

# BrainEntech

## We create AIs that empathize

### What do we do?

We build AIs, which understand your customer's emotions and generate actionable insights to serve them better.

### Introducing TrackEn- BrainEntech's voice analytics AI

Based on just your customer's voice TrackEN lets you understand their preferences, target your offerings and close deals

#### GET IN TOUCH

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📍 HSR layout, Bengaluru, India



# ADVERTISEMENT, MARKET RESEARCH & PRODUCT DESIGN

“

Tap into consumer's  
**subconscious emotions**

”

1.

Make brands  
unforgettable

2.

Capture unspoken  
user sentiments

3.

Create impactful and  
memorable ads

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## Insightful and automated consumer interviews

TrackEn listens through hours of consumer interviews, identifies keywords, user sentiments and creates an automated report.



## Automated sentiment analysis of focused group discussions

Tracken listens to focused group discussions and creates a detailed report of the positive and negative sentiments and actionable insights.



## Create ads that hold attention

Using brain monitoring and eye tracking we help you create ads with emotional depth which catches attention.



## Design a great product

Track users' emotions while they interact with your product and design a memorable and positive experience.





SALES

“

Experience the future of sales with  
**COGNITIVE SCIENCE AND AI**

”

1.

Close more deals

2.

Understand the  
prospect better

3.

Ace online selling

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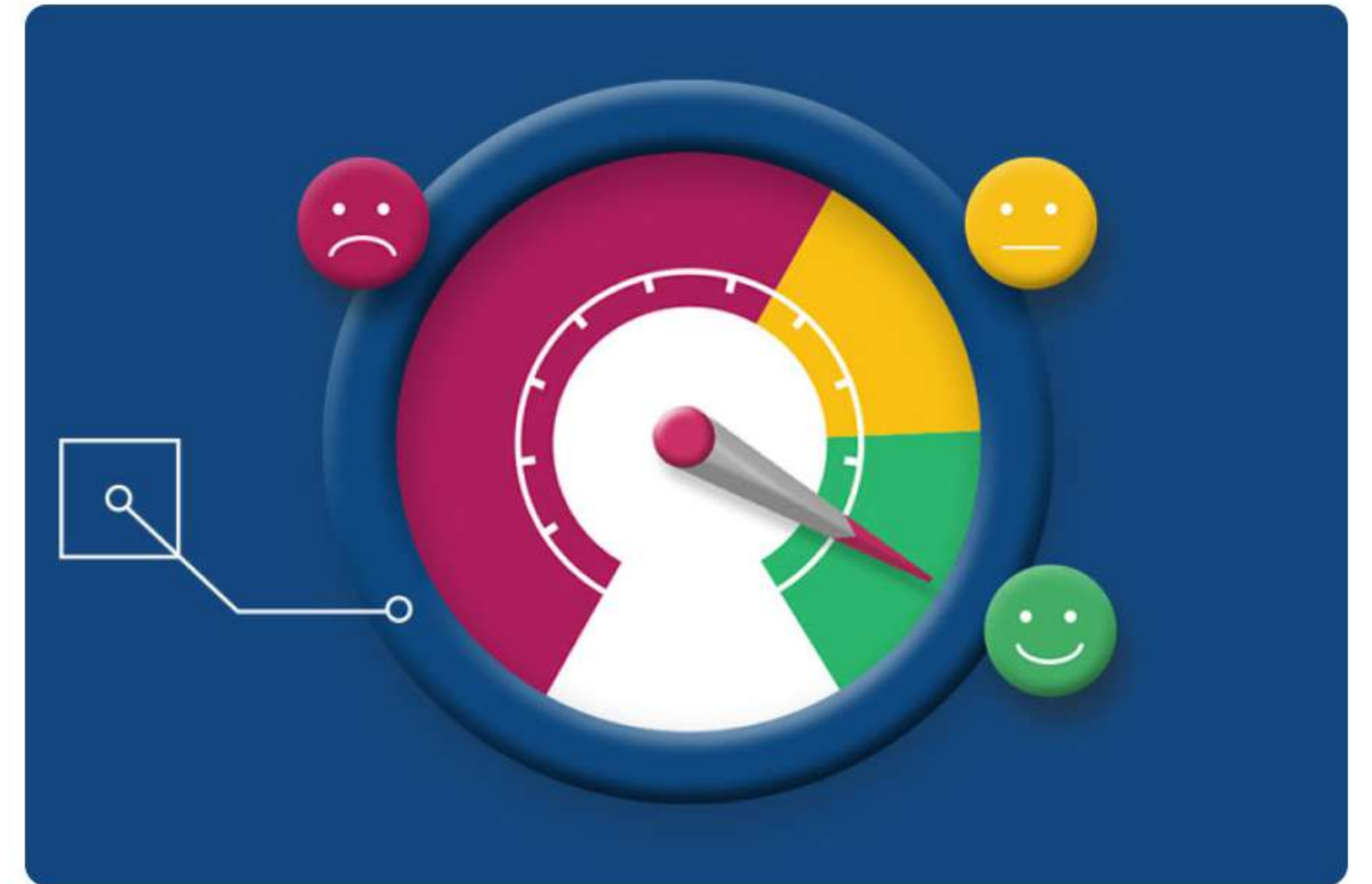
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## AI guided sales calls

Real time emotion and speech analysis during calls and suggestions to take it to closure.



## Prospect sentiment analysis

Figure out preferences and response patterns of prospects with state of the art NLP.



## Train an expert team

Conversational AI which automatically trains new personnel to be experts at closing.



## Lead identification

AI listens through recorded calls and identifies hot leads.



# BPO, CALL CENTRE & CUSTOMER CARE

“

**Humanize customer interaction**  
while mining valuable information”

1.

Improve customer satisfaction

2.

Automate redundant work

3.

Train expert agents

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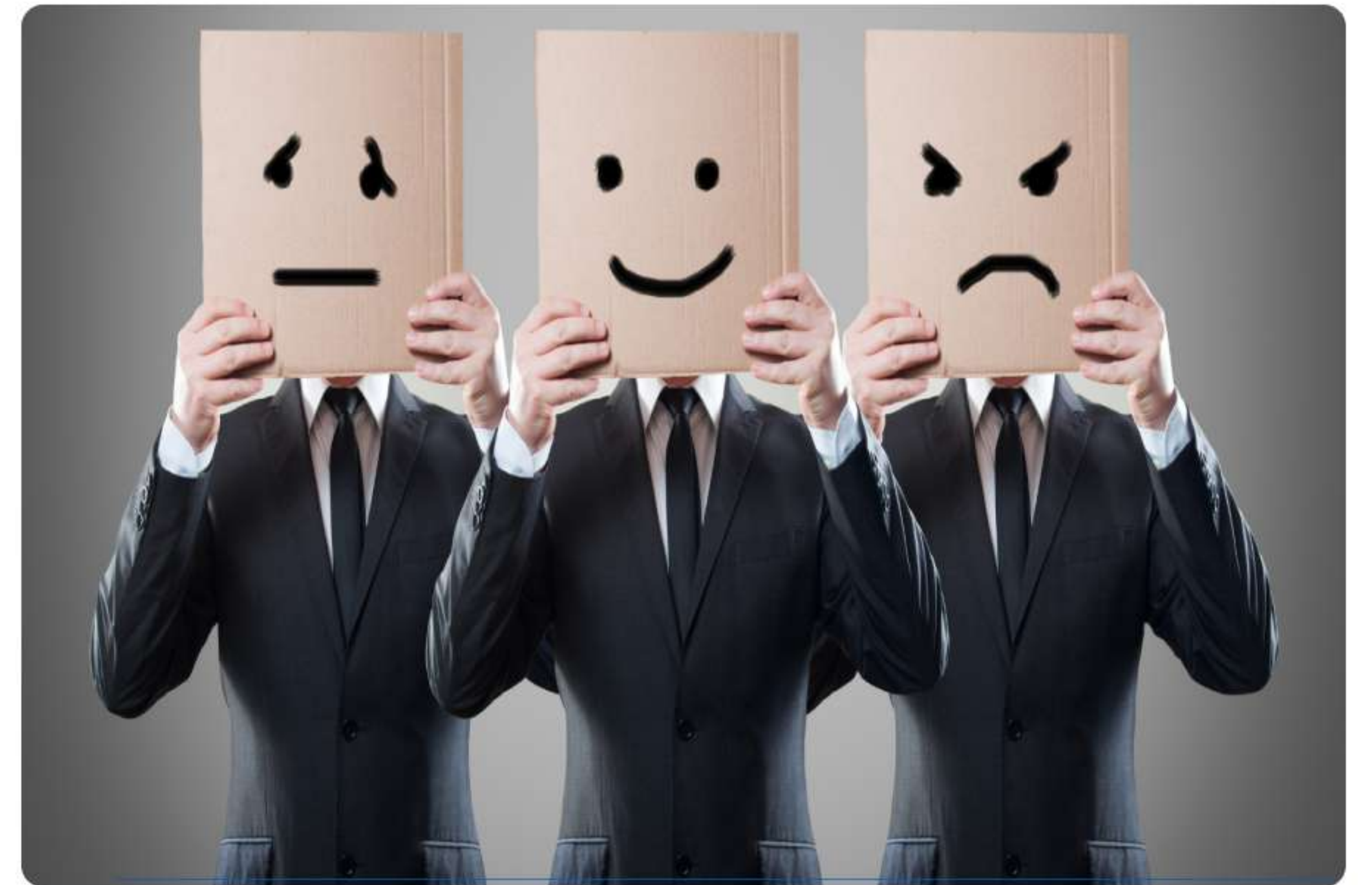
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## AI guided customer calls

Real time emotion and speech analysis during calls and suggestions to take it to closure.



## Customer sentiment analysis

Get personalised persuasion method and hot key words for each customer.



## Train an expert team

Conversational AI which automatically trains new personnel to be experts.



## Lead identification

AI listens through recorded calls and identifies hot leads.



# LEARNING HUMAN SKILLS

“

A **Humanized AI** as your conversation buddy

”

1.

Become a better speaker

2.

Improve your job prospects

3.

Create leaders in your organisation

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## Learn public speaking

Talk to TrackEn to get a detailed feedback of your speaking skills. Be engaging, avoid filler words, learn to be concise.



## Learn to ace interviews

TrackEn is your mock interviewer and gives you scores based on your confidence, conciseness, accuracy and more.

# Use Cases



## HR training

Develop leaders who have a vision and can communicate it effectively. Train top executives to have the human skills that they need.



## Scale up language learning

Tracken automates the work done by human evaluators for courses with interactive assignments.