

MEROM

GPT-POWERED VIRTUAL CUSTOMER SERVICE AGENT

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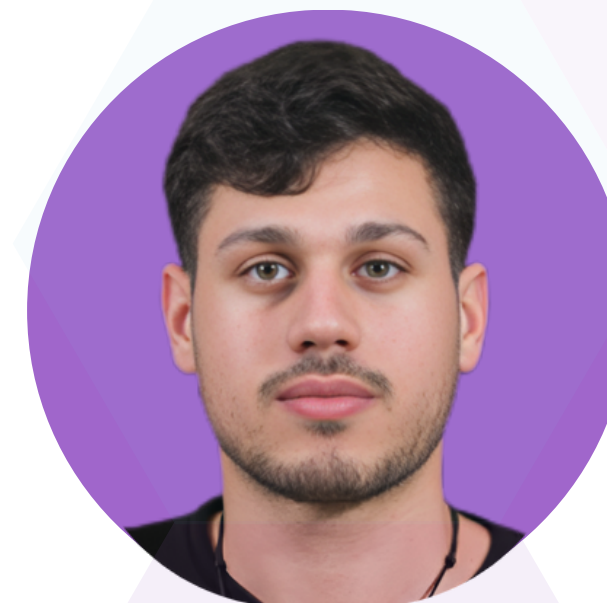
MEET THE TEAM



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M.S.c Software and Information Systems Engineering - BGU, Enrolled

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Ben & Sagiv - Team Leaders at Magshimim - Cyber Education Center

Background

Customers want a direct channel to businesses.

This could be:

- **Buying a product**
- **Reporting a technical issue**
- **Asking a question**



The Problem

Most of the time, an automated system can solve the issue, but clients prefer the human touch.

This leads to high costs involving:

- Hiring and training agents
- Hosting call centers
- Preventing small businesses from providing service
- Service time is limited to the agents working hours



Meet Sahar



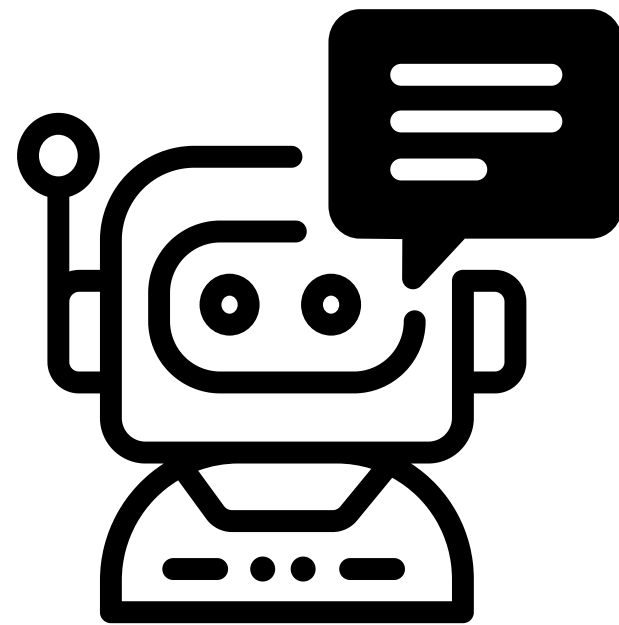
Sahar has Internet Problems



**Sahar wants his
problem solved as
quickly as possible**



Sahar can try and solve his problem with a BOT



But Sahar loves human interaction



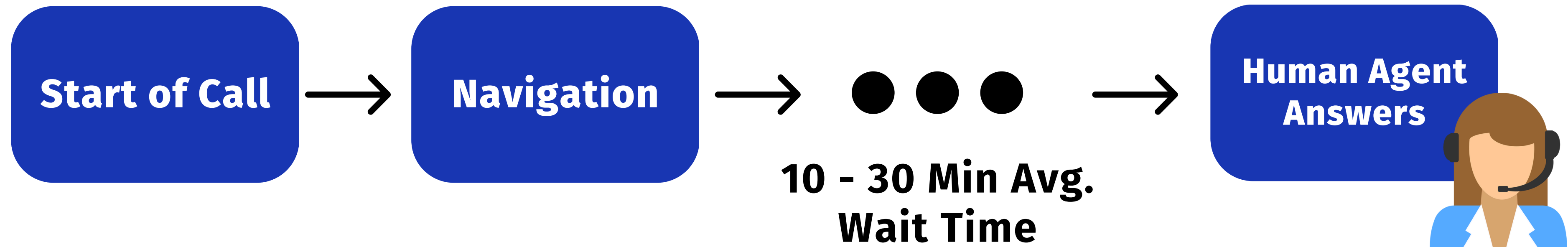
**Just like Sahar, 60%* of people
would rather call a human
than talk to a bot online.**

***According to a study conducted by Userlike, 2023.**

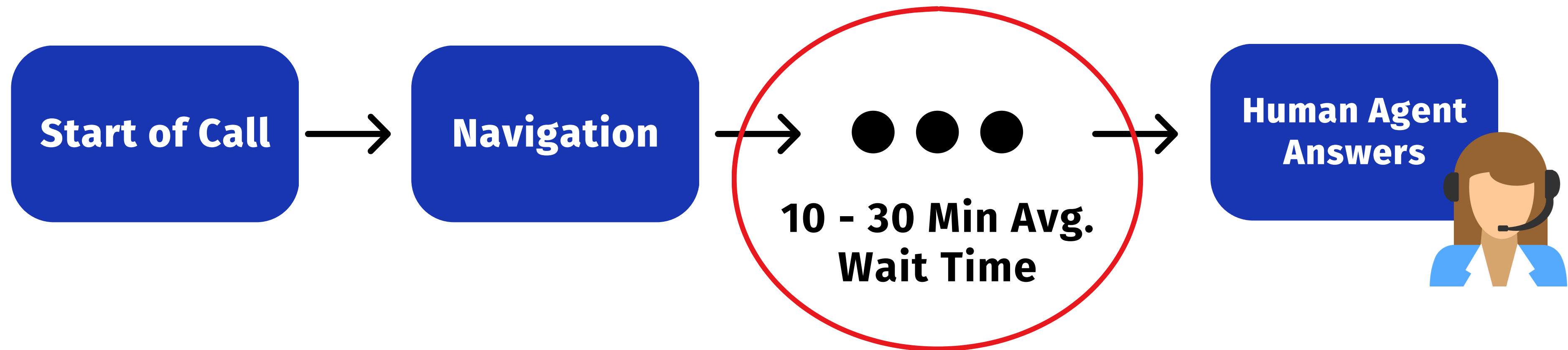
**We want to give Sahar
the best of both worlds**

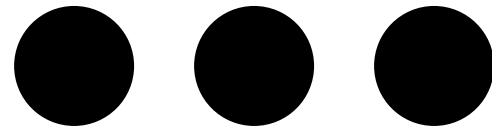


Customer Service Call- Today



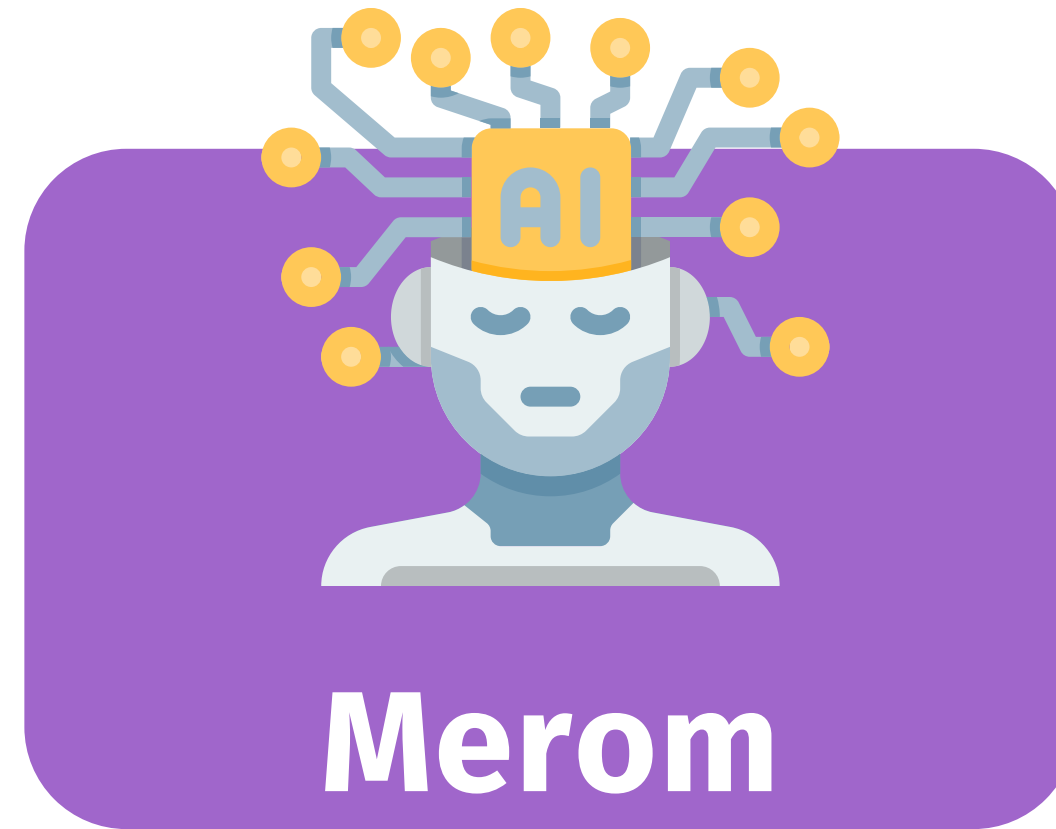
Customer Service Call- Today





**10 - 30 Min Avg.
Wait Time**





Solution - Merom

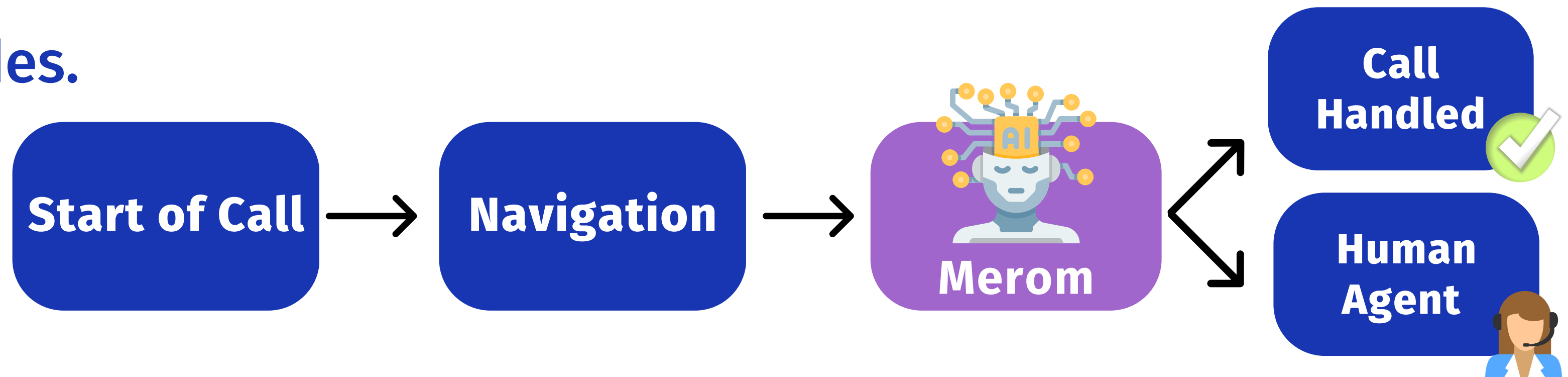
Virtual agent designed to assist customers

What is Merom?

A customized virtual “call center”.

Merom will pick up calls and offer a combination of services, helping the customer with whatever he needs.

Merom’s answers will be based on the specific data the business provides.



Use Case 1



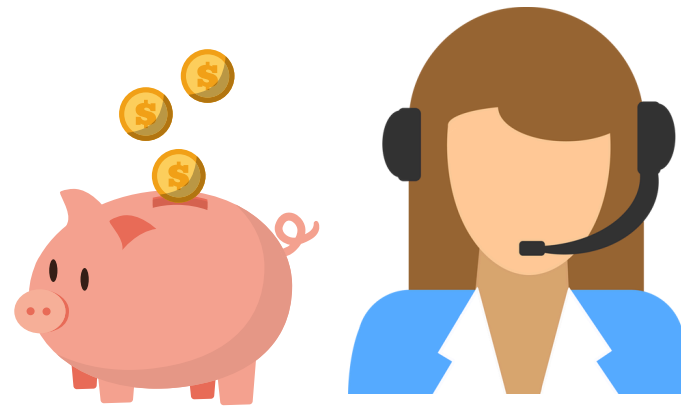
Why listen to music when you can handle your problem with Merom?
Merom will fill in the waiting time before the call leads to the agent.

Advantages:

- Saving customers and agents time.
- Control the load of the call center
- Optimize sales calls and gather data for the agent that the customer will be directed to.



Use Case 2



Affordable customer service for Small businesses.

Merom can perform as an agent alone.

Advantages:

- **Increase the business reputation.**
- **Saving customers and agents time.**
- **Gather data for the business and for the model.**



Use Case 3

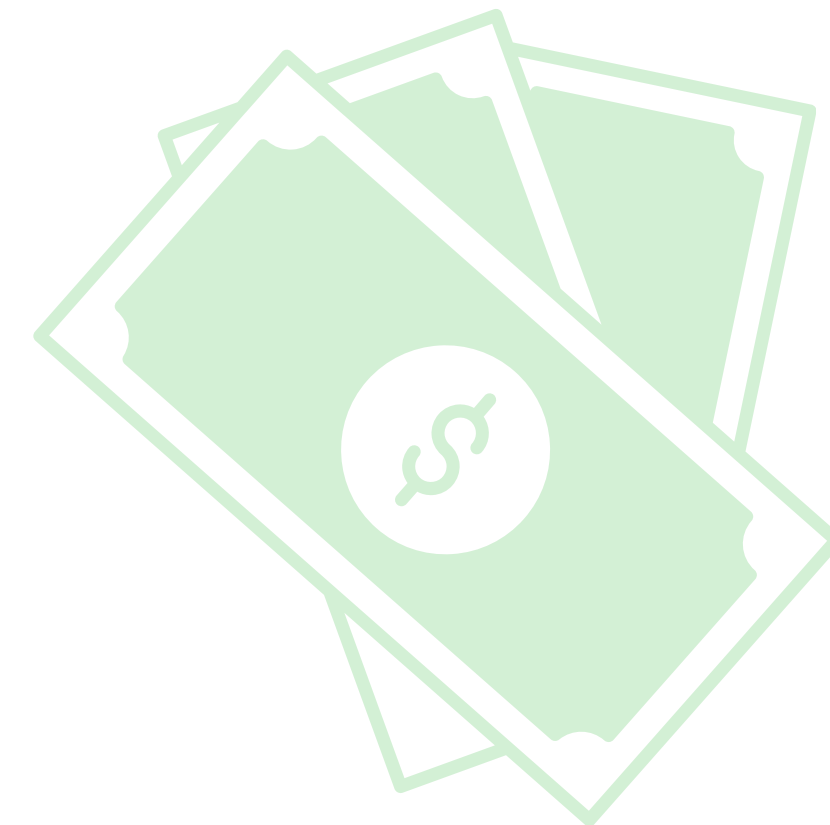


Merom never sleeps!

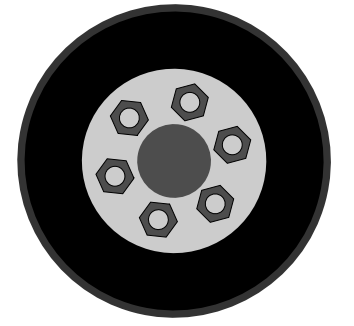
With Merom, the call center will never be closed.

Advantages:

- **Increase the business reputation.**
- **Saving customers and agents time**
 - If Merom can not handle the call, she will leave a description for a human agent who will handle it at the service time.
- **Gather data for the business and for the model.**



We didn't invent the wheel

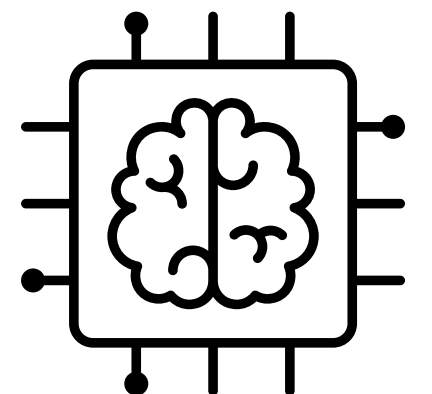


AI-Based call bots have been in the market for a long time now, and most of them perform very well.

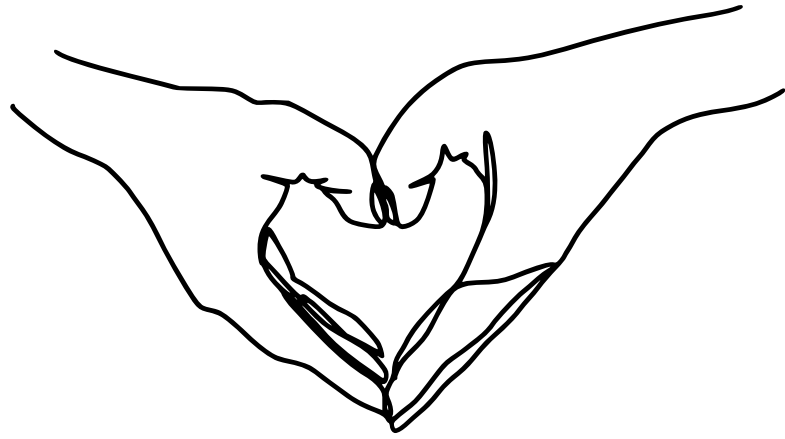
But their abilities are limited and very robotic.

Merom's power is the human-like interaction.

With the rise of AI in natural language processing, we can now create such a bot that wasn't possible a year ago.



Competitive Advantage



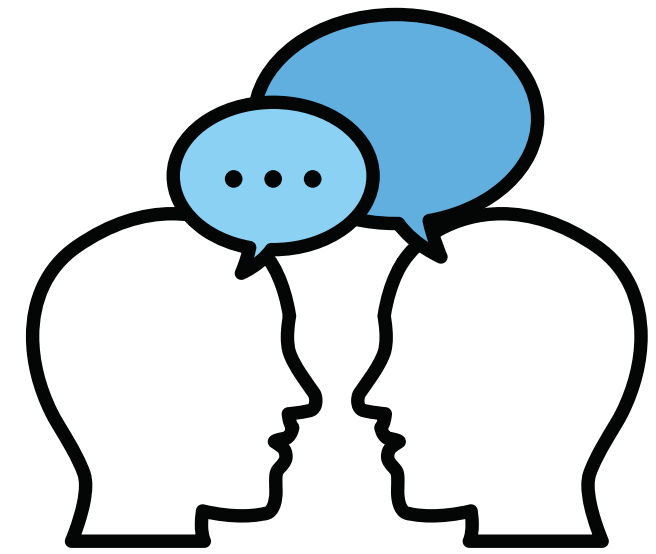
Human-like touch

Sounds and act like a human agent



Optimize calls

Gather data for optimizing itself, and for the business



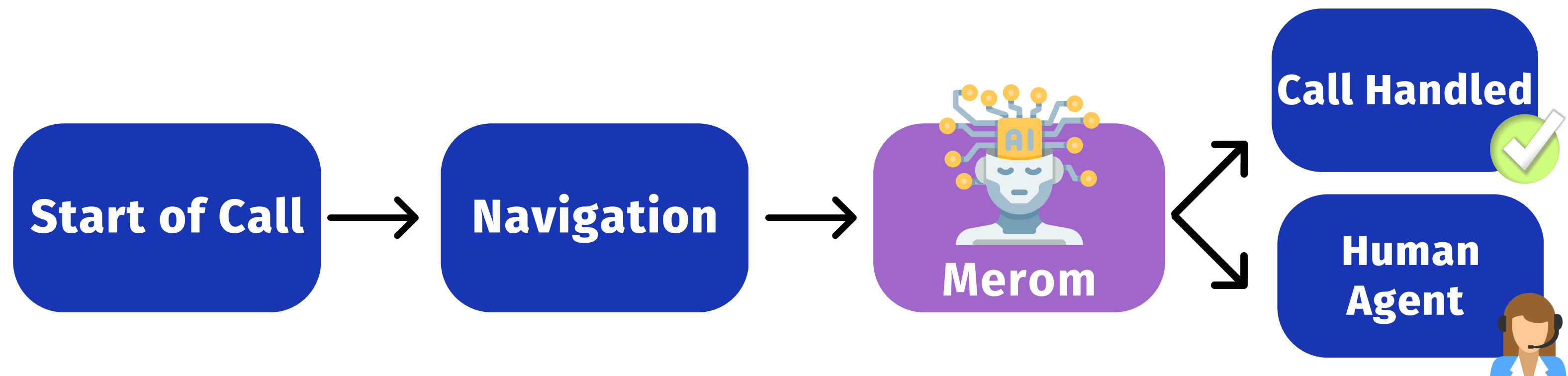
Ease of use

The customers just need to speak to Merom

How Does Merom Work?

Merom's knowledge will be built by Fine-Tuning large language models such as GPT, Falcon, and Llama.

Merom's other abilities such as voice (text to speech) and listening (speech to text) will be built from out-of-the-box AI tools



Market Insights

**Average Cost of
customer service call
with human agent -**

\$2.70 – \$5.60



**Projected operation
cost of average
customer service call
with Merom -**

\$0.50

**Expected percentage
of calls to never reach
an agent with Merom -
50%**

**Total expected cost saved with Merom for a call center with 1,000 calls a day -
about \$1,000,000 a year!**



Business Model

**Initial Training cost -
flat fee that scales with
knowledge
requirements.**

\$5,000 - \$10,000

**Per call charge to
businesses -
\$0.70**

**Merom generates
almost 50% profit while
still saving businesses
almost 50% of the
operating cost of an
average call center.**

**Expanding call center hours
will allow for more overall
traffic to the business while
removing bottlenecks -
could save up to 20% of
traffic during high-demand
operation hours**

Bottom line - businesses can save over 50% of the operational cost of service center while also expanding business hours and customer reach



**Thank you for
your time**

