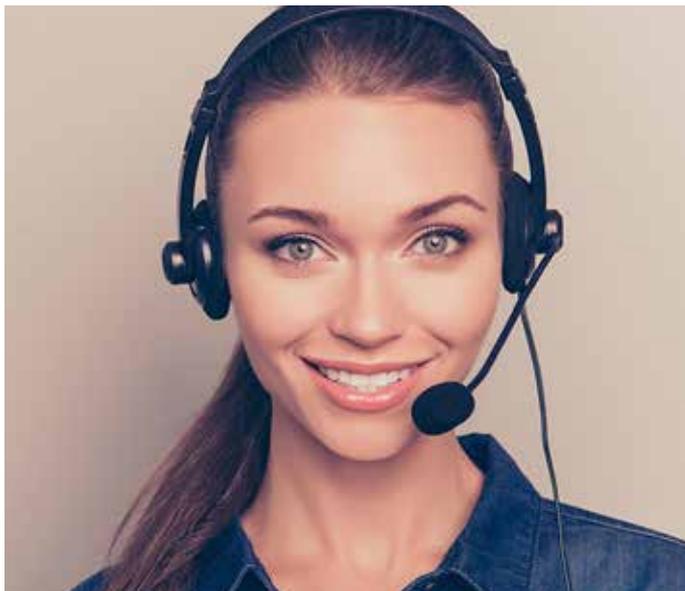


# FACETOFACE VISUAL CALL CENTER SYSTEM



Call centers are markers of a firm's willingness to take the responsibility of their products and services and to connect with their customers. Your customers consider being able to reach your help as an active part of an organizational identity and see this as a marker of your capabilities. In short, walking with your customer along during their user experience affects the perception of your brand and contributes to your market reputation. Trust and Technology in a Ubiquitous Modern Environment:, edited by Dominika Latusek, focuses on trust as a concept and asks the question what invokes it in humans. The book notes that face and voice are two fundamental elements of trust building for centuries, and people tend to perceive the two as complementary to each other. Consequently, the lack of one element creates an instinctive sense of reservation or slight bewilderment.

In the same book, the Gong and Nass experiment is discussed to some length. According to the experiment, people find computers generated voices and faces less trustworthy and synthetic than digital faces and voices sourced by real human faces and voices. This means that interactive voice response services and NLP-based chatbots may remain short of building your image as a responsible

PAPILON DESIGNED FACETOFACE VISUAL CALL CENTER SYSTEM TO MEET THIS HEIGHTENED NEED FOR IN PERSON COMMUNICATION, TO ENSURE THAT THE SERVICE PROVIDERS ARE NOT FALLING BEHIND IN THIS ADAPTATION RACE, AND TO IMPROVE THE PROBLEM SOLVING SKILLS AND SPEED OF CALL CENTER EMPLOYEES.

Our system is designed for the use of call centers and firms that have an inhouse call center service. The system's base logic is the same with that of a video conferencing app, however, with Papilon technologies integrated, this everyday technology becomes a powerful tool that builds a bond of trust between the customer and the service provider.

Papilon's real time face recognition software **SnapFace'** recognizes the customer's faces from the footage taken with the camera of the device used in the interaction. This protects the integrity of the call center's and the service provider's organizational identity. On the other hand, it ensures that the customers are in touch with 'right' people and eliminates the damages that could be caused by phone and e-mail scams. This positively affects both the customer's experience and the organizations' reputation. The system keeps invasive and meaningless security questions whose answers are so easily forgotten out of the communication process and contributes to the organization's service speed and efficiency.

In today's world, the names of public administrators, society leaders, law enforcement agencies, banks, and private enterprises are often used to defraud and convince customers to authorize transactions to shady accounts, 'donate' or give money to suspicious organizations, or intimidate them to access their private information. In such an environment, asking a customer's consent about a big change to their user contract or plan via e-mail or SMS is dangerous. The organizations have little to no way to know whether the person at the other end of the line are actually their customer. Therefore, any authorization received through these ends can become a serious liability to the firms and destroy the lives of customers.

Thanks to Papilon's FacetoFace Visual Call Center System, all this becomes history. Now the customers and representatives solve problems together without worrying about the authenticity of their exchange.

Alternatively, the customer's and/or the representative's faces can be transferred into a virtually created avatar automatically or upon request. This feature protects the privacy of both sides and create a tech-friendly and up-to-date profile for the firms.

Last but not least, our system is effective to prevent verbal violence towards call center employees. When we do not see the face of a person and that person is anything but a strange sound to us, we may forget the fact that there are actual people who work day and night to keep us pleased with the services we receive. We believe that face to face interaction will be effective in conveying that message and re-building the etiquette for call center conversations. In a visual environment, the customers will express themselves more easily, the existence of another human being will boost their trust in solutions, and will bring a new and defining communication standard to the private sector.



1 **SnapFace** (noun): Real time face recognition software.