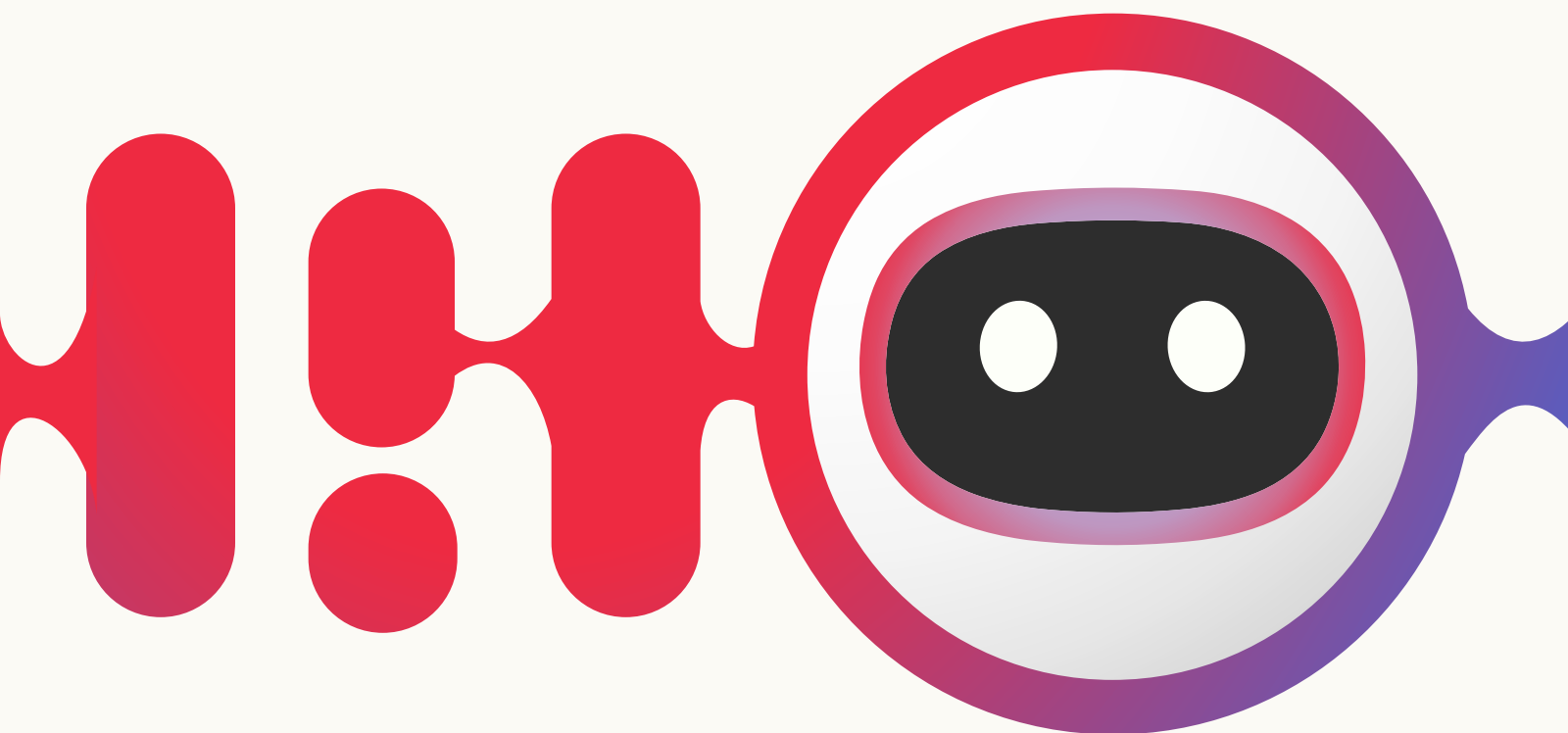




Goodbye, IVR.

Hello, Conversations!

Elevating CX with Voice Bots



IVR- Frustrations and Failed Phone Calls

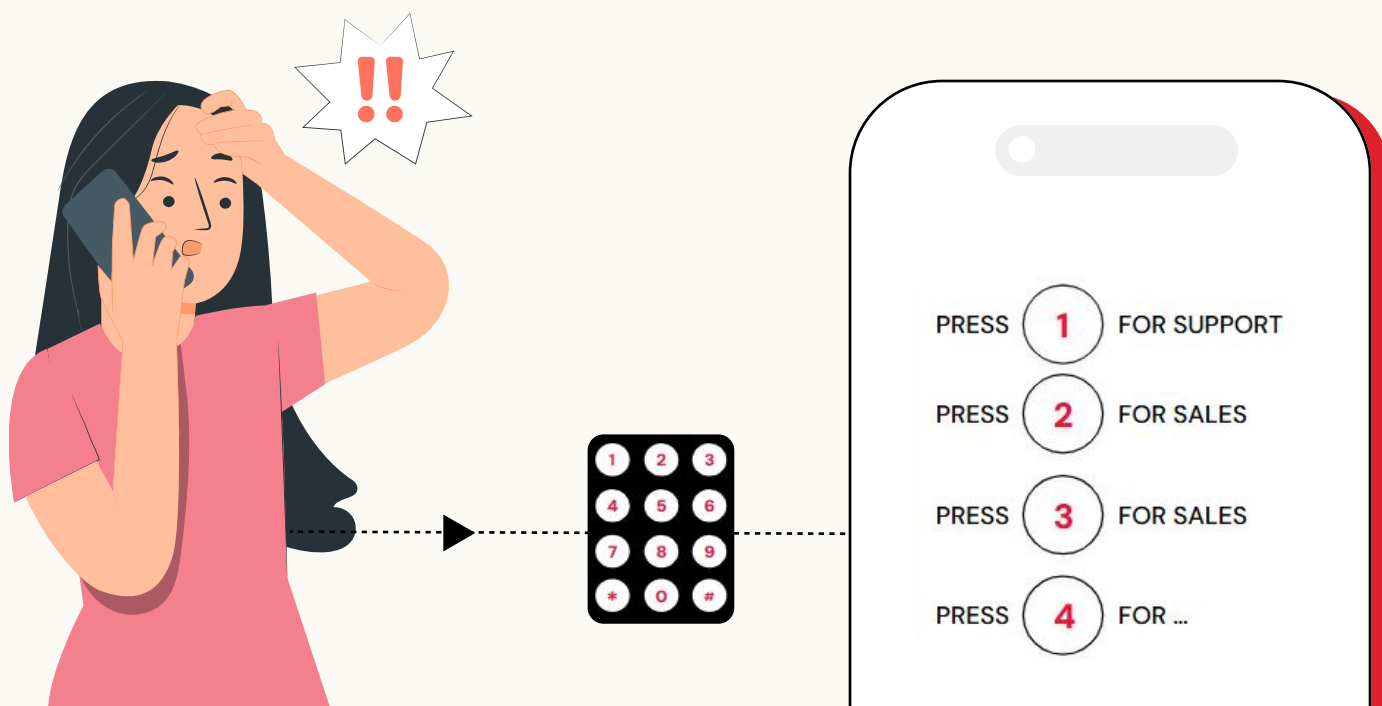
Once upon a time, IVR was the shiny new toy of customer support—a miracle of automation that promised to connect customers to solutions faster than ever. But fast-forward to today, and that "revolutionary" technology feels like calling an operator with a rotary phone. Endless menu loops, robotic voices, and the dreaded "Press 9 to repeat this menu" have turned what was once innovation into an infamous relic.

Customers dread the labyrinth of menus, the monotony of canned responses, and the inevitable **"Sorry, I didn't catch that."**

What was meant to save time now wastes it, turning simple inquiries into endurance tests. Dropped calls, misrouted queries, and zero personalization have made IVR feel less like help and more like a hurdle. In short, it's the tech equivalent of shouting into the void.

IVR may have been a step forward in its heyday, but in a world where customers demand personalization and instant resolutions, it's clear that this old guard has overstayed its welcome. The revolution is over, and it's time for something smarter.

Enter voice bots—ready to cut through the noise, deliver answers instantly, and finally give your customers what they've been asking for: a real conversation.



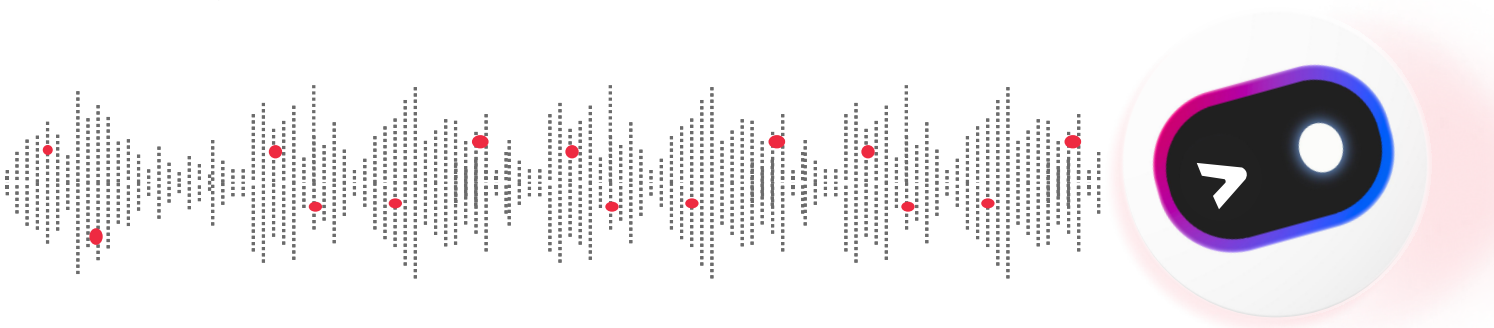
The Emergence of Voice Bots

The introduction of personal assistants like Siri and Alexa gave us a glimpse of what conversational AI could achieve—ushering in a new era where bots could feel less like machines and more like collaborators. In customer care, this shift signals the end of rigid, rule-based systems like IVR and the rise of intelligent, adaptive voice bots.

At first glance, it might seem like IVR was already employing voice bots. But there's a world of difference.

IVR relied on static, rule-based automation: press a number to navigate a predefined menu, and hope your issue fits one of the limited categories offered. Step outside that framework, and you're stuck in a loop—or waiting to talk to a human agent.

Voice bots, by contrast, are dynamic and intelligent. They understand natural language, adapt to the context of each query, and provide real solutions without being tethered to rigid scripts. They don't just "respond"; they resolve, making them indistinguishable from human agents in their ability to deliver personalized and impactful support.



This evolution isn't just a technological leap—it's a response to shifting customer expectations. Today's customers expect instant, clear, and contextual resolutions. A staggering **88% of customers say the experience a company provides is as important as its products or services**. And with **40% of customers abandoning interactions with a company after just one bad experience**, businesses can no longer afford the inefficiencies of outdated IVR systems.

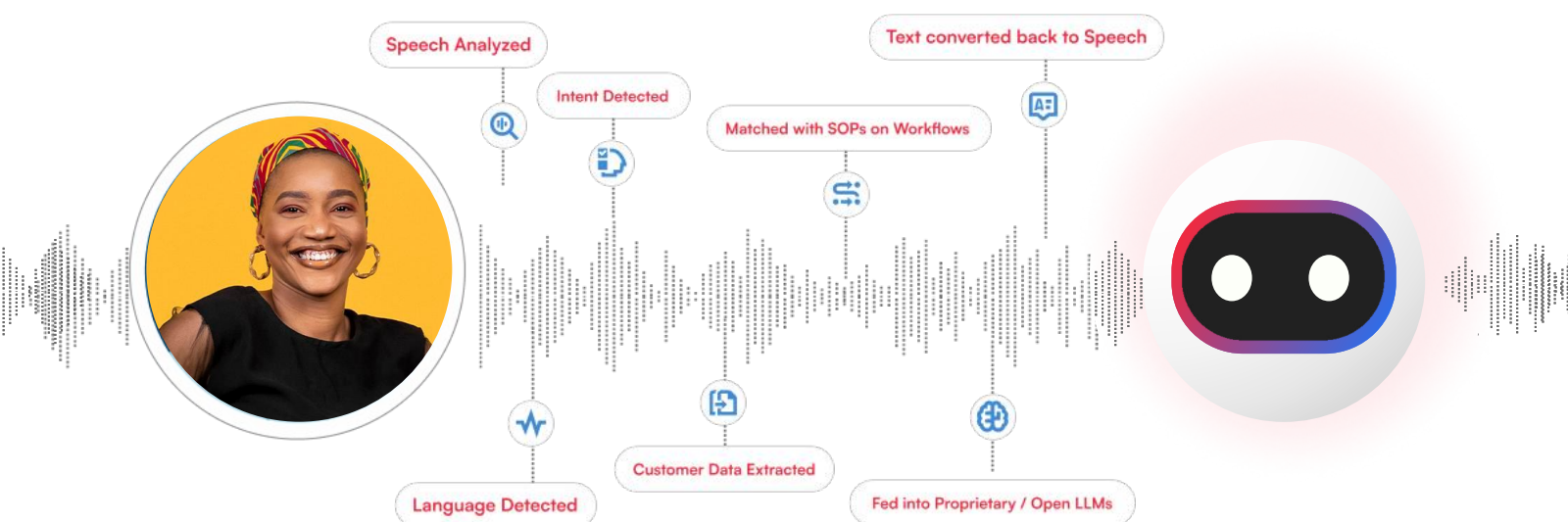
Voice bots meet these expectations head-on. With advanced natural language processing (NLP) and machine learning capabilities, they handle complex queries instantly and seamlessly, mimicking the fluency of human agents while scaling across geographies and time zones.

This shift isn't just about keeping pace; it's about staying competitive. With Kapture's voice bots, go one step further - be the benchmark customers rave about.

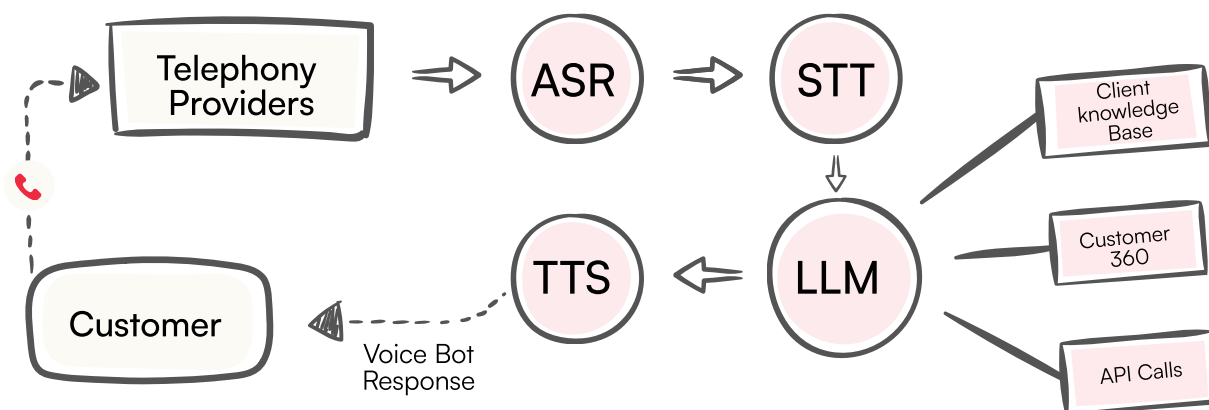
Kapture's Voice Bots

Kapture's Voice Bot is more than an upgrade—it's a transformation in customer support. Using **natural language processing (NLP)** and **industry-specific large language models (Vertical LLMs)**, it delivers conversational AI that feels effortless and human-like.

How does it work?



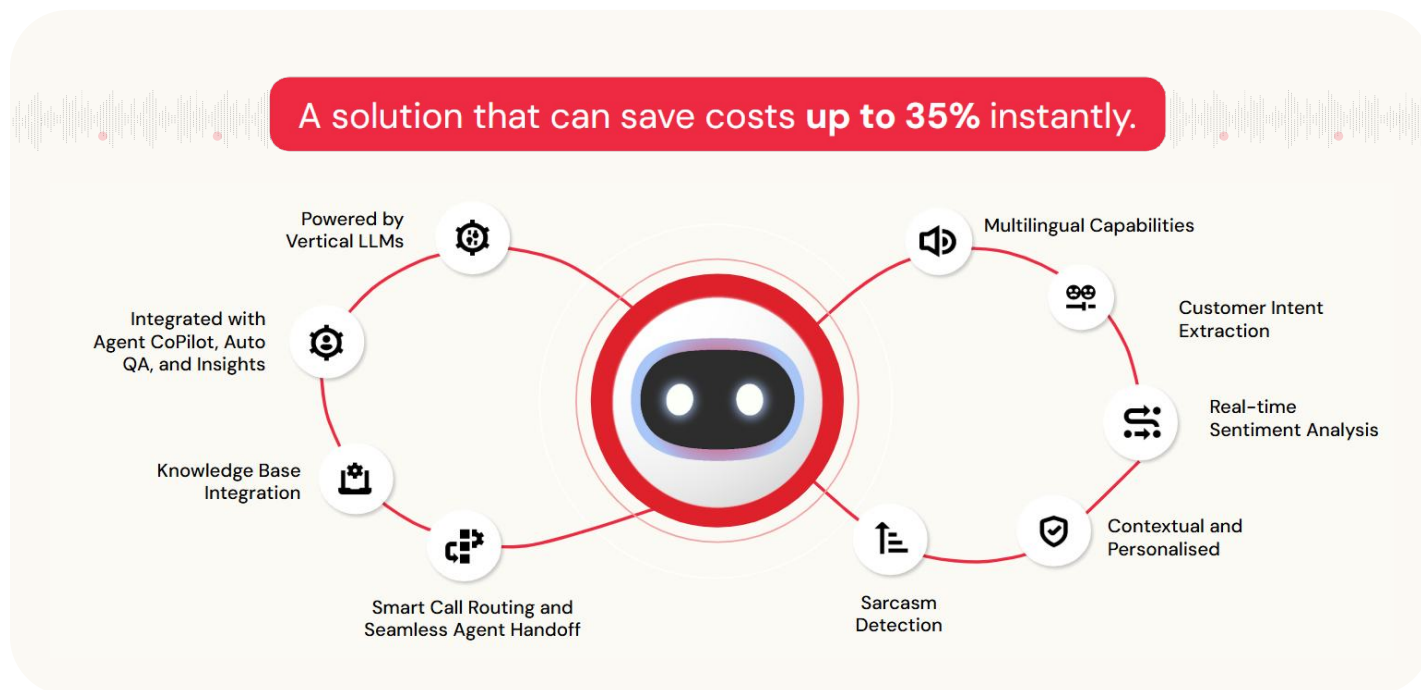
When a voice query is received, the **Speech-to-Text (STT)** engine transcribes it for the **LLM**, which has been trained on vertical-specific data for richer, more accurate responses. Customer intent is detected, relevant data is fetched from the **Customer 360 module**, and contextual information is provided to the LLM. The response is processed and converted back to speech via the **Text-to-Speech (TTS)** engine, enabling seamless, real-time interaction—all in milliseconds.



ASR - Automatic Speech Recognition | STT - Speech-To-Text | LLM - Large Language Model | TTS - Text-To-Speech

Why Kapture?

Our voice bot is a result of in-house LLMs trained on billions of vertical-specific customer interactions and intensive grounding, leading to hyperpersonalized and contextual responses, with no hallucinations.



Tailored for Retail, BFSI, Travel, Energy, and more!

For a deeper understanding of the voice bot's capabilities, [check out some demo recordings](#) across vertical-specific use cases.



BFSI

- Account Management
- Policies & claims
- Fraud Prevention

RETAIL



- Order & Payments
- Delivery Scheduling
- Subscription & Renewals



ENERGY

- Bill Details & Payments
- New Connection & Transfer

TRAVEL



- Booking, Cancellation & Refunds
- Planning & Concierge

Walking The Walk: ROI

Good technology becomes great when it meets these 3 criteria - **saves time, saves money, and saves effort.**

Voice Bots can shave off **200-500 hours** of agents' time per year, by handling routine, mundane queries.

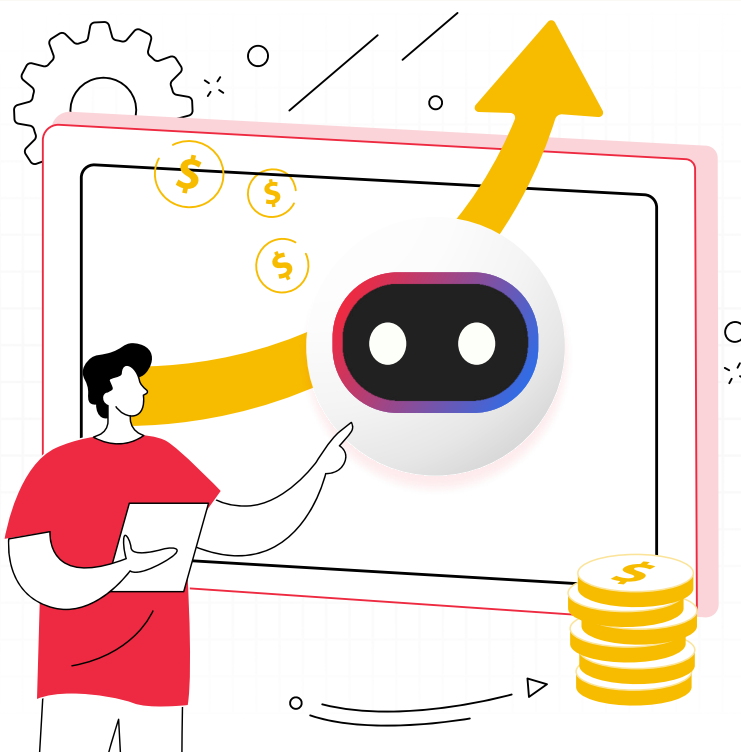
Check,

Voice Bots can save up to **80% of support costs**, when compared to human service agents, with recurring costs as low as **five cents/min.**

Check,

Voice Bots **can handle most L1 calls** (frequent/mundane queries), requiring minimal agent intervention.

and Check!



Kapture's Voice Bots are trained on in-house vertical LLMs, empowering highly personalized, contextual resolutions. Capable of performing API calls with 1000+ integrated applications, Kapture's Voice Bot can do a lot more than most service agents, at greater speeds.

Customers who have come to expect greater personalization and faster resolutions notice and appreciate the difference, leading to a lower CES (Customer Effort Score), and a higher CSAT (Customer SATisfaction Score).

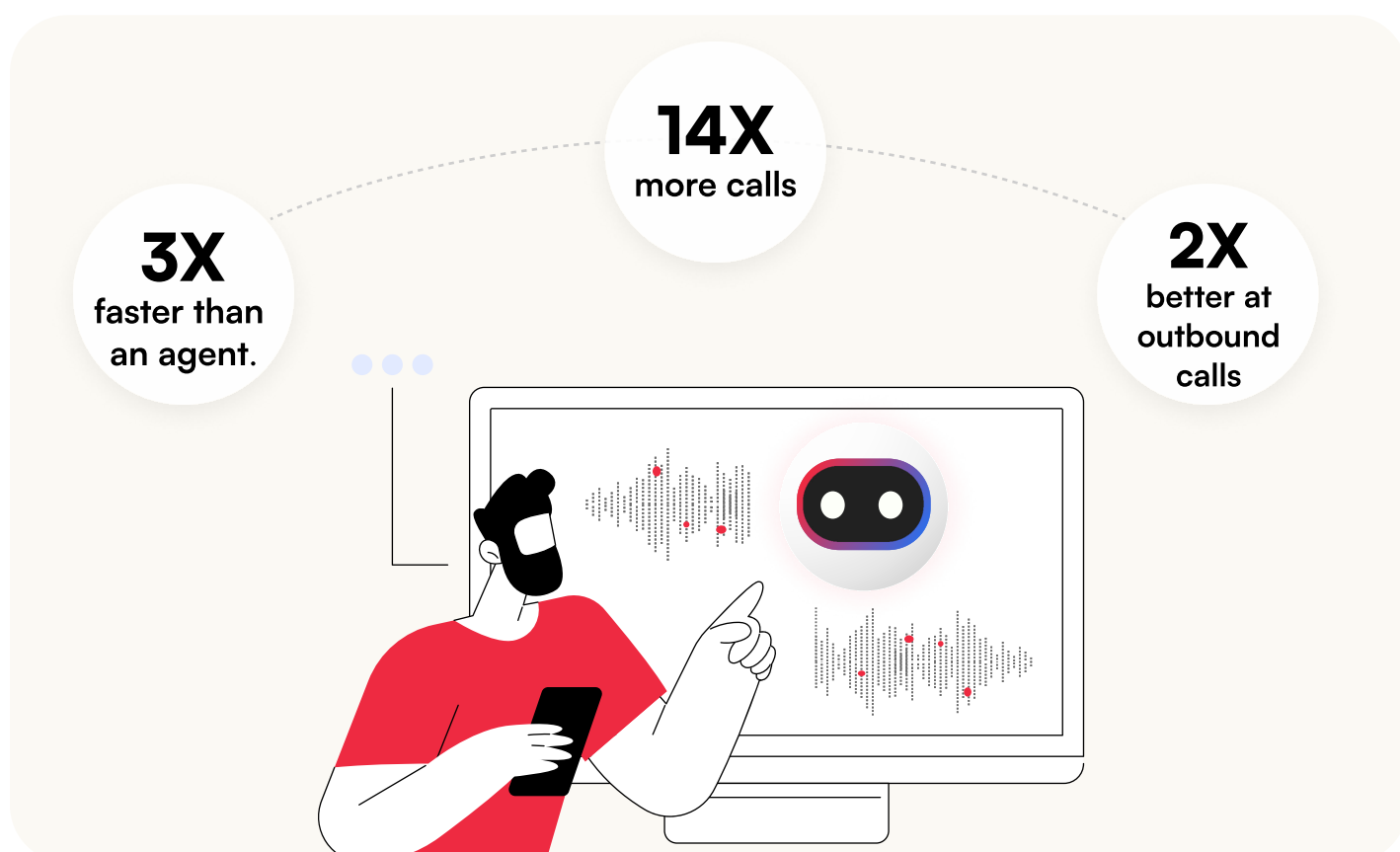
In an ROI study we performed with our top voice bot customers, we observed that

Our voice bot can handle calls **~3X faster than an agent**. (AHT reduced by more than 80%)

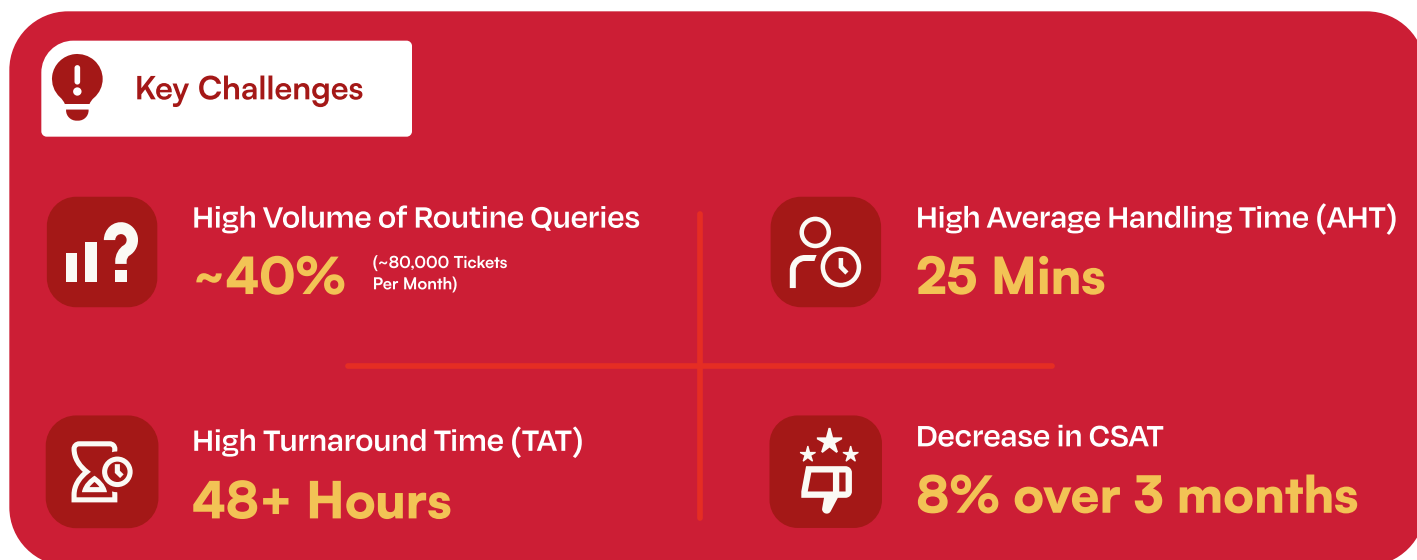
Our voice bot can handle **14X more calls** than an agent.

Our voice bot was more than **twice as effective than agents, at outbound calls** - re-engaging abandoned carts, triggering promotion-based purchases, etc.

Read on for deep dives on two of our retail & BFSI clients, and how voice bots solved their foremost pain points...

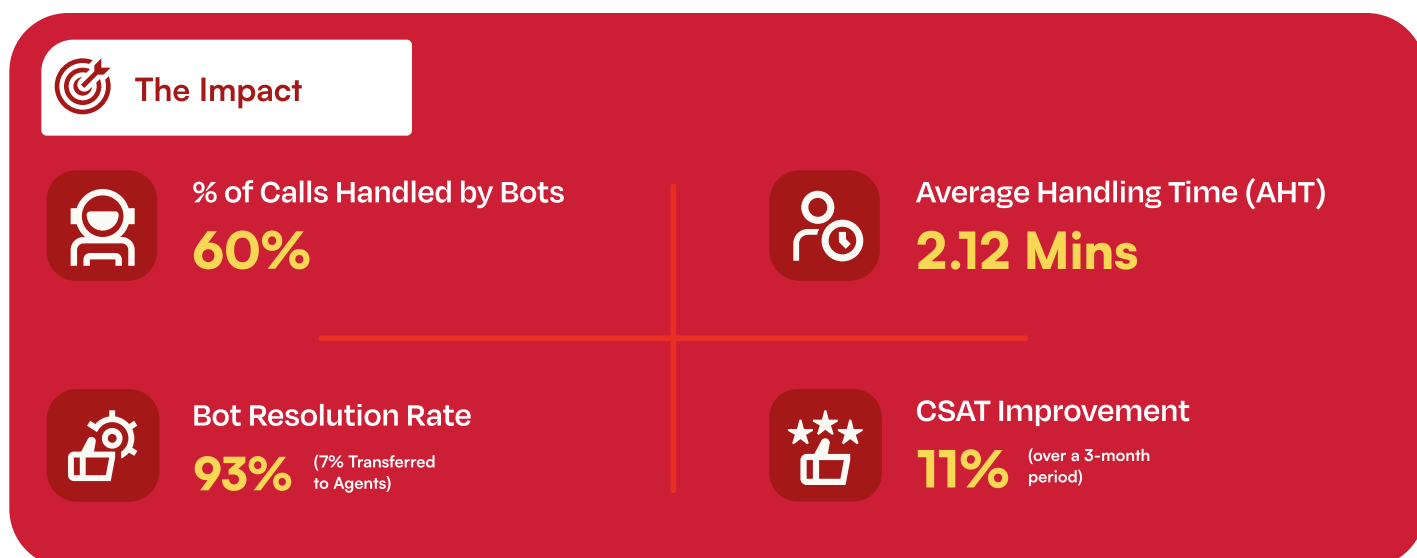


Client: One of India's Leading Financial Services Enterprises



Kapture deployed its voice bot as part of the client's self-service offerings, answering routine queries about applications, claims & status checks, leading to better agent productivity (as a consequence of working on more complex queries), and increased application & disbursal rates.

Kapture's Voice Bots also include an **'Agent Barge In'** feature, which allows service agents to intervene in conversations involving customers with extra or complex needs.



Client: India's Leading Q-Commerce Brand



Key Challenges



High Volume of
Routine Queries
~40%



High Time Spent
Per Ticket
4-6 Mins

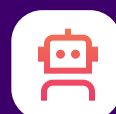


High Waiting Times
Average Wait Time of
2.5 Mins

Kapture deployed its voice bot as part of the client's self-service offerings, routing the above routine queries (Where Is My Order?, Exchanges & Refunds, Missing/Wrong Items, etc.) to the bot instead of service agents.



The Impact



Bot Resolution Rate
98% (2% Transferred to Agents)



CSAT Improvement
12% (over a 6-month period)



Average Handling Time
56 Secs

Let's talk about how our voice bots can transform your CX.

Get in touch!