

## Call Process:

The call process involves the following steps:

- The Intermediary schedules and starts the call, inviting the SME and customer.
- The SME joins the call and utilizes the AI-assisted features to engage with the customer effectively.
- The customer participates in the call, expressing interest and interacting with the SME.
- Throughout the call, Magic CX captures and analyzes facial expressions, sentiments, and conversation history to enhance the sales experience

## Key Features:

Magic CX offers several powerful features designed to streamline the sales process.

Let's explore each feature in detail:

### Facial Recognition:

#### Description:

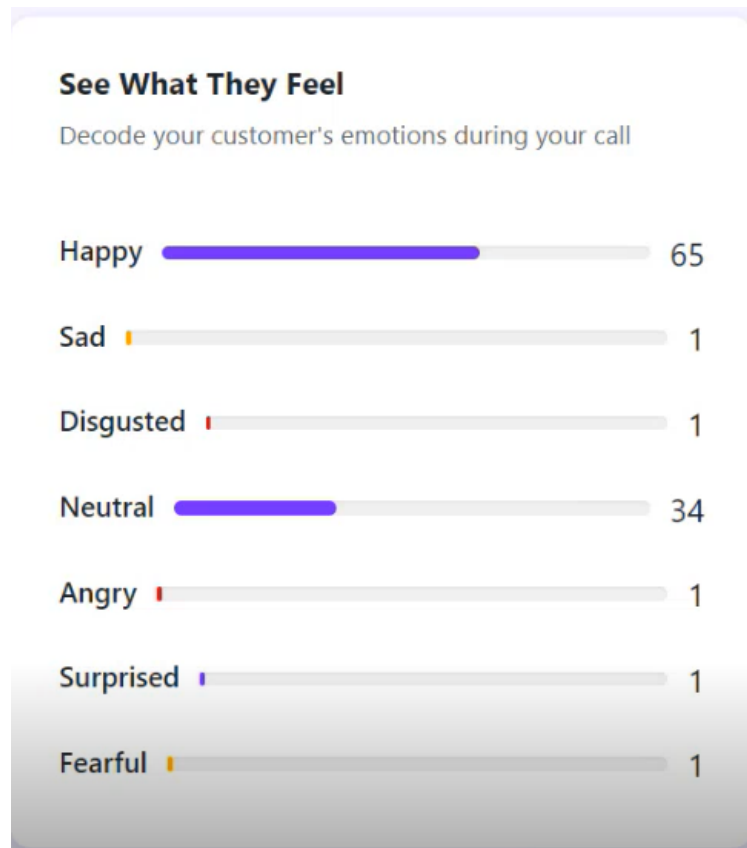
Facial recognition technology analyzes the facial expressions of participants during video calls.

#### How to Use:

**Observation:** During a call, observe the video feed of participants.

**Analysis:** Facial expressions such as happiness, sadness, anger, surprise, and disgust are detected and displayed in real-time.

**Utilization:** Utilize insights from facial expressions to gauge participant engagement and adjust sales approach accordingly.



## Sentiment Analysis:

### Description:

Sentiment analysis evaluates the overall sentiment of conversations during calls.

### How to Use:

**Real-time Analysis:** As conversations unfold, Magic CX analyzes the tone and sentiment of participants' speech.

**Categorization:** Sentiments are categorized as positive, negative, or neutral based on the content of the conversation. Here, Gray indicates neutral sentiment, Red signifies negative sentiment, and Green represents positive sentiment.

**Utilization:** Use sentiment analysis insights to tailor responses and improve communication effectiveness.

If it is showing red here it's mean. It means it's negative. Like I have said it, I can't do that. So that's why it recognized as a negative sentiment. So it is showing rate for negative.



S

You 10:42 am

And let me say something. Let me say something.



S

You 10:43 am

This is a very good app.



## Keeping Your Customer Engaged?

Know your customer's vibe

