



EMPATHY RECOGNITION SYSTEM

GROWTH OF CONVERSION
AND CUSTOMER SATISFACTION
WITH THE EXISTING STAFF



PROBLEMS IN OFFLINE SERVICE

- The staff doesn't know how to "feel the client"
- It is difficult and expensive to control the "rudeness factor"
- Teaching the staff is necessary, but expensive
- The staff turnover is high
- Quality control of sales'/operators' work is done by the manager

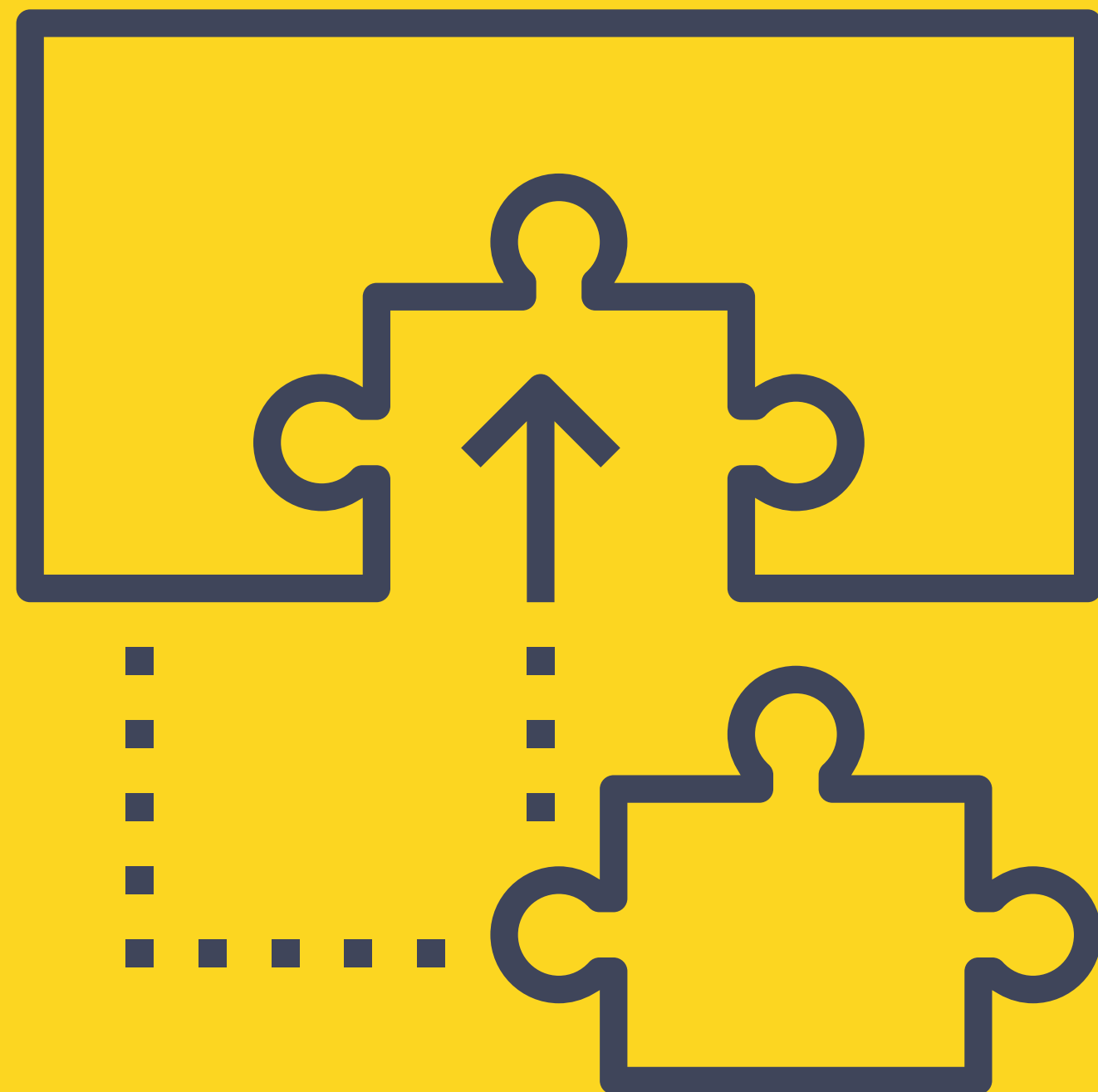
COMMON PROBLEM



To teach the staff to communicate with the client, and in fact to sell, is costly for most companies with offline/telephone contact with the customer

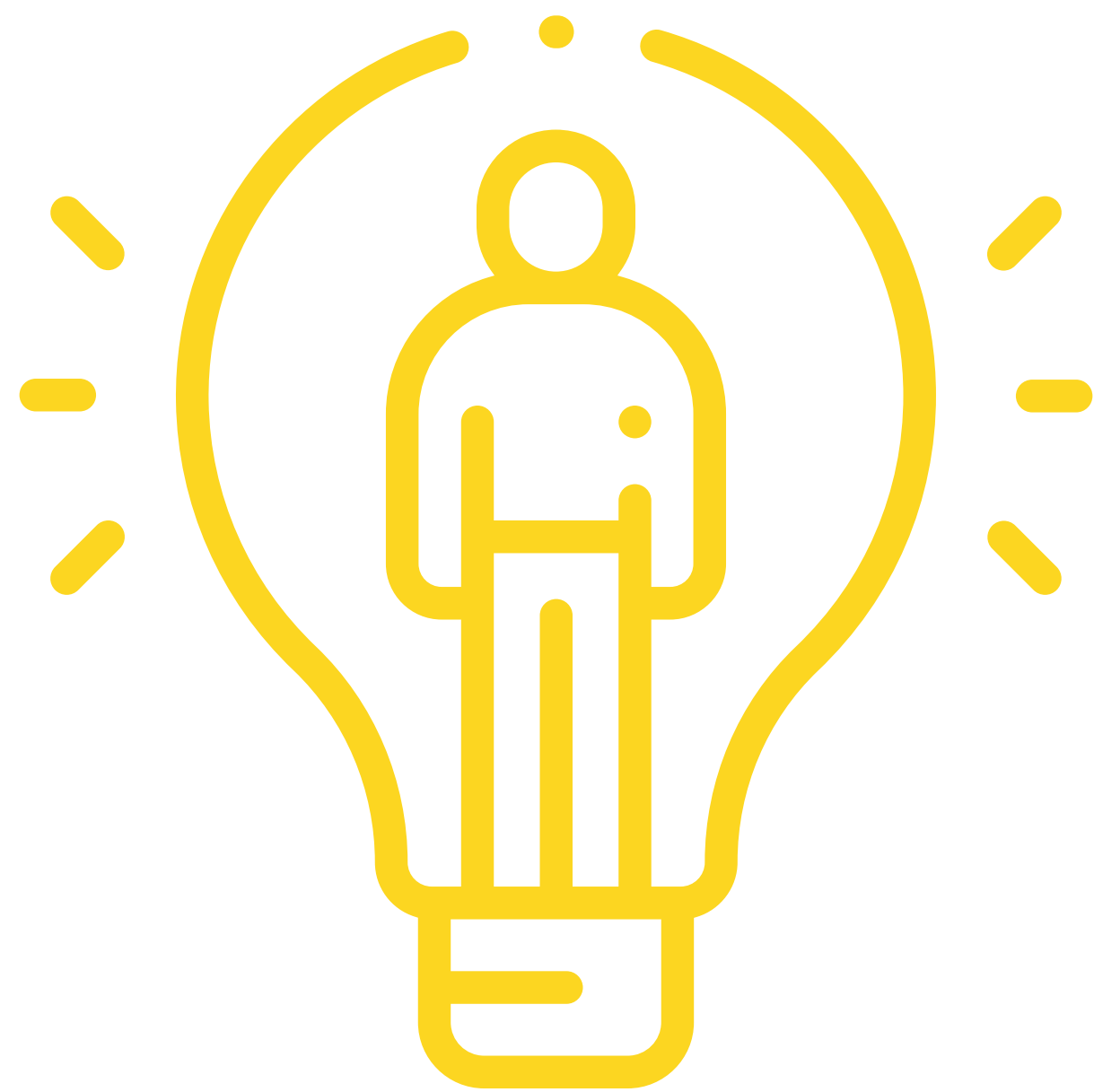
A solution is needed to improve the quality of communication, to implement centralized control and to guide the selection of employees.

POSSIBLE SOLUTIONS



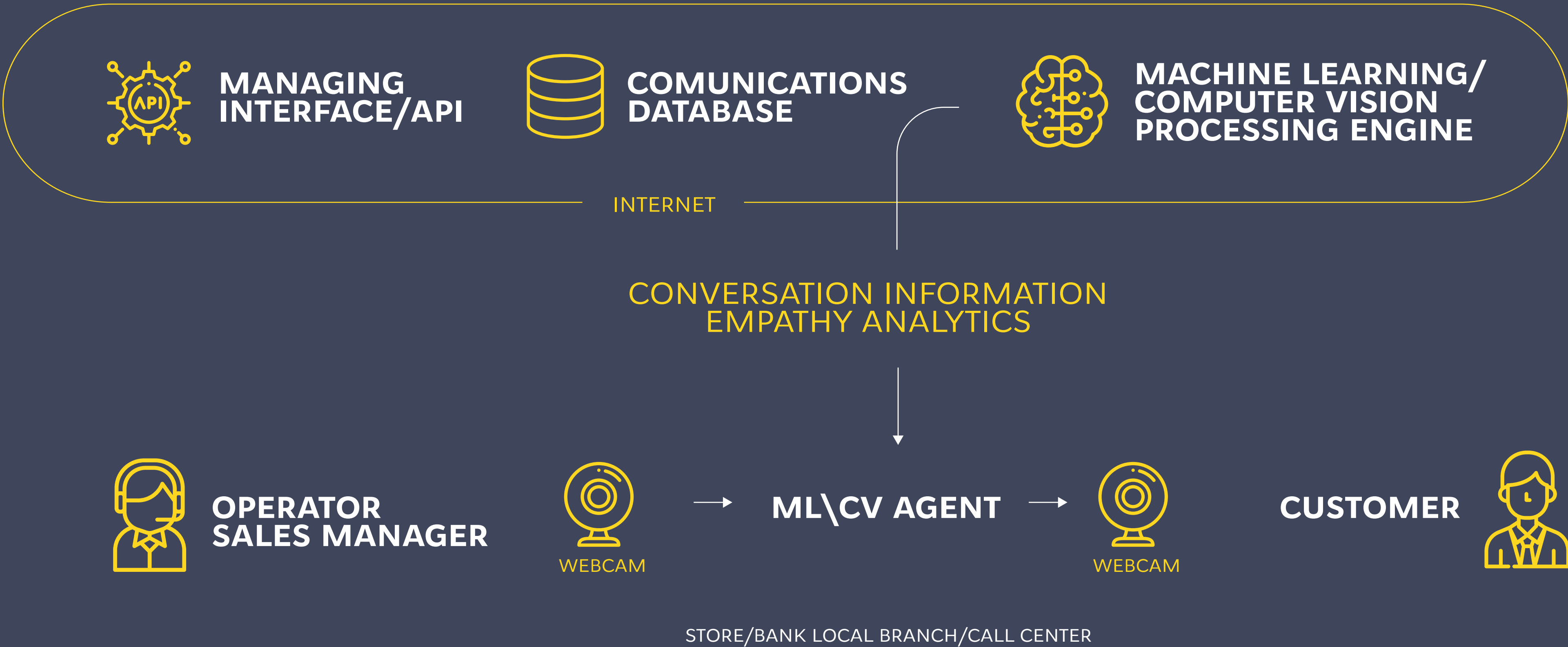
- ¹ To understand in what mood the client came
- ² To read the level of empathy between the client and the operator/consultant
- ³ To give recommendations (similar to scripts in contact center) on the optimal behavioral model
- ⁴ To collect statistics of the work of each operator in real time, to calculate comparative emotional involvement in dialogues, to provide consolidated centralized control.
- ⁵ To attain an awareness of scope

HOW DOES IT WORK?



1. One camera is focused on the face and posture of the client, the other camera on the face and posture of the operator
2. A little neurotechnological magic with the recognition of facial model/ emotions/ threads matching/ calculation of empathy cluster and so forth
3. As a result of calculation, we have the figures: emotion of the client, emotion of the operator, metric "coincidence/difference of the client's and operator's emotions"
4. Based on the data, we can measure the quality of the operator, and advise the operator on optimal (selling, minimizing conflict) lines of behavior
5. As a result, conversion in selling and customer satisfaction is growing
6. To be done:
 - Central statistics
 - The system of recommendations/scripts
 - Training system with reinforcement for self optimization of algorithms
 - Fraud protection - the hypothesis supported by the empathy of the living person analysis of fraudulent actions

THE ARCHITECTURE *of the* DECISION





Video analytics for the bank

01

Audit of the photography database

02

Quick and effective search of low-quality and suspicious pictures in large database

03

Automation of the portrait photography

04

Automatic or semi-automatic organization of the one and single database of client's portrait, including online resource via Web-interface

05

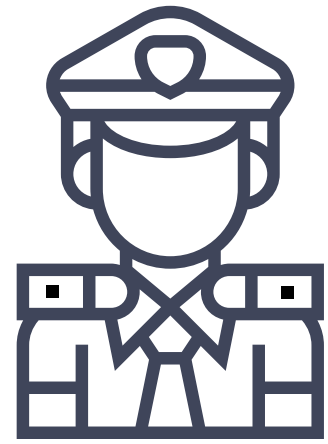
Detection of serial frauds

06

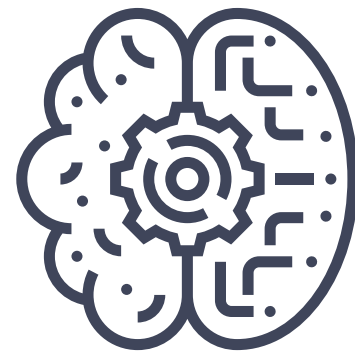
Automatic detection of dishonest clients by the presence of their persons in «blacklist»

07

FACIAL RECOGNITION HELPS THE BANK IDENTIFY FRAUDS AND REDUCE CREDIT RISKS.



The bank officer taking a picture of the client



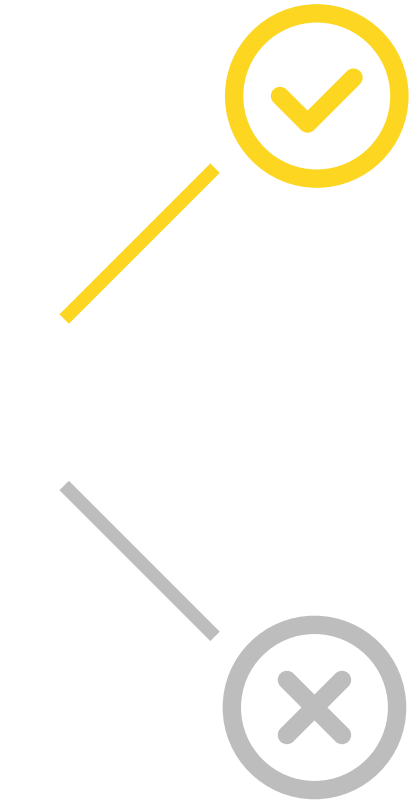
The platform analyses the picture



The Bank



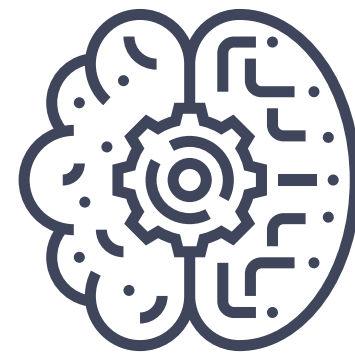
Verification of the photo in the database, analysis of data



Potential client



The Bank N



Credit bureau, where the recognition program had been established



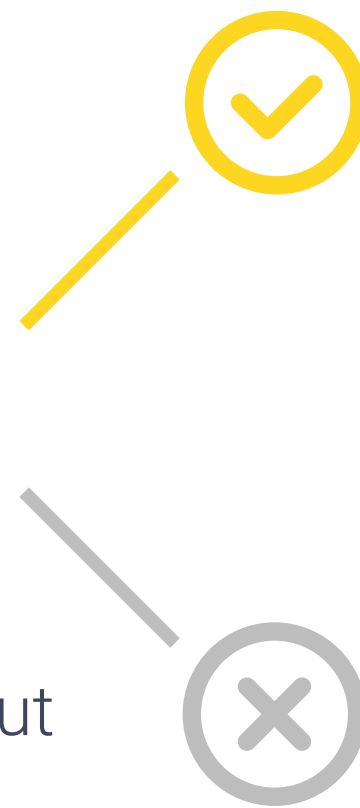
Verification of the bank's photography base, analysis of data



The Bank N



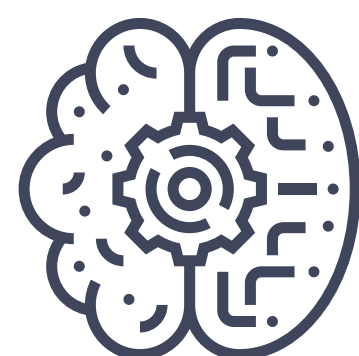
The decision about the credit



THE FACE RECOGNITION ALLOWS THE BANK TO AUTOMATE THE PART OF THE WORKS AND TO ACCELERATE THE CLIENT SERVICE BY REDUCING THE PROCESSING TIME FOR APPLICATIONS AND TIME FOR MAKING A DECISION.



The bank officer taking a picture of the client



Analysis of the photo



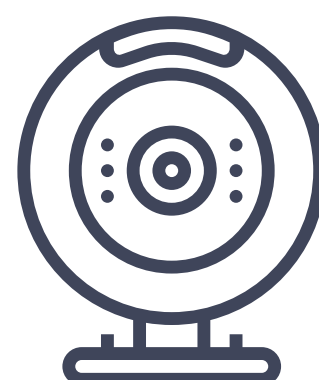
The search for a match in open sources and photo base; analysis of data



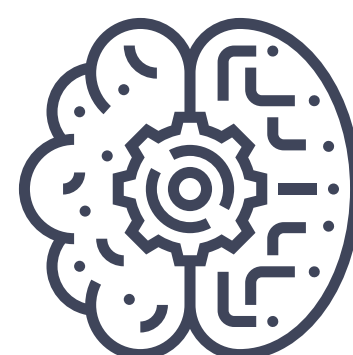
THE FACE RECOGNITION ALLOWS THE BANK TO PROTECT CONFIDENTIAL INFORMATION



A bank officer logging into the system



Taking a picture of the officer for the second factor of authentication



Analysis of the photo



Allowing access if parameters match

THE FACE RECOGNITION ALLOWS THE BANK TO AUTOMATE AND SIMPLIFY THE PROCESS OF APPLYING FOR CREDIT AND SPEED UP THE INFORMATION PROCESSING.



Sending images

The client sends photos via cash machine or terminal



Data acquisition: photography and passport

The terminal with the camera for a client and for a document POS or reports



Identification and scoring

compare with the database of clients or request to the credit reference bureau for the client's profile in the public domain



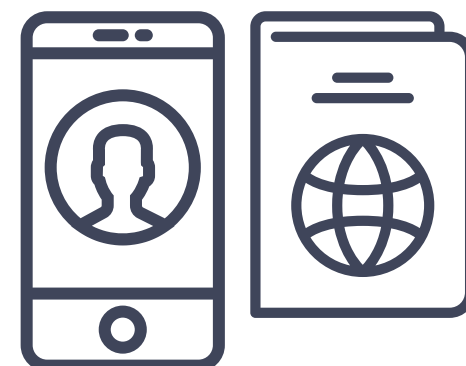
Offer of a product

Signing of the printed form or the contract with the employee



Sending of the pictures

The client sends pictures from their phone



Selfie and the photo ID

Face recognition, passport data, comparison of the selfie and the ID photo

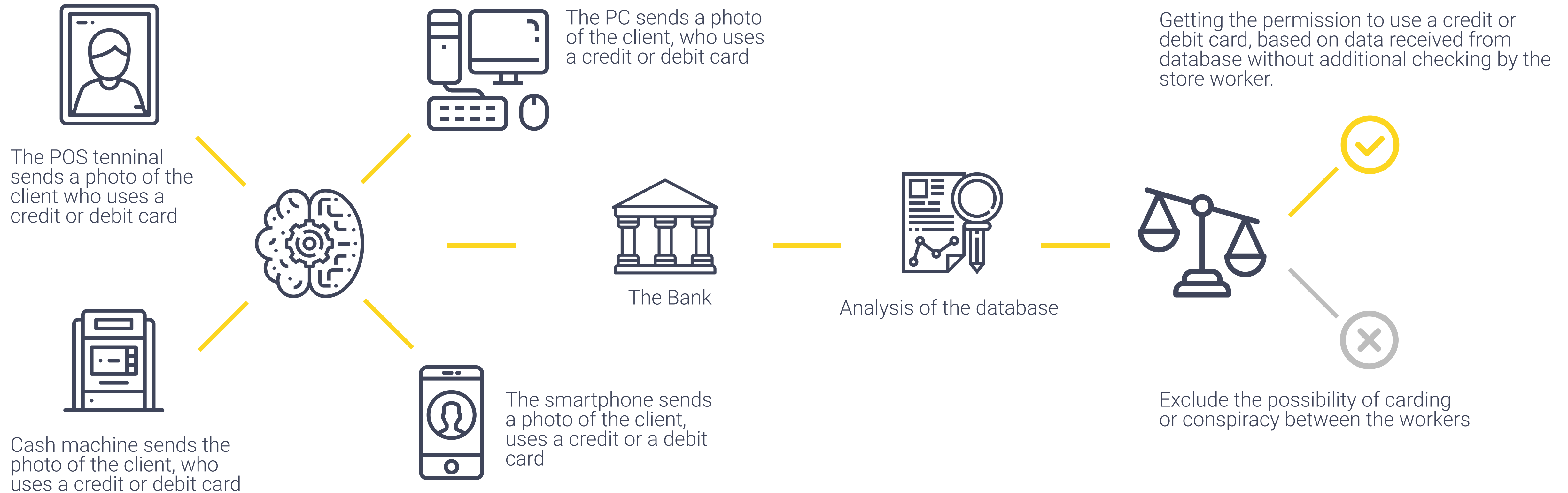


The decision about the credit for online-purchase

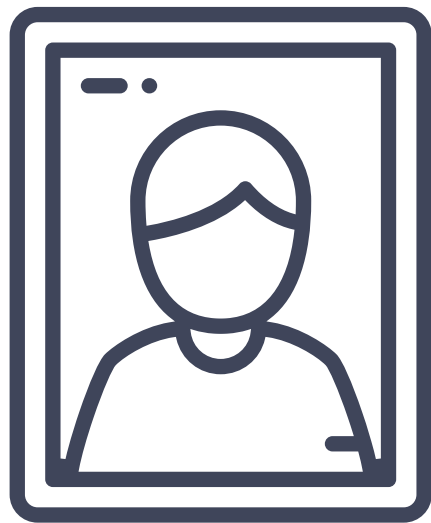
Signing of the contract after delivery of the product or after pickup

THE FACE RECOGNITION ALLOWS THE BANK TO IDENTIFY THE USER OF THE CREDIT\DEBIT CARD TO EXCLUDE UNAUTHORIZED USING OF THE CARD AND AS 2F AUTHENTICATION.

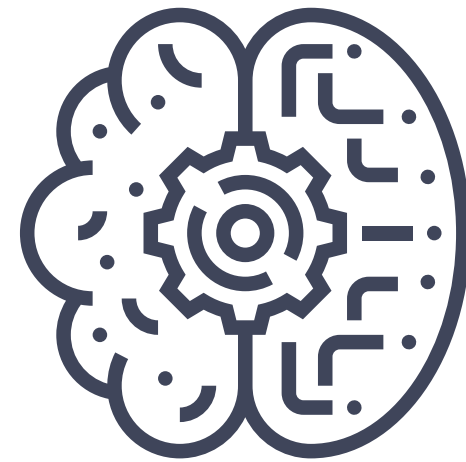
Card Fraud Prevention verifying the legitimacy of using the credit card



THE FACE RECOGNITION ALLOWS THE EMPLOYER\LANDLORD TO CONTROL THE WORKING HOURS AND\OR THE LEGITIMACY OF USING PREMISES.



Automatic photography of all client's faces



Comparison with the face base of the employee\tenant; the employer\ landlord will be informed about visiting premises. Automatic accounting of working hours and control of the legality of using electronic keys for entering the premises

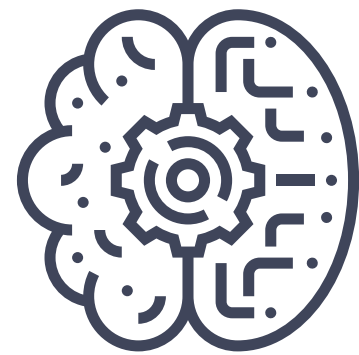


The notification about start\end of working hours is sent to the worker by the employer. Information about breaks and general labour

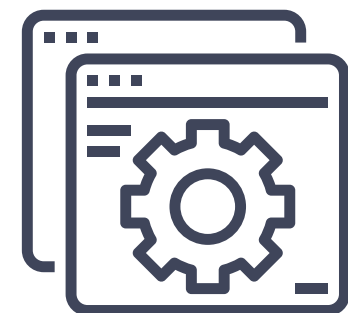


Permit access with the matching database for the rented premises

PHASES OF THE PLATFORM



The platform analyses existing photo database



Implementation of the base platform in the existing platform

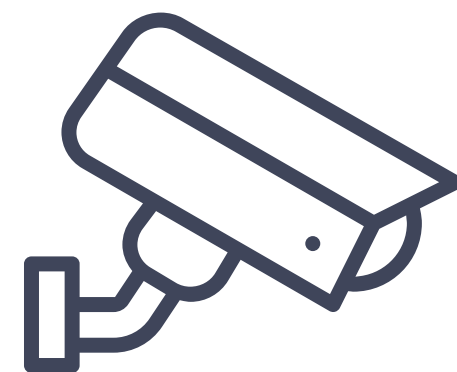


Development of new services

TIME FRAME OF IMPLEMENTATION AND REQUIREMENTS FOR EQUIPMENT:



Typical timelines of project realization – 3 months



The platform works on existing equipment and supports low resolution cameras

THANK YOU
————— *for* —————
YOUR ATTENTION!

