

GPS Location Process Becomes Key Feature for SmartAction Clients

SmartAction's Intelligent Voice Automation (IVA®) includes GPS Location functionality, making it attractive to companies who rely on locating their customers in real-time.

Los Angeles, CA ([PRWEB](#)) December 14, 2015 -- SmartAction today released details about its innovative GPS Location and Tracking capabilities that have been integrated into its proprietary voice self-service solution, Intelligent Voice Automation (IVA®). IVA® is a disruptive call automation solution that takes ground-breaking artificial intelligence and infuses it with state-of-the-art speech recognition capabilities, creating a customer service experience that rivals that of a live agent.

SmartAction now has the ability to enable IVA® with GPS Location capabilities, allowing the system to geolocate callers in order to provide more accurate and timely service. After receiving permission from the caller, the caller's location can be obtained in one of three ways. First, IVA® can send an SMS text to the caller's mobile phone that includes a link, which when opened, sends IVA® the coordinates of the caller's location. Second, IVA® will locate the caller's position using information from the nearest cell towers. Finally, IVA® can record anecdotal information from the call, such as, "I'm across the street from the ABC gas station," and relay that recording to appropriate service personnel. The methods can also be combined to increase accuracy.

SmartAction is deploying the GPS Location capability for clients in industries that rely on accurate geolocation, namely auto clubs. Accurate locating is pivotal for these clubs; callers are often in distress with vehicle problems and service personnel need to be able to find them quickly. IVA®'s ability to geolocate and provide additional location details improves the service the club can provide its members.

"We are always looking for ways to create a better customer experience," said Senior Vice President of Operations Michael Vanca, who leads the SmartAction engineering team in developing innovative solutions and features. "When we can improve the experience in a way that also helps a person in need, that's what gets us really excited."

SmartAction is currently offering GPS Location capabilities to new and existing clients. To learn more about it, contact SmartAction at <http://www.smartaction.com/contact-us>.



Contact Information

Charlie Schrier

SmartAction

<http://www.smartaction.com>

+1 (310) 776-9200 Ext: 2387

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