



CallRevu Announces New Platform Communication Intelligence (CI) for the Automotive Industry

CI Platform is powered by Artificial Intelligence (AI) to provide Dealers with greater insights to transform customer communications.

BALTIMORE ([PRWEB](#)) January 12, 2021 -- CallRevu, a leader in automotive Communication Intelligence (CI), proudly announces today the launch of a platform innovation which harnesses Artificial Intelligence (AI) and Machine Learning (ML) using CallRevu's unique automotive lexicon developed over the past 12 years from millions of human transcribed calls. This new technology analyzes all phone communications (all lines, all departments), distinctively harvesting rich insights and producing actionable data to help dealers improve the customer experience and grow their revenue.

With over 90% accuracy, the CI Platform is designed to give dealers what they need – quantity with quality – to provide the call connectivity metrics with detailed call flow, voicemail monitoring and keyword search combined with customer alerts, customer satisfaction monitoring and spam / robo-dialing reports that pinpoints areas for action.

“At CallRevu, we know that Artificial Intelligence and Machine Learning are only as good as the training data – this is why we have amassed over 100 million calls transcribed by humans to develop the largest, automotive specific lexicon which enables us to deliver unparalleled quality -- and NOW we do this for every call, and every line,” said Jeff dePascale, CallRevu VP of Technology.

Users will have increased visibility into the customer journey – from inquiry to sale – with rich data points that will help them identify, analyze and optimize their processes and approach. Early adopters are witnessing incredible gains in productivity – many claiming greater than 44% improvements achieved from the new capabilities, intuitive interface and the self-service tools that empower them to do more.

“CallRevu believes data is good, insights are better, but what Dealers really want is predictive and prescriptive alerts that focuses their attention on action. CallRevu has a rich history of firsts, and we believe the CI Platform is another example of CallRevu innovation and how we continue to lead the industry, with our sole focus on automotive that allows us to package and deliver information that is intuitive, real-time, mobile-first and readily accessible, and most importantly designed for action – and there is so much more we are bringing to market in 2021”, said Anthony Giagnacovo, CEO of CallRevu.

CallRevu partners with dealers to deliver a superior customer experience – the CI Platform innovation enables us to deliver richer insights to automotive dealers for better customer experiences that results in more connections, conversations and conversions to sales.

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About CallRevu

CallRevu, founded in 2008, helps thousands of automotive dealers in the U.S. cultivate the customers that make it into the showroom after having a great experience on the phone. CallRevu has monitored over 110 million calls and by providing local and toll-free numbers to place on all ads, we track, listen, summarize, alert, and



report on dealership's phone calls to monitor call performance. With the robust data we collect, we coach on how to enhance the caller's experience and improve the bottom line of dealerships. Visit callrevu.com.



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