Introducing voice into the world of eCommerce

Technology to Bridge the Language Gap
AppTek Overview

Applications Technology for Human Language

AppTek’s products provide both increased sales as well as decreased costs to our customers – leading to higher profitability.

Transcribe

Translate

Analyze
Our Partners

Our technology has been validated by the largest governmental and commercial clients
Our ASR Languages

- **Bonjour** (French)
- **Hallo** (German)
- **Ciao** (Italian)
- **Olá** (Brazilian Portuguese)
- **Salam** (Arabic)
- **你好** (Chinese)
- **مرحبا** (Arabic)
- **Здравствуйте** (Russian)
- **Merhaba** (Turkish)
- **Hello** (English)
- **Olá** (Farsi/Persian)
- **Salam** (Pashto)
- **Salam** (Urdu)
- **Hola** (Spanish)
- **Salam** (Dari)
- **Ciao** (Italian)
Increasing Value With Speech Recognition

Content Owners
- Increase Asset Value
  - Globalization
  - Discoverability through search
  - Media library utilization

Call Centers
- Intelligence from Conversations
  - Sales
  - Customer Service
  - Compliance

Intelligent Agents
- Natural Language Input
  - E-Commerce
  - Internet of Things
Timing is everything

Word Error Rate

- Sep 2009
- Sep 2011
- Feb 2015
Large Vocabulary

Specific Use Case
DIVA
Digital Intelligent Voice Agent
Conversational Commerce
What is Commerce?
Com • merc • ium

Latin: com (together) + merx (merchandise)
Electronic Commerce
CUSTOMER → TECHNOLOGY

COMMUNICATION

TECHNOLOGY → COMPANY

COMMUNICATION
What can we help you find today?
I want to buy a pair of Adidas SL 72.
I want to buy a pair of Adidas SL 72.
VINTAGE ADIDAS ORIGINAL SL72 MEN’S SHOES D65550 SNEAKERS NEW WITH BOX WITH BOX X XXX X X XX

US $99.99 Est. Delivery: Apr 08 – May 04
Shipping: US $15.00

US Shoe Size (Men’s)
Condition: New with box

Buy it Now
Outlook

- Order Status
- Ratings
- Personalization
- Returns
DIVA CLIENT

AUTOMATIC SPEECH RECOGNITION

NATURAL LANGUAGE UNDERSTANDING

USER MODEL  WORLD MODEL

DIAGLOG MANAGER

COMMERCE API

Apptek

DIVA PLATFORM
Diva
Shopping Agent

What can we help you find today?
More Screens

More Sensors
1986 = 📺

2016 = 📖 📱 🖥️ 📱 🖥️ ⌚️
Voice Interfaces

Amazon Alexa
Google Home / Now
Apple Siri
Microsoft Cortana
Car Manufacturer
Thank you