



RepsMate AI

What if your entire workforce performed like the best?

Radu Tudorache
Chief Product Officer
RepsMate

+35%
Sales

+10%
Loyalty

-25%
Cost

-13%
Complaints

Can we afford to frustrate customers?

Accenture

87%

of customers will avoid a company
after just one bad experience

Forbes

48%

of customers will pay more for
quality experience

Churn + Low Sales



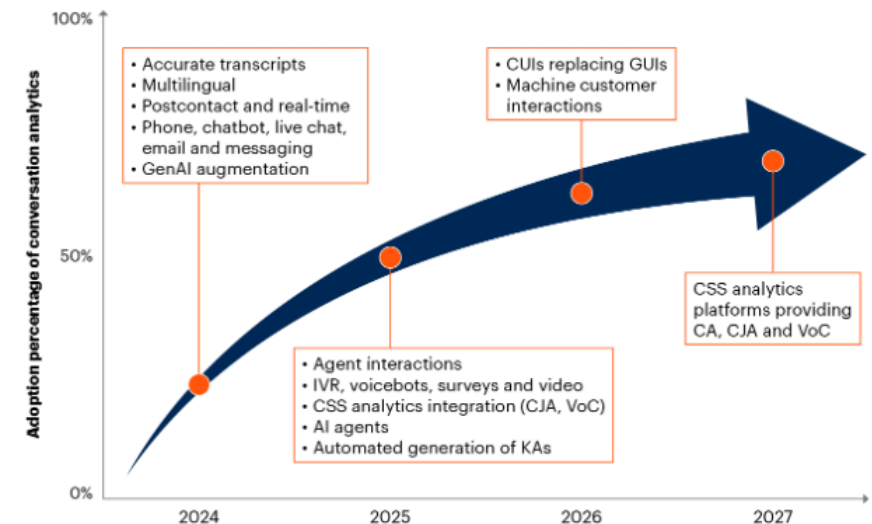
Our World is Changing

Gartner: By 2027, 75% of organizations will reduce human agent QA teams by -50%

Conversation Analytics Paradigm

- Speech-to-text accuracy
- All-Channel coverage
- AI Reporting & Assistance
- Integration with existing systems

Conversation Analytics Market Direction
Illustrative



Source: Gartner

GenAI = generative AI, IVR = interactive voice response, CSS = customer service and support, CJA = customer journey analytics, VoC = voice of the customer, KAs = knowledge articles, CUIs = conversational user interfaces, GUIs = graphical user interfaces, CA = conversation analytics
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Gartner

Why RepsMate?

Enterprise-Grade AI: Performance, Trust, Flexibility, Fast deployment

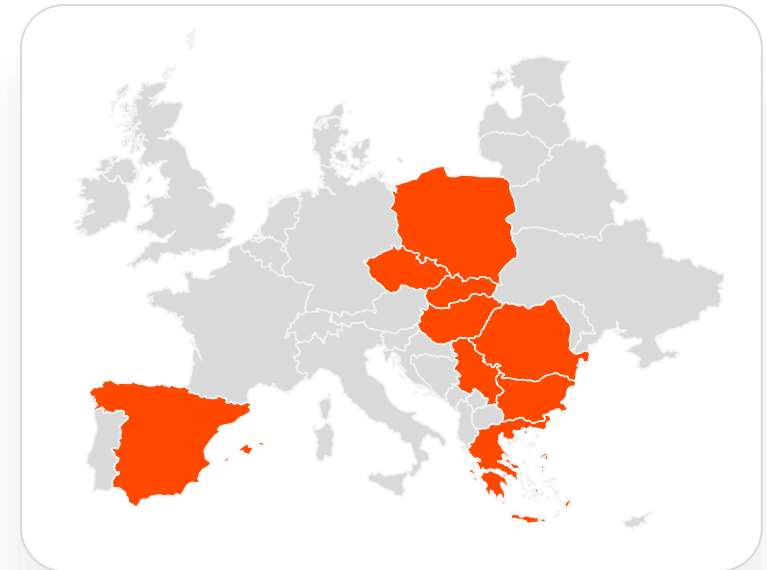
Founded in 2020, VC-backed, **40+ employees, 30+ Enterprise clients**

Deep-Tech AI → hyper-personalized customer interactions

Proprietary AI Models → Speech, Emotion, Semantic & Custom

Better than Generic LLMs → Clean, structured, specific data

- ✓ **9 countries** expanding to 21 countries
- ✓ **Serbian** excellence
- ✓ **1 Bank** pilot running in Serbia
- ✓ **2 Telcos** in Serbia (Pilots starting)
- ✓ **GDPR & EU AI Act** ready
- ✓ **On-premise** & cloud options
- ✓ **Fast deployment - in weeks**

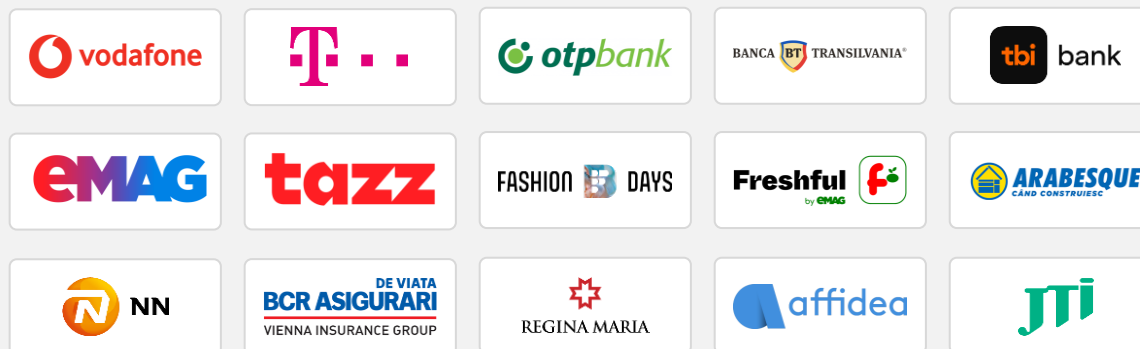


SR, EN, ES, PL, CS, SK, HU, RO, BG, EL

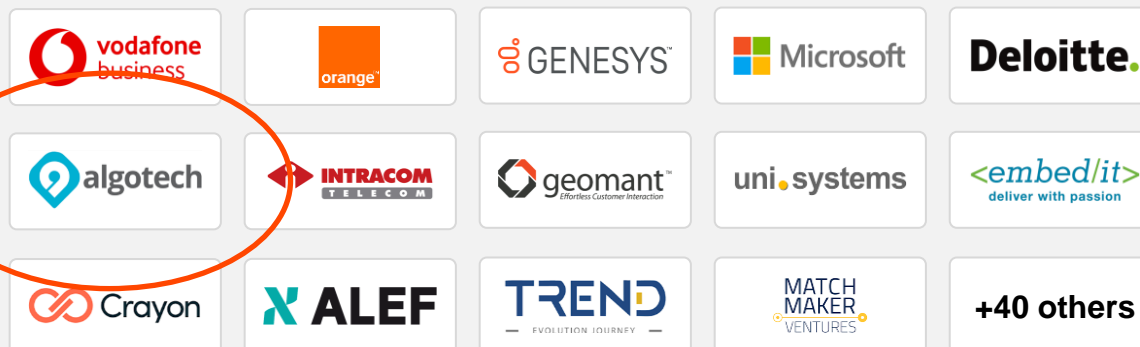
RepsMate

- ✓ **30+ Enterprise Clients in Europe**
(5 in Banking-Insurance)
- ✓ **Partners:** Microsoft, Genesys, Deloitte, **ALGOTECH**

Enterprise Clients




Strategic Partners





**What if your entire workforce
performed like your best?**



**What if all your agents
delivered the perfect sales pitch?**



The Solution

RepsMate **understands 100% of voice, chat, email, and social media** interactions, in real time, across contact centers and sales.

Builds automated performance dashboards with **actionable insights** into agent performance, customer sentiment, and operational efficiency.

Improves KPIs (sales conversion, churn, customer satisfaction CSAT/NPS, complaint resolution, collection) **while reducing cost** (FCR, AHT, headcount)

How we are doing it

RepsMate listens all customers interactions in all channels => Understands, Recommends & Optimizes

**Understand All
Conversations**

Phone Calls

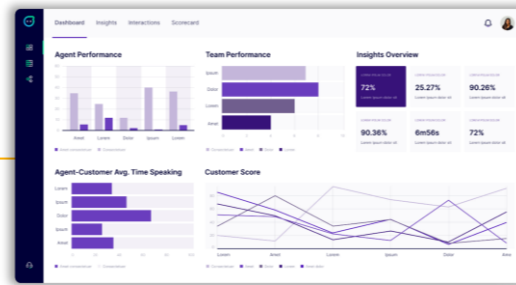
Chat / Chatbot

Email

Online Meetings

Social Media

Analyze, Compare & Recommend



Proprietary Technology
(Domain Specific SLMs and LLMs)
+ API LLMs integration

Maximize Results

Increase Sales:
Results: +35%

Increase Customer Loyalty:
Results: - 10% Churn

Mitigate Risks:
Results: -13% Complaints

Optimize Expenses
Results: -25% Cost

Extract Business Intelligence
Product & marketing insights

How we work with you



- +95% accuracy for **any language** (8 weeks training for new languages)
 - +85% accuracy identifying **emotions**, client & agent emotion interplay
 - ✓ We **build** (together) adaptive **scripts & scorecards** by segment and behavior
 - ✓ Optimize **conversion drivers**: script adherence, emotional correlation, handling objections, alarm flags
 - ✓ Each **agent gets** its own **AI insights** (individual performance vs script, emotions & best performers);
 - ✓ Agent **upskilling** - we teach each agent, specifically, how to improve
 - ✓ Organizational learning - **sales scripts continually improve** based on what works
 - ✓ Get intelligence from data: **customer segmentation**, personalize, **ideas for new products** & campaigns
- RepsMate is **100% customizable** by company, department & channel

RepsMate Highlights

Performance Management

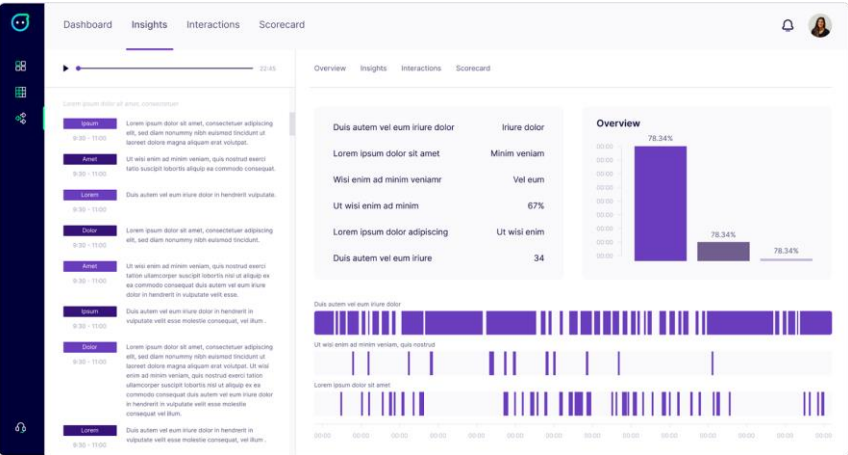
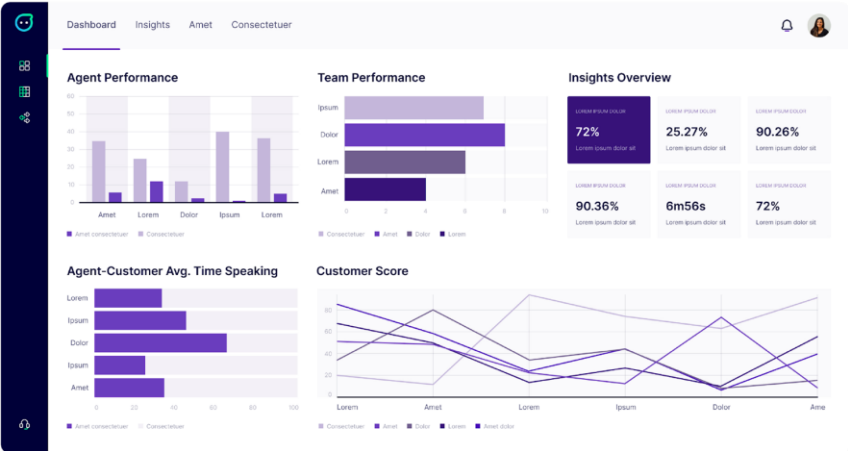
Comprehensive Interaction Analysis

AI-Powered Quality Assurance

Real-Time Analytics & Insights

Business Impact Metrics

Automated CRM Updates



RepsMate Highlights

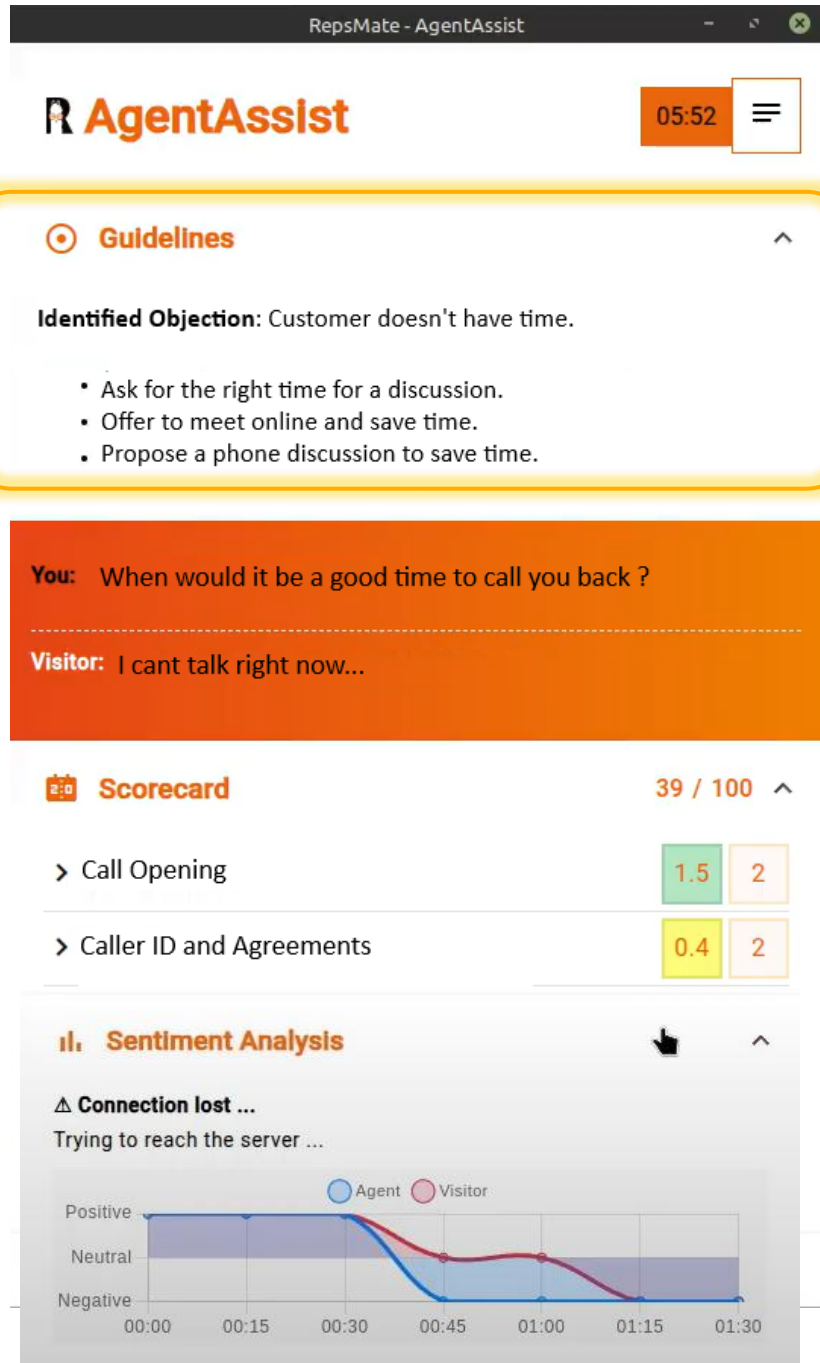
Real-Time Assistance

Live Conversation Monitoring

Live Suggestions to Agent

Top Performer Benchmarking

Sentiment Tracking

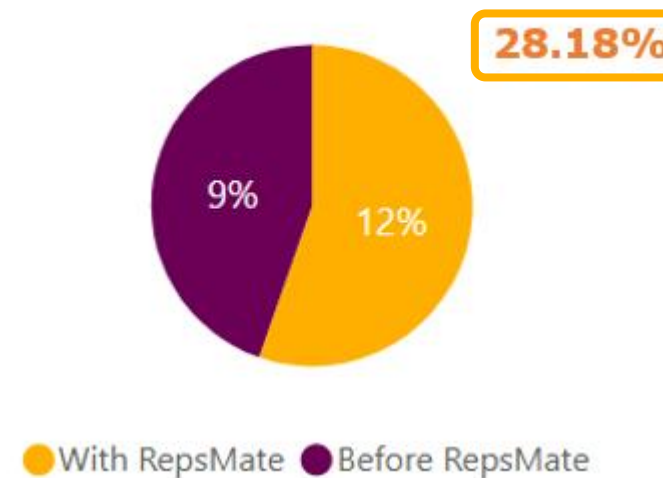


Client #1

**Average Performance Increased to the Level of the Best Agent
... (Tele)Sales Conversion Rate +28.18%**

- **Identified effective sales techniques** used by top performing agents → cascaded to all agents
- **Personalized coaching**, Team Leaders focused their feedback on key interactions (“completion” drivers)
- **Data-driven decisions:** TL and agents now quickly react and adjust

Conversion Before and After RepsMate



Client #2

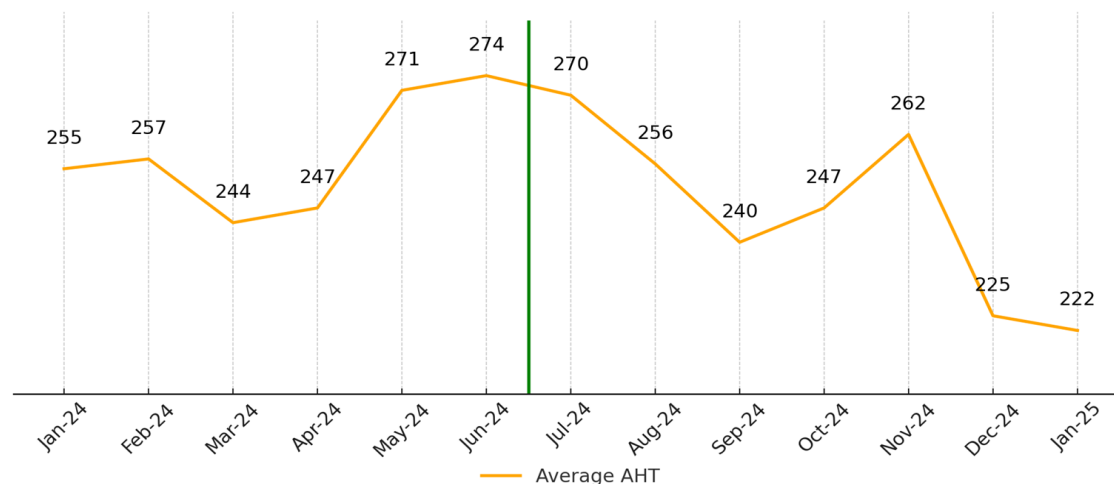
Cost Savings in Customer Care

- Optimized scripts
- Refocused TL & QA on efficiency
- Personalized agent feedback

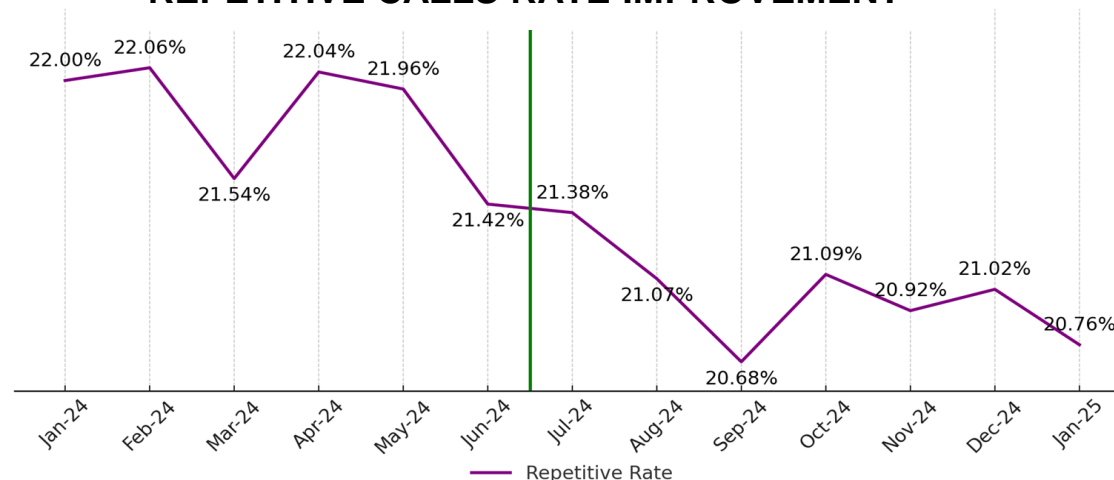
6 Months Results:

- AHT reduced by - **18.97%**
- Repeat rate reduced: -**3.88%** (improved FCR)
- Reduced agent attrition: -**17%**

AHT IMPROVEMENT



REPETITIVE CALLS RATE IMPROVEMENT





Thank you!



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