

## Startup Overview: Ring Rag

An AI-powered Retrieval-Augmented Generation (RAG) application designed to support customer service teams by enhancing efficiency, reducing workload, and improving customer interactions.

We are different due to the fact that you don't need to train individual customer service agents.

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## Key Features

### 1. Two-Window System

- **First Window: Real-Time Transcription and Summarization**
  - Transcribes calls in real-time.
  - Auto-chunks conversations for easy copy-and-paste of specific sections and segments.
  - Eliminates the need for customer service representatives (CSRs) to take manual notes.
- **Second Window: AI-Powered RAG Application**
  - Provides answers to customer questions using customer-specific data.
  - Incorporates call context and chat history to ensure accurate responses.
  - Customizable output tailored to CSR experience levels:
    - **Newbie:** Full output with detailed script guidance.
    - **Intermediate:** Hard facts with slight rewording for conversational assistance.
    - **Experienced:** Raw facts only, without pre-wording.
- Analytics Dashboard w/ export features to csv
  - <https://youtu.be/eSF1QOpZ3EI?t=605>

### 2. Customizability

- Plug-and-play feature integration (add, remove, or swap features easily).
  - Choose to just have a AI agent to pick up calls
  - Choose to have just the software
  - Choose to have the whole AI agent -> Augmented human Agent
- Flexible Customer database or ERP (salesforce) options:
  - Use Ring Rag's proprietary database.
  - Integrate with the customer's existing database.
- Human-Agent Flexibility

- Allows companies to choose between:
  - Using their internal customer service representatives.
  - Utilizing outsourced agents provided by Ring Rag.

### **3. What makes us unique and unreproducible**

- Proprietary Prompts
    - Our prompt Engineering for Document ingestion on the preprocessing side
    - Our prompt Engineering for Query decomposition
  - Architecture
    - Unique
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## **Business Model**

### **Pricing Options**

- **Call-Based Pricing:**
  - Charge based on the number of calls received.
- **Agent-Based Pricing:**
  - Pay each agent based on the number of calls answered and tickets closed (with performance incentives).
- **Subscription-Based Pricing:**
  - Fixed monthly subscription fee.
- **Custom Price Calculator:**
  - Compare Ring Rag costs with current customer service expenses and competitors' pricing.

### **Value Proposition**

- Significant cost savings compared to current solutions.
  - Improved customer service efficiency and reduced agent burnout.
  - Scalable and customizable to fit various business needs.
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## **How to Sell It**

- Highlight time savings by eliminating manual note-taking.
- Demonstrate improved customer satisfaction through faster, more accurate responses.
- Showcase plug-and-play customizability for seamless integration.

- Offer comparative analysis tools to demonstrate cost advantages over competitors.
- Leverage customer testimonials or case studies to build credibility.
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