7.473173

Manage app

Strolid teams look for upset and dissatisfied customers. Engaged buyers too.



In the future, when we don't offer the Cadillac incentives.

team-rainbow-alerts 15

in Avis' current inventory. Michael acknowledges her f Today and thanks her for reaching out, but Mae states that she will be making a decision eisewnrere. The conversation ends politely with both parties thanking each other. This was a conversation between two people, and it is unclear if the agent was able to provide a satisfactory solution or assistance to the customer. #Avis Car Sales San Antonio

Please review the details here: [Details](#)

Strolid APP 5:41 PM
Check this out 😞

The purpose of the call was for Ayas Santos from Evis Carsales to reach Hiroko regarding the Prius. The customer expresses frustration by repeatedly saying "no" and questioning the agent's intentions. This was a conversation between two people, and the agent was helpful by expressing appreciation and understanding for the customer's decision. #Avis Car Sales Colton

Please review the details here: [Details](#)

Check this out 😞

In this brief transcript, Maya from ADIS Carousel of Irvin calls James Proctor, who is the general manager. Maya requests to shut something down and asks to be taken off the call list. James agrees and ends the call politely. The purpose of the call seems to be to address an issue or request. The frustration expressed by the customer is clear, as they ask to be removed from future calls. This was a conversation between two people, and the agent's response seems helpful as they agree to the customer's request. #Avis Car Sales Irving

Please review the details here: [Details](#)



2



3



6



7



10



11

Business Impact?

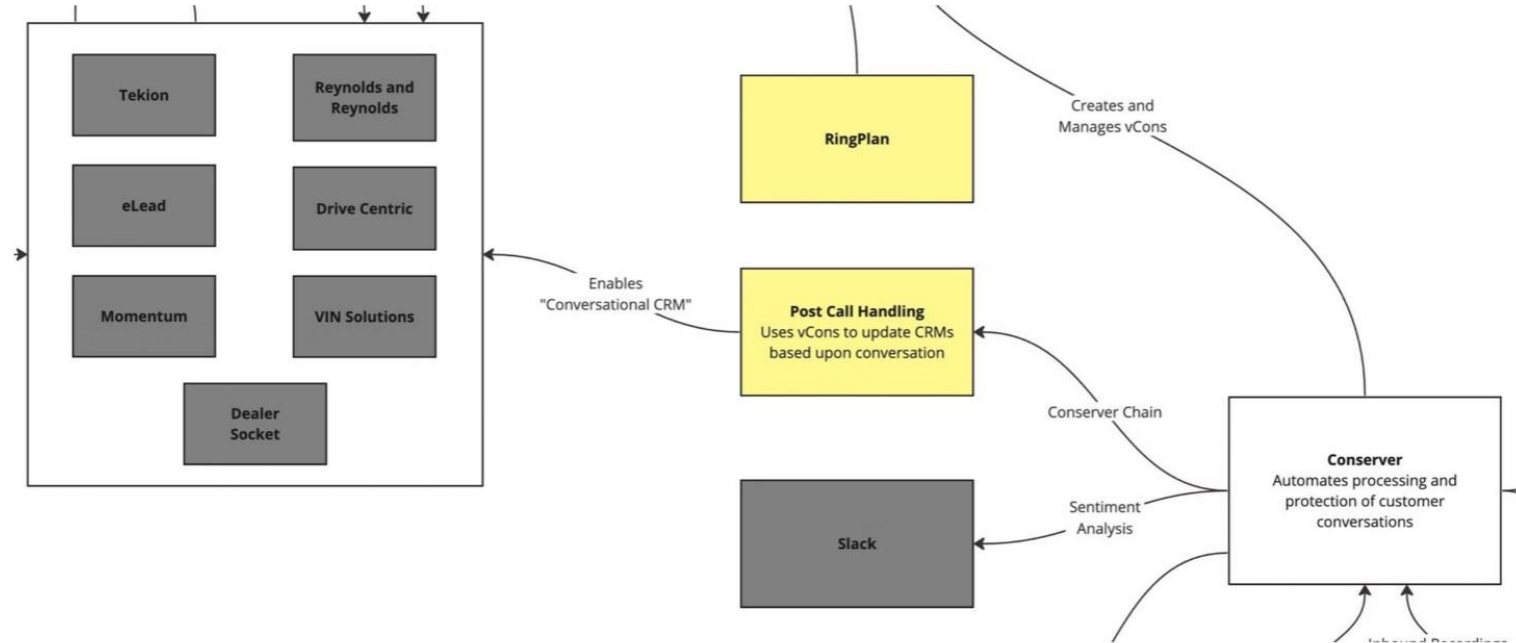
Managers can be notified on any conversational topic or situation with a simple configuration.

In real time.



The CRM is Where Data Goes to Die?

vCons can be used to implement conversational CRMs





Business Impact?

Our agents spend less time writing notes and more time serving customers.

They are happier too, since not many of them majored in Creative Writing.



Not remembering what your customers said in the past is like going on a third date, and not remembering the first two at all.

Awkward.

JSON

018afb22-ec
104.33 KB

Please write an apology letter based on this conversation



Business Impact?

Having a complete record of past conversations with each customer enables true, mass personalization.

Dear Florence,

I want to sincerely apologize for the frustrating experience you had when inquiring about the Kia Forte at our dealership. I understand your disappointment with the additional documentation fee and your feeling that our pricing did not align with the Kelly Blue Book value.

As a dealership, we do have set fees and pricing guidelines that we must adhere to. However, I regret that I was not able to provide more transparency about these policies or offer solutions to address your concerns. My goal should always be to provide excellent customer service, regardless of the situation.

I appreciate you taking the time to inquire about the vehicle and discuss the details with me. Your business is important, and I regret if I made you feel dismissed or undervalued as a customer in any way. Please know that we are always willing to work to earn your business by meeting expectations for fair pricing and exceptional service.

If you would be willing to give us another chance, I would be happy to review the specifics on the Forte and explore any options that may be available to meet your needs. I hope I will have the opportunity to restore your confidence in our dealership. Thank you again for your time and patience.

Sincerely,

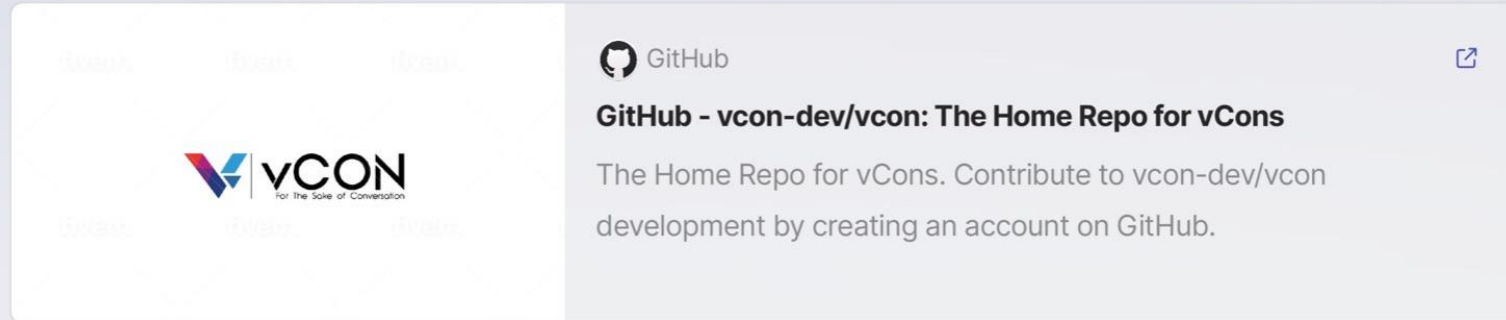
Message Claude...

↵ to send, shift + ↵ to add a new line, ⌘K to crop



Want to Learn More?

IETF vCon Working Group docs.vcon.dev



GitHub

GitHub - vcon-dev/vcon: The Home Repo for vCons

The Home Repo for vCons. Contribute to vcon-dev/vcon development by creating an account on GitHub.



INNOVATION RESEARCH
INTERCHANGE

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NATIONAL ASSOCIATION OF
Manufacturers

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