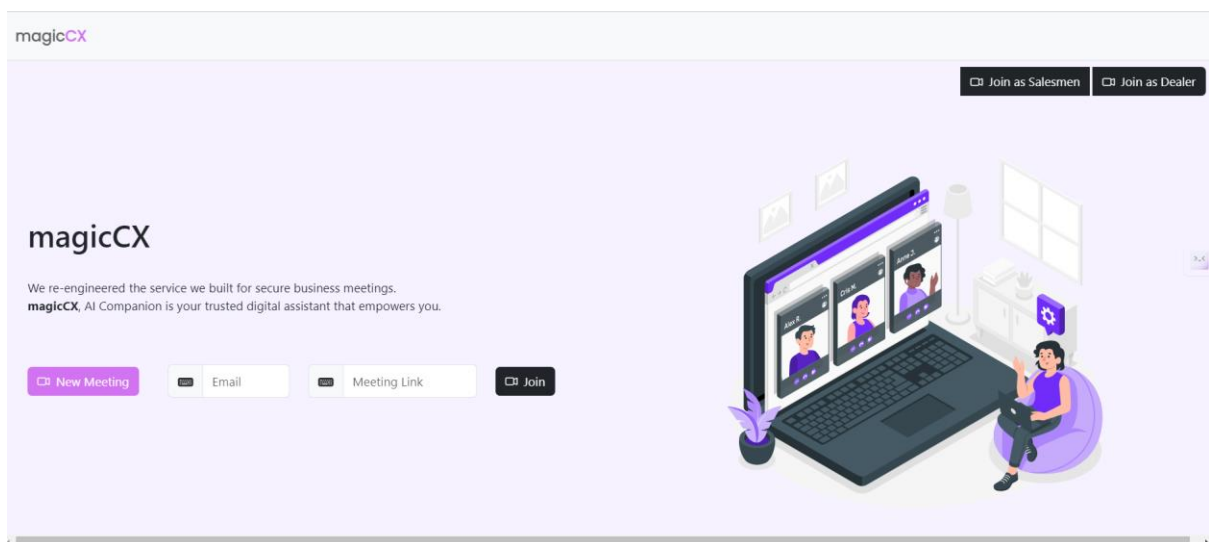


## Introduction:

Magic CX is an innovative application designed to facilitate meetings between Intermediaries, salesmen, and potential customers interested in purchasing.

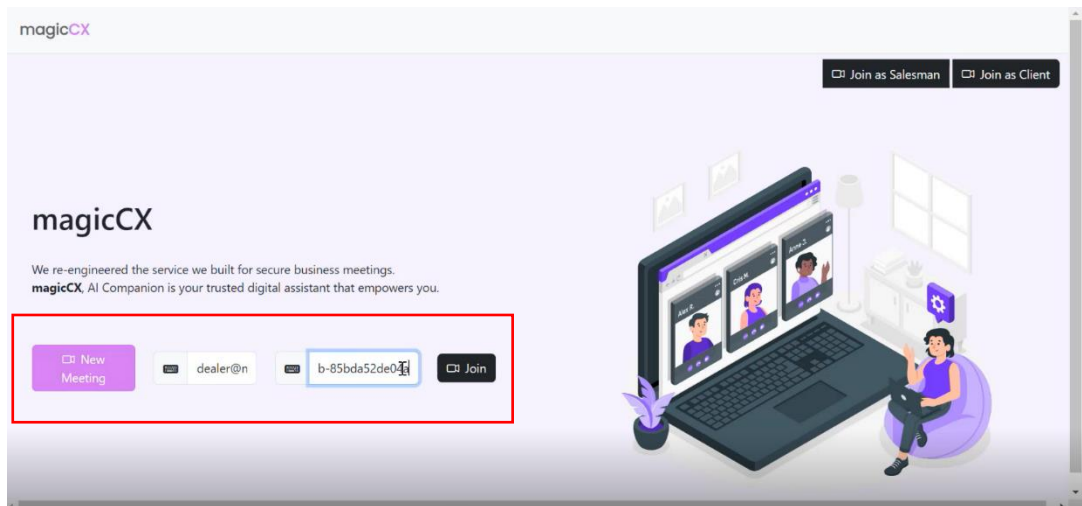


## Purpose of the Application:

Magic CX focuses on scheduling and facilitating meetings between Intermediaries, salesmen, and customers. Its primary objective is to enhance the purchasing process by integrating facial recognition, sentiment analysis, and AI-driven assistance to improve sales efficiency and customer satisfaction.

## Login Process

The login process involves three main parties: the Intermediary, the SME, and the customer. Each party has a specific role within the application.



### For Example:

Car Dealer is an intermediary and a F&I (Finance and Insurance) expert is the SME. The Dealer is tasked to sell Extended Vehicle Service Contracts (service beyond manufacturer warranty) to the customer in the Dealership but does not have sufficient knowledge of the F&I, so he engages the services of an in-house but remote F&I expert for the sale process. Then for this case

- **Intermediary:** Initiates and schedules the call, inviting the SME and customer.
- **SME:** Joins the call to assist in selling the car.
- **Customer:** Participates in the call as the potential buyer.

To access the platform, the Intermediary first enters their email ID and then clicks on "New Meeting". Upon doing so, the Intermediary is provided with a unique meeting link, which they can copy. After copying the link, the Intermediary can paste it into their browser's address bar and click on "Join Video" to initiate the call.

Subsequently, both the SME and the customer can join the call by using the same link provided by the Intermediary.