

i2x Launches Research Lab for Advancement of Speech Recognition Technology *Company to harness real-time data analytics to improve AI-augmentation for sales and customer service*

Berlin, June 14, 2018 - [i2x](#), the leader in automated real-time communications analysis, today announced the launch of its speech technology research lab. The new i2x lab will address current challenges in data science, with a focus on natural speech recognition and speech technologies. The outputs from the lab will be used by sales and service professionals to improve conversion rates, increase customer satisfaction, and reduce onboarding time. The department will be led by Ilya Edrenkin, CTO of i2x and former head of speech technology at Yandex.

As part of this announcement, i2x also welcomes Lutz Finger, *Data Scientist in Residence* at Cornell University and former director of data science at Snap Inc., and LinkedIn. Between 2013 and 2016, Finger was responsible for many of LinkedIn's data analytics initiatives, including the Economic Graph Challenge, a digital mapping of the global economy based on LinkedIn's three billion global users. He teaches "Designing Data Products" at Cornell University in the US, advises Deutsche Bank and Postbank, and supports multiple data-centric companies. Finger will draw on his extensive experience in high-volume data analytics and machine learning to drive i2x's research both conceptually and strategically.

The proliferation of consumer technology platforms, such as Apple's Siri and Amazon's Alexa, has made the complex field of speech recognition and processing more relevant than ever, with implications spanning a wide variety of enterprise applications. The aim of Edrenkin and Finger's research will be to further develop speech recognition and conversation analysis technology and work on overcoming existing barriers in machine learning. Learnings from the research will form the basis for future development of i2x's world-class AI platform for sales and service agents.

"For the past two years, the i2x team has focused on creating a platform that improves human-to-human interaction through advanced speech recognition technology and machine learning," said Michael Brehm, founder and CEO of i2x. "Thanks to the expertise of Mr. Edrenkin and Mr. Finger, we will gain a new depth in understanding of the power of AI for business, helping sales and support managers more easily track, measure, and improve agent performance through real-time feedback."

i2x was founded in 2015 by Michael Brehm, tech entrepreneur and founder of Rebate Networks, a global e-commerce network with more than 10,000 employees. The i2x platform offers the most robust set of features for sales and service teams, focused on the specific needs of managers and agents. This includes real-time advice, instant after-call feedback, and support for multiple languages. Built on a fit-for-purpose ASR (automated speech recognition), using a high-volume data set from nearly 1 million transcribed phrases, i2x is designed specifically for the teleworker use case. Additionally, i2x gives users real-time feedback - so they never have to wait for a lost sale to assess, learn, and improve.

About i2x

i2x is augmenting human-to-human interaction for sales and customer support. Built on a fit-for-purpose speech recognition technology that harnesses the power of AI to analyze complex conversations, i2x users can assess, learn, and improve in real-time. With its unique ability to evaluate voice and speech patterns within a conversation, i2x helps sales and service professionals improve conversion rates, increase customer satisfaction, and reduce onboarding time. i2x was founded by technology entrepreneur Michael Brehm in 2015. The company currently has over 30 employees and is headquartered in Berlin, Germany. To learn more about i2x, visit <https://i2x.ai/> or [@i2x_ai](https://twitter.com/i2x_ai) on Twitter.

Media Contact

Sonia Segal-Smith
Kickstand Communications
i2x@meetkickstand.com
(857) 263-3392