Executive Overview

Loris is the answer to the toughest questions in CX. Using a quality intelligence platform powered by a library of unique, proprietary AI models, Loris turns customer service conversations into usable data for CX leaders. This helps you answer critical questions like, "why are customers contacting me", "how are my agents handling those calls", and "where can I improve efficiency and reduce costs", giving organizations the feedback they need to solve problems, measure quality, and make operational improvements.

Product & Service Offerings

Loris is a quality intelligence platform that analyzes customer interactions to give customer experience and contact center leaders a single view of their entire operation. The platform is comprised of three main products:

- **Loris Insights:** Voice of the Customer analytics solution automating intent tagging, conversation summarization, and in-depth analysis – including customer intent, satisfaction, product trends, root cause, and more – within omnichannel conversations.

- **Loris QA:** Omnichannel, AI-powered Quality Assurance solution to automate the time-consuming parts of agent performance review, so you have more time for higher value work like conversational analysis and agent coaching.

- **Loris CoPilot:** Agent assist tool that provides real-time sentiment and suggested responses during digital customer interactions.

Key Features & Differentiators

- **AI built for customer conversations:** Loris developed our library of proprietary AI models exclusively for customer service conversations, and incorporate LLMs and rules in concert with our models. In addition, the Loris library of AI models has battle tested on more than 500 million customer service conversations.

- **Analyzes 100% of customer interactions:** CSAT surveys and QA capture less than 10% of customer feedback. But customer service interactions are a relatively untapped treasure-trove of customer insight. Loris is an omnichannel analytics platform, capturing this data across all interaction channels

- **An AI product, not an AI project:** The Loris platform has years of data science knowledge and expertise built in. That means clients can be live with a fully working conversation AI platform in four weeks, while most competitors require months of tuning and training, and ongoing maintenance.

- **Insights on both human and virtual agents:** Loris analyzes all interactions, whether by human agents as well as interactions handled by Generative AI chatbots. Clients use this insight to understand opportunities for automation and areas of improvement for all agents – human and virtual.

Top Industries Served

- Financial Services
- Healthcare
- Retail & Consumer Products / eCommerce
- Other

Ideal Customer Profile

Loris works best in organizations with high contact volumes that care about the quality of their customer experience.

- **Industries:** Fintech/Financial Services, Online retail/eCommerce, B2B SaaS, Online Marketplace, and Healthcare.

- **Company size:** 250+ employees with 50+ in customer service/support

- **Channels:** Phone, chat, and email (phone and chat at a minimum)

- **Want to improve Agent Performance/Quality Management:** Organizations with existing Quality Assurance programs that are looking to automate and update their approach with AI. (AutoQA)

- **Looking for Customer Analytics:** Organizations looking to modernize their customer insight and analytics, typically led by the CX Leader, Analytics Leader, or Innovation Leader.

Qualifying & Technical Questions

- How are you currently doing customer analytics and agent quality management?

- Is Customer Experience a strategic priority at <company>?

  - If so, What CX metrics do you focus on? Why is it important? Where do you need to improve?

- What's the biggest gap you have in terms of what you want to know about your customers today?

- How long would it take you to uncover a customer service issue if it happened right now?

- How many resources on your team would this require?

- What tools do you use to gauge your customer experience?

- How many agents do you have?

- How many interactions do you have per month (# voice, # digital)?

Elevator Pitch

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Objections & Rebuttals

We're already using <QA Competitor>.

Most QA providers offer either traditional, highly-manual QA or a basic AI version they claim is AutoQA. Both approaches take a while to set up, require ongoing maintenance from your team, and don't make the process any easier. Loris uses AI to give you insight about both

agents and your customers, highlighting QA issues instantly and helping you connect agent actions to customer feedback.

My current AutoQA provider seems to automate only 40-50% of the line items on the scorecard.

Loris uses our proprietary Agent Insights model to give you a complete view into agent performance on 100% of calls. You can then build rules to understand if their agents are performing as expected. I'm thinking about a way to add value to our rules approach and create differentiation here for people who are using Observe and aren't happy.

I've already tried to solve this problem with AI and it wasn't accurate.

We hear this a lot. In fact, many Loris clients came to us after they were underwhelmed with a competitor or couldn't build this themselves. Our team of data scientists has been working on this problem for years, which is why our library of AI models is totally unique, highly accurate, and proven across millions of interactions.

We're already using <Analytics Competitor>.

Most conversation analytics providers use a highly-complex analytics engine that requires a ton of setup and ongoing maintenance. In addition to requiring special skills from your team, the fact that everything is preprogrammed means it's impossible to uncover emerging issues. These also tend to be just keyword based, making them inaccurate and too broad to be useful. Loris has a library of proprietary models designed for high accuracy and immediate value.

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