

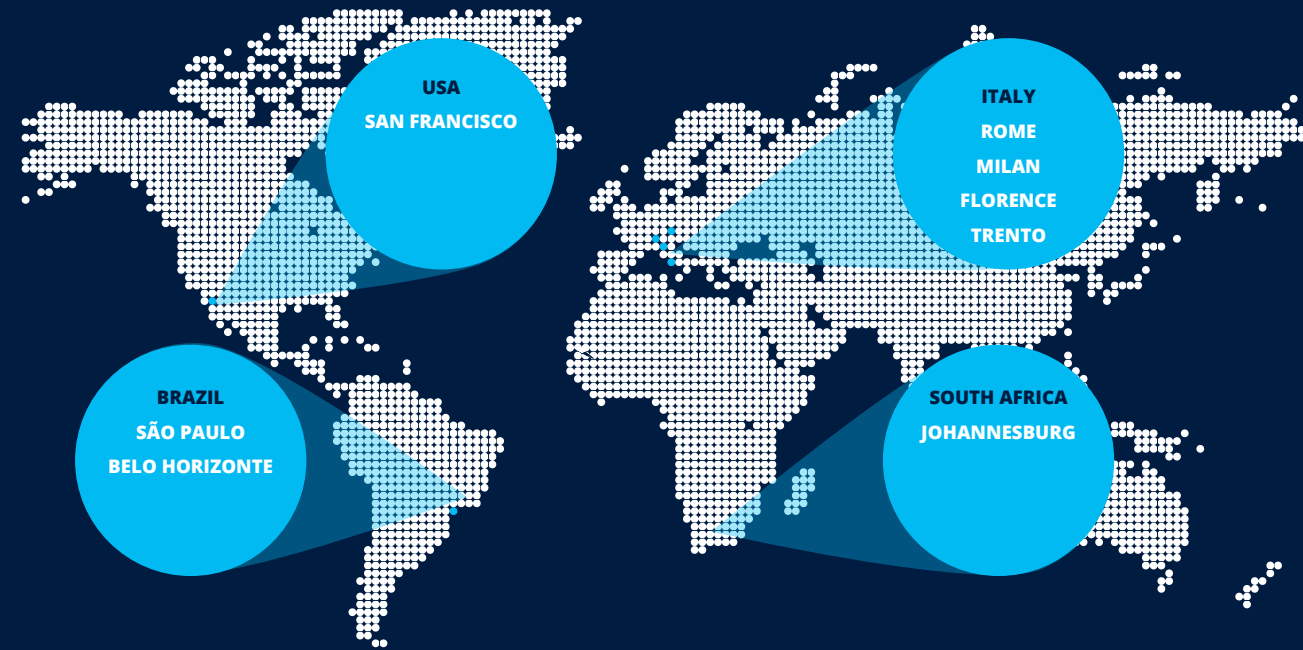
all in one



iride

Customer  
Centric  
Suite

The Customer's Voice



# Almawave

PEOPLE  
CENTERED  
APPLICATIONS

## company profile

Almawave is one of Italy's leading international players in CRM, Big Data, and Customer Experience services.

We serve multiple markets and government sectors through our four offices in Italy (Rome, Milan, Florence, and Trento), two in Brazil, (São Paulo and Belo Horizonte), and our offices in the US (San Francisco) and South Africa (Johannesburg). Established in 2008, Almawave offers innovative, user-friendly, and natural language-based ideas and solutions.

**PARTNERSHIP.** Almawave works with several prestigious universities, scientific partners, and market-leading technology players in Big Data and Business Intelligence.



### Almawave

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### Almaviva Group

Almawave is the technology innovation company belonging to Almaviva Group, the leading Italian player in the Information & Communication Technology sector, operating globally with over 44.000 employees, 57 offices in Italy and abroad (Brazil, USA, China, Belgium, and Tunisia).



www.almawave.com

## vision

The past few years have been witnessing changes and improvements in people interaction.

To face the new complex business scenario, technology companies have mainly focused on enhanced solutions of Data Governance and CRM. These solutions, however, often address specific needs, such as Web and social network contact analysis or new contact channel management, but can neither provide with an exhaustive vista on Customer needs nor introduce new leverages for an easier interaction process management at a company level.

Almawave innovative vision overcomes these issues: by exploiting natural language interpretation, it provides companies with easy Customer interactions and an accurate, real-time vista on any information useful to the constant improvement of Customer experience.

Almawave "Iride Customer Centric Suite" gathers on a one platform all so-far-separately managed innovation drivers addressing specific needs. Semantics, statistics, intelligent business process management, automatic speech recognition enable the implementation of a new "People Centered"-based interaction model transforming end-user experience:

- Employee experience: friendly and intuitive daily working activities, easier search and sharing of useful information, via means of enhanced services on a one, dynamic and adaptive Front-End;
- Top Management experience: correct, real-time integrated data and information for a friendly understanding of new strategies, market trends and business opportunities;
- Customer experience: quicker and more efficient support process on any

contact channel, by identifying dissatisfaction causes, new trends, as well as improving Customer satisfaction.

"Iride Customer Centric Suite", through its latest generation-technology, enables the analysis and interpretation of any kind of structured and non-structured information available to users, and allows companies to:

- reach a multi-channel vision of emerging trends;
- easily interact with Customers in natural language and on a profile-based pattern;
- improve operation efficiency, by making processes automated and non-discretionary;
- introduce new efficiency and quality leverages in the organization;
- drastically reduce training needs for enterprise system operation purposes.

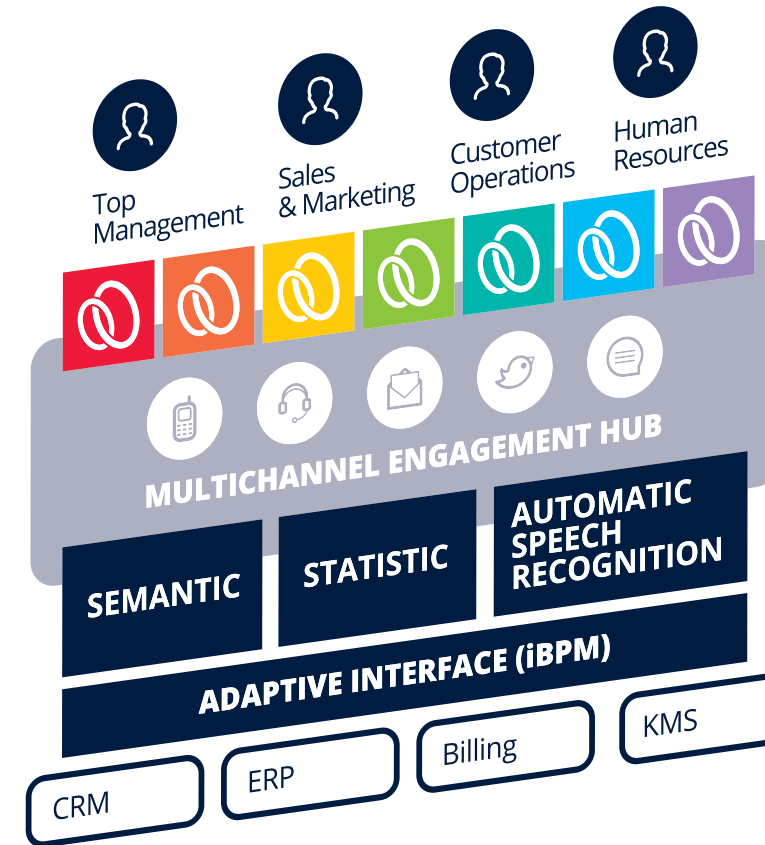
## solutions



**PEOPLE-CENTERED TECHNOLOGY,**  
A NEW FRONTIER IN CUSTOMER, SYSTEM,  
AND INFORMATION INTERACTION

"Iride Customer Centric Suite" opens up a new technological frontier for multi-channel Customer-Enterprise interaction management, for "real-time" understanding of individual needs, and concept-based navigation through processes, information, and data.

The Almawave platform comprises multiple people-centred, multilingual modular applications that complete and enhance enterprise systems, improving customer satisfaction and optimising the user experience.



BRINGING TECHNOLOGY  
CLOSER TO PEOPLE  
FOR BETTER REAL-TIME, HIGH-QUALITY INFORMATION



Natural multichannel interaction

NATURAL LANGUAGE  
POWER AND EASINESS  
FOR MULTI-CHANNEL  
INTERACTION

- irideONE** NATURAL INTERFACE For easier front-end activity management
- irideCLAIM** For active customer claims and needs management
- irideCRM** For contact classification management
- irideCALL** For marketing campaign automation management
- irideVOICE** For transforming voice and emotions into information and data
- irideKM** For information search optimisation management
- irideAWARE** For brand, product, and services reputation management

The suite of products enable automated, real-time identification, understanding, and processing of topics of interest expressed by customers in natural language, over any available communication channel (voice, email, SMS, social networking, etc.), delivering enhanced analytics to top management for rapid understanding of business opportunities, and introduction of new ways to leverage efficiency and quality in Marketing, Sales and Operations.

The technical core of the Iride Customer Centric Suite relies on three engines operating together:

- A **Semantic-ontological** engine for precision understanding of natural language data;
- An **Automatic Speech Recognition** engine for exhaustive and accurate interpretation of phone conversations;
- An **Intelligent Business Process Management** engine providing a dynamic, adaptive front-end user interface, and process configuration.

The accurate and thorough interpretation of content is ensured by highly sophisticated models that combine natural language processing with the most advanced statistical methods.

The Almawave Platform has been designed to integrate with legacy enterprise systems, the most popular CRM tools, Workforce Management tools, and Knowledge Management Systems. This enables companies to make the most of existing investments, as well as providing tools with enhanced features and extensions.

## centres of excellence

**ADVANCED ANALYTICS.** Implements Information Discovery, Social Analysis, and Big Data solutions based on an innovative statistical and semantic-ontological approach to structured and non-structured data.

**KNOWLEDGE DISCOVERY.** Improves interpretation of, and access to, multiple information streams available at a corporate level by means of semantic-ontological modelling.

**CRM/WEB/MOBILE.** Defines and implements CRM solutions, and both Web and mobile applications, enabling interoperability among different enterprise systems, through improved customer and employee experiences.

## technology labs

**LANGUAGE TECHNOLOGY LAB.** Develops text analysis products and knowledge, based on proprietary technologies Iride, to manage and enhance multi-channel information, in its core and in different vertical application. Develops products based on IBPM models (intelligent Business ProcessManagement), semantic guided.

**SPEECH SOLUTIONS LAB.** Engineers solutions and products, based on proprietary technology Iride and on the Speech Recognition Pervoice's technology, to manage and enhance voice information. Develops multi-channel solutions dedicated to customer satisfaction & engagement.

