

“Your call is important to us,
please continue to hold.”



bebop.

Why is it important to keep customers happy?



~**70%** of growing businesses rate customer success as “very important”.



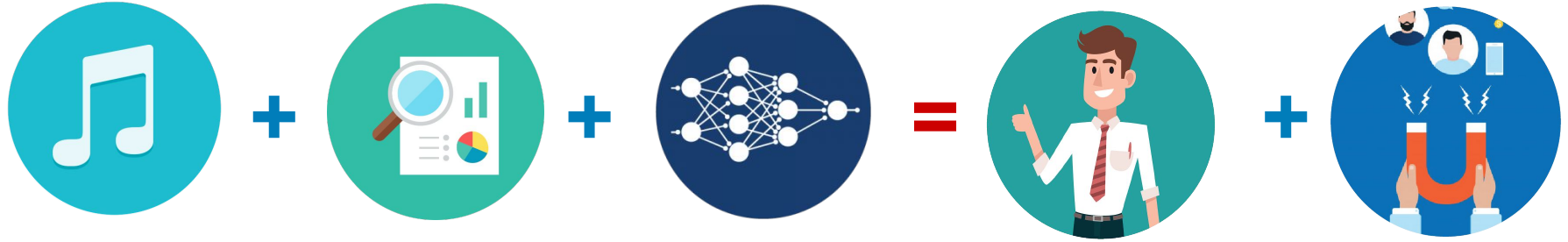
Acquiring customers is **5 to 25 times** more expensive than keeping current customers.



Increase in customer satisfaction



Higher customer retention



bebop. for future smart cities, is improving overall well-being of Torontonians by using *music*, *data-driven results*, and *machine learning* at the angriest place on earth: ***Call Centres.***

bebop.

1 Day

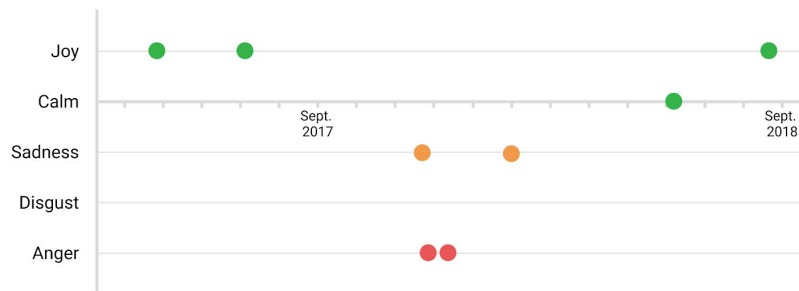
5 Day

1 Month

1 Year

2 Year

All

**Kristina King**

Member since Sept. 2001

**Date of Birth** 02-Jan-1970**Address:** 34 Yonge St. Toronto, ON
K3N 2L8**Email:** kristinaking@gmail.com**Cell:** (647)-293-3920**Residential Status:** Permanent Resident**Marital Status:** Married**Dependants:** [Julie King](#)
[Tommy King](#)**Transaction History****Account Details****Statements**

Every Day Chequing Account - 128974295209

\$ 5,003.60 ▼

Account Number: 128974295209

Last Transaction: September 22, 2018

08/08/2018



to

08/08/2018

**View****\$ 5,003.60**

Available Balance

\$ 5,003.60

Account Balance

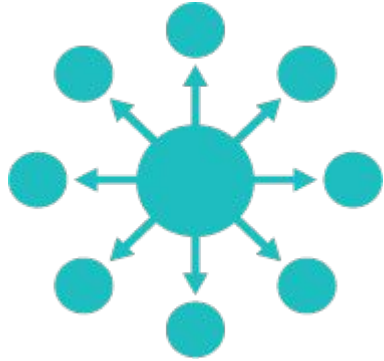
Transactions Between: 08/08/2018 - 09/22/2018

Date ▼	Type ▼	Details ▼	Deposits ▼	Withdrawals ▼	Balance
22 Sept. 2018	Direct Debit	PETRO-CANADA		\$ 23.50	\$ 5,003. 60
20 Sept. 2018	eTransfer	INTERAC E-TRANSFER RECEIVED 201826017561FD8B2	\$ 23.50		\$ 5,003. 60



Start
LIVE DEMO

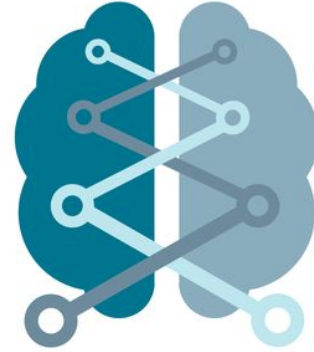
Feasibility and Scalability



Replicable into
various industries



Subscription based
revenue model



Build on features
(AI assistant)

beboop.

Abdulaziz | Christina | Eric | Harry | Islam | Masami | Shahzeb

Thanks for listening!

Some common questions:



- 1) What if people don't like the music choice?
- 2) Why would someone want to listen to music via the call rather than their own streaming service?
- 3) Is this solution lucrative?
- 4) What stops companies from bypassing your service?

Appendices

Scalability across industries



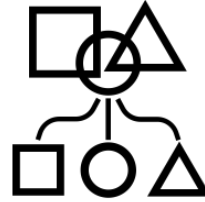
Capture voice
samples



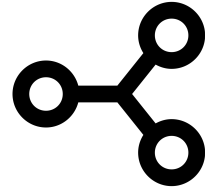
Sentiment
analysis on text
+ tone of voice



Voice sentiment
database

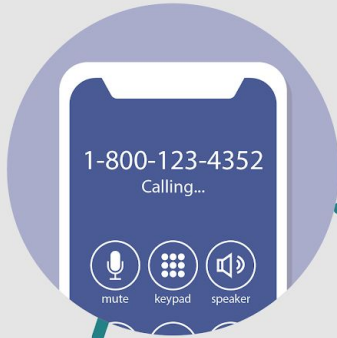


Supervised machine
learning to classify
sentiments correctly



Connect with
other companies
to build a
comprehensive
database

Dialing the call centre.



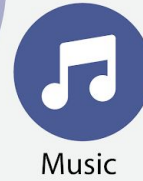
Selecting the department.



Speaking to the agent.



Oh no!
I lost my credit card :(



Music



Data



Machine Learning



Our solution to revamp the “hold” experience



Keyword +
Tone
Detection



Personalized
Music Playlist



Cancel or get
a call back
later



Result