Press release

Ex-StudiVZ CEO Michael Brehm founds tech company i2x̄

- i2x̄ is the first automatic training and voice recognition software to fully utilize data from sales and service calls in real time, through the use of artificial intelligence
- Sales and service professionals gain a competitive advantage with i2x̄ - artificial intelligence is not a threat to human professionals, because it amplifies the human strengths
- Five million euros in seed financing: the investors include the largest German venture capitalist Holtzbrinck Ventures and Michael Brehm

Berlin, 26.02.2018 – With i2x̄, the technology entrepreneur Michael Brehm launches the first automatic training and voice recognition software of its kind. i2x̄ takes the quality of sales and service calls to a new level. The use of artificial intelligence enables self-employed and company employees to evaluate the complex parameters of customer calls in real time and optimize their conversations based on them. These include, words and phrases, emotions, pauses, speed and call content. With a short feedback after each call and actionable in-call advices, users are automatically trained to communicate better on the phone. With i2x̄, expertise develops continuously and customer experience with the brand improves.

Companies often have little or no insight into the content of their sales and service customer conversations. Usually, only activity measures such as call attempts and call duration can be measured. Complex contextual parameters, which are significant to the success of a customer conversation, are rarely analyzed. The potential to enhance the customer experience on the phone using data-driven insights remains untapped for businesses.

i2x̄ optimizes human communication

Users can transcribe telephone conversations in numerous languages and analyze call characteristics using the cloud-based speech recognition technology designed specifically to study complex human communication - powered by a combination of machine learning algorithms, big data and expert communication knowledge. Multiple language parameters are evaluated in real time, including, volume, pitch, speaking ratios, pauses, phrases, speech rate, as well as the emotions and dynamics of the conversation.

Such data provides insights into the true behaviour of the callers. Specific actions are suggested to the user derived from the automatic feedback gained during or after each call. Consequently, conversion rates and customer satisfaction levels increase and communication is continuously optimized. Both company employees and individual users can

customize the software so that they can receive personal training that is tailored to their needs. Simultaneously, the software learns about the user's habits and adapts the training automatically. The "blacklist" feature identifies words and phrases that should be avoided, alerting the caller to these so that they are avoided in future. As a result, they can improve with each call. This can also be applied to company-specific best practices, within individual employee training. The "whitelist" feature allows users to input desirable phrases, such as product features, brand names or questions to ask the customer. By using i2x, a more positive customer experience is created, leading to increasingly satisfied customers in the long-run. Through the combination of real-time conversation analysis, caller ratio and emotion recognition, i2x provides a competitive advantage for sales and service professionals.

"Artificial intelligence will change society as we know it because it will dramatically increase unemployment in certain industries. So, I think we need to use artificial intelligence to help people, especially in improving the quality of human communication. i2x is a useful tool at work here, e.g in call centers", says Michael Breham, Founder and CEO of i2x.

i2x is a software-as-a-service company and is billed according to usage. Customers pay a fixed fee per user each month. For individual users, i2x is currently available for free.

The idea for i2x

Since 2015, a team with Michael Brehm has been working on i2x technology. The over 30 experts at i2x have different backgrounds including, data science, machine learning, software development, psychology and sales. The goal is to double the number of employees by the end of the year. Together, they want to change the way that people communicate with each other in the future.

Michael Brehm had the idea to found i2x back in 2010. At the time, he was the founder and CEO of Rebate Networks, a company focused on fast growing e-commerce platforms. Within two years, Rebate Networks was active in over 30 countries, hiring 10,000 people, 2,500 of which are in telemarketing and customer service. The challenges they faced was that sales trainers could not provide employees with individual training or respond flexibly to changing customer needs - so i2x was born.

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About i2x:

i2x is an innovative trainer based on specially developed speech recognition technology in many languages. Users can analyze complex conversations in real-time through the use of artificial intelligence. i2x automatically generates training sessions tailored to individual needs in order to optimize sales and service conversations. Therefore, i2x is the first speech recognition and training technology of its kind worldwide. Employees and individual users can use voice recognition technology in the form of machine learning to transcribe their phone calls and evaluate their voice, mood and speech patterns within the conversation. i2x helps sales and service professionals to improve their conversion rates, increase customer satisfaction and reduce onboarding time. I2x is located in Berlin and the founder and CEO is technology entrepreneur Michael Brehm. i2x currently has over 30 employees. Further information can be found at www.i2x.ai.

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