

# UST SmartSense™

UST SmartSense™ combines AI and cognitive automation to transcribe conversations with intelligent context and sentiment analysis that substantially reduces the time to generate insights for managers.

## HOW IT WORKS



### LEARN

Examine the various audio formats and types of files, learn to summarize, and identify patterns



### ACT

Integrate multiple data sources and autonomously perform process flows



### OPTIMIZE

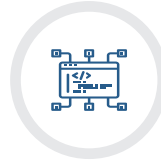
Improve your business outcomes by continuously adapting to new information



**Transcribe**  
Conversation quickly  
and accurately



**Detect**  
Conversation  
sentiment



**Tag**  
Intelligent  
context summary



**Integrate**  
Easily with  
enterprise systems

## KEY BENEFITS



**Real-Time**  
transcription



**End-to-End Automation**  
with minimal  
human intervention



**Scalability**  
to handle large  
volumes and  
audio formats



**9%**  
**INCREASE IN REVENUE FROM UPSELLS**

A large investment bank has 1000 conversations per day, and UST SmartSense™ identified the high value sales opportunities.

- Natural Language Understanding organized and contextualized the conversations
- End-to-end automation connected other systems to recommend next steps in the sales cycle.

## INDUSTRY USE CASES

Transcription and  
Contextualization

**Retail** - Customer Care

**Logistics** - Delivery Adjustments

**Healthcare** - Patient Engagement

**Financial Services** - Upsell Real-Time

**Insurance** - Customer Retention



Email [SMARTOPS@ust-global.com](mailto:SMARTOPS@ust-global.com)  
to learn how UST SmartOps™ could  
advance your business.

**UST SmartOps™**  
Your Business, Reimagined.