

PRESS RELEASE

For Immediate Release May 22, 2025

Sapient Launches Enterprise Customer Service Intelligence Platform, Slashing Response Times by 70 % with AI

RHODES, GREECE -- Sapient today announced the general availability of its Customer Service Intelligence Platform, a breakthrough solution that fundamentally transforms enterprise customer service operations. In an era where 53% of customers abandon brands after a single poor service experience, Sapient's platform has demonstrated the ability to cut response times by 70% while doubling customer satisfaction scores.

"The customer service crisis is costing enterprises billions annually, with companies losing up to 30% of revenue due to poor service experiences," said George Siatos, CEO of Sapient. "Our platform doesn't just incrementally improve customer service – it reimagines it entirely. By harnessing the power of enterprise-grade AI, we're enabling support teams to shift from reactive problem-solving to proactive customer success."

The Sapient platform's revolutionary approach combines advanced AI with real-time analytics to transform customer service from a cost centre into a strategic advantage. The platform features Sapient Response™, an intelligent AI agent that automatically categorizes incoming messages, drafts contextually appropriate responses, and enables agents to deliver personalized solutions in seconds rather than minutes. Working alongside this is Sapient's breakthrough Conversation Cloud™ technology, which provides managers with an unprecedented real-time visualization of all guest conversations across their entire property portfolio, enabling instant identification of trends, sentiment, and emerging issues.

Early deployment data demonstrates unprecedented impact across key metrics:

- Support agents now handle 120 customer interactions per hour instead of 15, thanks to AI-drafted responses
- Problems identified and addressed before guests complain in 85 out of 100 cases
- AI correctly categorizes 950 out of 1000 messages, eliminating hours of manual sorting

The platform is available immediately for enterprise customers through Sapient's secure cloud infrastructure.

Frequently Asked Questions

Q: What specific problems does the Sapient platform solve?

A: The platform addresses three critical challenges facing enterprise customer service operations:

- Response Time: With 90% of consumers expecting immediate responses, our AI-powered categorization and prioritization ensure critical issues are identified and addressed quickly.
- Operational Efficiency: Customer service agents typically spend 30% of their time on repetitive tasks. Our platform automates message categorization and trend detection, allowing agents to focus on high-value interactions.
- Customer Satisfaction: By enabling faster response times and proactive problem identification, the platform helps prevent the 53% customer churn rate associated with poor service experiences.

Q: How does the platform improve customer service operations?

A: The platform provides several key capabilities:

- Automated message categorization and prioritization using advanced AI
- Real-time trend detection and analysis
- Performance issue tracking and feature request management
- Sophisticated customer profiling and behavioural analysis
- Interactive dashboards for monitoring key metrics
- Proactive alert system for emerging issues

Q: What makes Sapient different from existing solutions?

A: Sapient stands out through:

- Advanced AI Integration: We leverage cutting-edge AI technology through our Groq integration for exceptionally fast inferencing and access to latest models
- Real-Time Intelligence: Our event-driven architecture enables true real-time processing and insights
- Enterprise-Grade Infrastructure: Built on a fully serverless AWS architecture ensuring unlimited scalability
- Comprehensive Integration: Support for multiple email providers and an extensible channel architecture

Q: How is the platform architected?

A: The platform is built on a modern, cloud-native architecture:

- Fully serverless implementation using AWS Lambda
- Event-driven microservices ensuring scalability
- DynamoDB integration for high-performance data storage
- Real-time message processing pipeline
- OAuth support for seamless email integration
- Robust API infrastructure for extensibility

Q: How does the platform handle data security and privacy?

A: Security is built into every layer:

- Enterprise-ready authentication system (AWS Cognito)
- Account partitioning at DB (DynamoDB)
- Secure data handling throughout the pipeline (IAM)
- Compliant with industry security standards
- Role-based access control
- End-to-end encryption for sensitive data

Q: What ROI can customers expect?

A: Based on current customer data and industry research:

- 30% increase in operational efficiency
- 20% improvement in first-call resolution rates
- Significant reduction in customer churn risk (addressing the 53% churn rate after poor experiences)
- 61% of companies report valuable insights from customer interactions

Q: How does the platform scale with business growth?

A: The platform is designed for enterprise scalability:

- Automated scaling based on demand
- Tiered payment & Pay-for-what-you-use pricing model being considered
- Support for multiple teams and departments
- Extensible architecture for adding new channels and capabilities

Q: What is the implementation process?

A: Implementation follows a structured approach:

- Fully self-service using Industry standard OAuth and API Key authentication
- Account setup and initial configuration 1-2 hours
- Team training and onboarding (2-3days)
- Most customers achieve full implementation within 1 day, with initial benefits visible within the first week of deployment.

Q: What is the product roadmap?

A: Our near-term roadmap includes:

- Enhanced AI capabilities for more complex customer interactions
- Additional channel integrations
- Advanced analytics and reporting features
- Expanded automation capabilities
- Deeper integration with popular CRM systems

Q: How does Sapient align with future market trends?

A: Our platform is well-positioned for future growth:

- 80% of businesses plan to invest in generative AI
- 75% of consumers expect AI to transform company interactions within two years
- 70% of global CEOs anticipate significant AI-driven changes in value delivery
- We're actively developing capabilities to meet these evolving needs