

i2x, Emerging Voice Analytics Leader, Launches U.S. Operations

Company announces new VP of North America

Berlin, Las Vegas. June 21, 2018 - [i2x](#), the leader in automated real-time communication analysis and coaching, today announced its expansion into the U.S. market and the appointment of Mike Allen as Vice President of North America. In the wake of strong momentum in Europe, Allen will be responsible for growing global revenue. Allen will report to i2x CEO and founder, Michael Brehm.

With the speech and voice recognition market expected to reach \$18B by 2023 and nearly [3.6 million sales and customer support agents](#) in the U.S., i2x is bringing the power of AI to help teams drive conversion, improve customer experience, and reduce onboarding and training time.

With i2x, the black box of phone calls is decrypted for the first time. Traditionally, call center success metrics were based on a limited set of data, including call attempts and duration. Built on a fit-for-purpose ASR (automated speech recognition), i2x opens the doors to deeper, more meaningful insights. The platform evaluates complex speech parameters in real-time to determine the dynamics of a customer conversation. This includes customizable words and phrases, pauses, rate of speech, and speech to listen ratio. i2x analyzes sales and service team calls and identifies which approach works best for a specific customer or prospect group. Data-driven best practices are automatically shared with all team members. As a result, managers gain deeper insights into customer interactions, as the skills of existing employees evolve and brand experiences improve.

i2x's U.S. business will be led by seasoned telecommunications sales executive, Mike Allen. Allen is a global sales leader with a proven track record in the B2B enterprise market, having built and led successful sales teams at both the startup and Fortune 500 level. Before joining i2x, he served as the Vice President of Sales for Talent Sonar, a SaaS startup in the HR space, where within his first six months, he established a go-to-market strategy and signed multiple Fortune 100 customers. Before that, he held multiple global enterprise and partner sales leadership roles at HGST (Western Digital), Alcatel-Lucent, and Cisco Systems.

"We're excited to welcome Mike to the i2x team, as we continue our mission to help sales and support teams improve conversion and customer experience," said Michael Brehm, founder and CEO, i2x. "As VP of North America, Mike will build out our sales infrastructure to support planned growth, including increasing headcount of our own sales and customer success teams. His success at Cisco and other companies selling next-gen communications technology will be a key asset as we partner with more brands looking to unlock new revenue streams through improved call center support."

“I’m thrilled to be joining the i2x team, as we help sales and customer service teams navigate their transition into the era of automation,” said Mike Allen, Vice President of North America, i2x. “Every business is now a service business. Customers today have more choices - in product or solution and in purchase channel - which means they are more in tune to level of service in their research and purchase decisions. For brands to deliver on the experience promise, sales and support teams need access to real-time data and analytics to quickly assess, learn, and improve. i2x established leadership in Europe at lightning speed, and I’m excited to expose more U.S. brands to the future of conversion - where AI augments, rather than replaces the human touchpoint.”

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 on Twitter.

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