



# Sierra speaks

No holds, no hassles: How Sierra AI redefines phone support





Millions of people around the world have chatted with AI agents powered by Sierra—setting up Sonos speakers, ordering Casper mattresses, and refreshing SiriusXM satellite radios.

Consumers love interacting with them, especially compared to the brittle chatbots of a few years ago. Many of our customers' AI agents have customer satisfaction ratings of 4.5 / 5 or higher, on par with and in cases exceeding the ratings in their contact centers.

Chatting with AI has become mainstream and delightful, thanks in large part to ChatGPT. But for most consumer brands, chat is rarely the most important channel. People still prefer to call companies on the phone, and for good reason. Calling an expert remains the most effective way to solve many problems.

Despite billions of dollars of investment in conversational AI, no one has been able to bring the delight of AI agents to phone calls. We're still left with long hold times, broken transfers, and confusing phone trees ("Press 7 for billing issues").

That's why we built a new way to interact with Sierra agents: voice.

Sierra agents are always ready to pick up the phone.

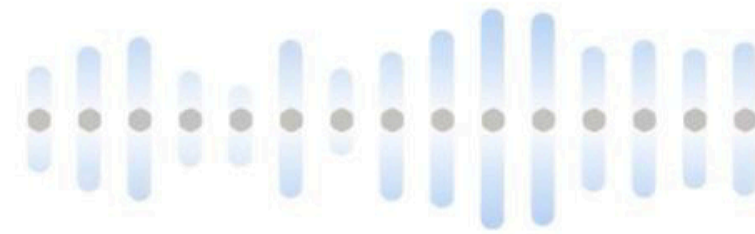
## AI phone calls with life like quality

People are highly sensitive to the subtleties of a voice and the flow of a conversation. In bringing the benefits of conversational AI to phone calls, we started with the feel of the conversation itself. What's the right tone and cadence? How should an agent handle being interrupted? Should it laugh? How fast and responsive can we make it? We obsessed over all of these details, ensuring that your AI agent responds quickly and naturally.

In addition to smoothly managing the back and forth of a live conversation, your Sierra agent has all of the service-specific context it needs to speak the language of your company. It understands your brand, product names, and technical jargon, and it can efficiently take down emails, order numbers, addresses, and other information required for your service inquiries. It can also be personalized, able to remember a customer's birthday or recognize five years of membership.

Behind the scenes, Sierra agents have multitasking superpowers. While your agent communicates updates and chit-chats, it can quickly retrieve relevant information, securely access internal systems, and take appropriate action. In the context of a return, for example, a Sierra agent can pull up a customer's order while it checks their address. Then, in a fraction of a second, it can locate the three nearest return centers, calculate walking directions for each, and tell the customer which has the shortest walk.

Finally, Sierra AI agents go beyond just the mechanics of each inquiry. They are aware of sentiment and tone shifts, and they can adjust their approaches accordingly in real-time—including escalating to your customer service team if needed. This adaptability ensures that interactions feel responsive and personal.



## Connected with your call center ecosystem

Modern contact centers are complex, often spanning multiple contact centers, BPOs, IVR systems, and 800 numbers. Recognizing this, we built Sierra's agents to integrate seamlessly into your existing contact center ecosystem and scale up to meet demand as needed.

Sierra agents can integrate with any call center platform, and they can sit in front of or behind traditional IVR systems. Sierra agents also play well with compliance tools, survey systems, and other voice-related infrastructure you've deployed. There's no rip up and replace. You can get started gradually, and scale as it makes sense for your operations.







If a situation requires a person to intervene, Sierra agents can seamlessly escalate to call center teams. AI-powered intent classification and skills-based routing ensure that calls make their way to the right team. And every hand-off includes a detailed AI-generated summary, ensuring that your team members have the context they need to quickly resolve a case, and that your customers never have to repeat themselves.

We also ensure that CX leaders have the tools and insights available to manage, monitor, and optimize their AI agents. With Sierra's Experience Manager, managers can track performance, spot trends, and identify any new or emerging issues. Interactions with voice-enabled agents are recorded, and automatic transcription and AI-based analysis and tagging make it easy to review specific conversations by topic or sentiment, and to generate aggregated reports.

# Call Summaries

 Tags 

 Duration 

Duration	Status	Tag
43m 14s		Refund request
12m 06s		Subscription change
17m 33s		Password recovery
06m 59s		Exchange request
24m 47s		Connection issue
3m 02s		Refund request



## Deliver consistent experiences on every channel

Sierra's Agent OS makes it possible to build your company's AI agent once and deploy it on any channel. The result is an experience for your customers that consistently represents your company and brand at its best, whether a customer is reaching out via chat or phone.

Of course, typing and talking are different, so your AI agent needs to adapt to each channel. On chat, your agent might share an image to help you identify the order you're inquiring about, while on the phone it might describe an item in a few words. ("Are you referring to the set of wingback dining chairs delivered last Monday?") This flexibility ensures that your customers always receive the information they need, when and how they need it.

The ability to "build once, deploy anywhere" has meaningful operational benefits as well. Your CX teams need only maintain a single agent, and any updates to it—whether a new policy or product line, or an updated approach to an important process—are instantly reflected across every channel.

Just as with Sierra's chat-based AI agents, your voice agent will continuously improve. Feedback and coaching from CX teams help tune the agent's behavior and performance, and as Agent OS and the AI models underlying it improve, so too will your voice agent.

## Pick up right away, every time

What if you could pick up the phone when your customers called, right away, every time? What if as a result there were more interactions, more moments of delight, and more opportunities to get to know your customers, deepen relationships, and build loyalty? Making that possible is our goal.

At Sierra, we help companies elevate their customer experiences with the power of conversational AI. We're proud to partner with leading brands who trust our platform to engage their customers, whether on chat or over the phone.

If you'd like to have more conversations with your customers, we'd love to talk.