

Better Results for Every Conversation

Jeff, Co-founder & COO

About Us



Recurrent AI is a B2B SaaS company that specializes in providing AI-enabled SalesTech solutions across different sectors.

Recurrent AI is dedicated to drive better results and values for every conversation that happened between sales team and (prospects) customers.



The company received series B funding from Boyu Capital, Sequoia Capital China, ZhenFund, Eminence Ventures in last December.



Key Facts



1,000,000+

Empowering a million sales people daily



100,000,000+

Conversations processed daily



4,000,000+

Hours' speech annotation data to improve ASR accuracy rate



1ST

NLP Model – Pan Gu was ranked 1st by CLUE



10,000+

Plug-and-play industrial semantic data modeling

Our Clients & Partners

Banking



Securities
&
Insurance



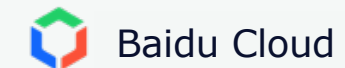
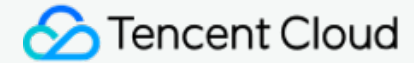
Auto
& Aviation



Real estate



-Partners-




Awards



CB INSIGHTS

2022&2021 TOP 100 AI
Companies, awards by
CB Insights



福布斯
Forbes

2021 Forbes China
Enterprise Technology
Top 50




Deloitte.
德勤

2020 TOP 50 Rising
Star, awarded by
Deloitte



机器之心
创业邦 CSDN
胡润百富
HURUN REPORT

More awards from
trade medias:
Synced, HuRun Report
Cyzone, CSDN etc.



What We Commit to Our Clients?

Reveal reality from every conversation



Empower your people to have better performance



Gain more customer insights and consumer preference



How we do it



Open the Blackbox of Conversation Data

Know your customer better

Find best practice

Analysis strategy execution

The Findings

When recommend product to customers, sometimes excessive choices is not necessary

Grasping customer needs precisely, giving them a range of products that are most suitable, especially for the same type of product. In some extent, excessive choice is not necessary.



Introduce a variety of products for customers to choose from



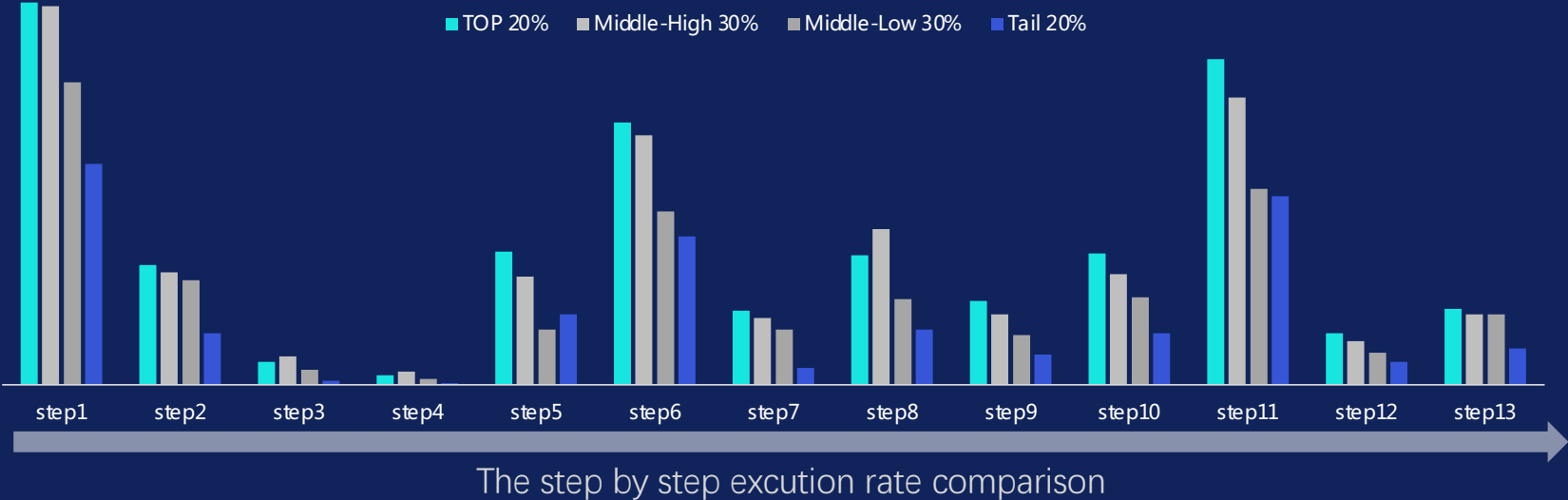
Promote one best product to customers directly

Data source: A Property insurance company

The Findings

Step by step, do not rush into talking about price

Top sales always make a good preparation in the communication before negotiating price. Adequate preparation has obvious positive effect on the conversion of the deals.

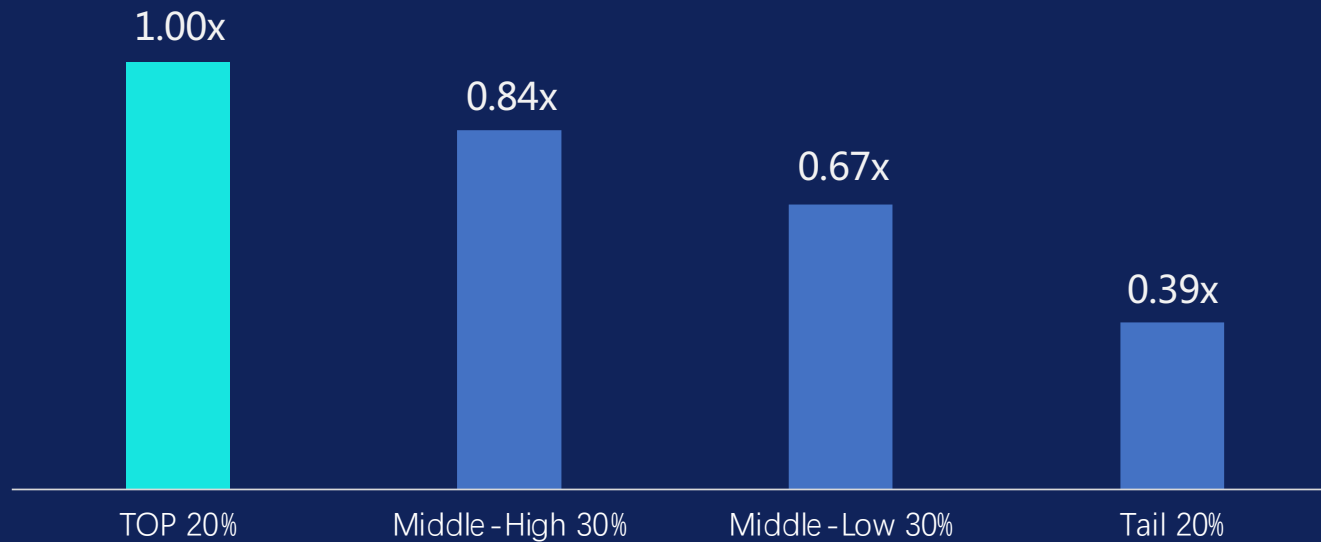


Data source: A credit company

The Findings

Be more proactive in mentioning competitors.

Top sales are more willing to mention competitors, highlighting the selling points by comparison, the doubts of consumers can be removed at the early stage of the dialogue, which can effectively improve the odds of sales.



Percentage of different sales comparing competitors in the conversation

Data source: A credit company

The Findings

Emphasis on product scarcity. This classic conclusion is indeed valid.

Top sales will emphasize the scarcity of products and promote customer purchase through some phrases, which is 93.4% higher than the proportion of tail sales.



Proportion of content that creates product scarcity in the conversation between top sales and tail sales

Data source: A telemarketing company

Case Study - China Merchants Bank

1000+ tele-sales in China Merchants Bank use EXPERT to improve the efficiency in sales process.



Challenges

The call center of CMB was on the way to transfer its 3.0 business strategy, from tele-based customer service center to operation center which collaborates more banking business and multiple media channels. However, the 500+ reps in center couldn't meet this scope because of the lack of individual capabilities and knowledge. So CMB was looking for a partner to improve their employees' performance and efficiency.

Solutions

- Adopted EXPERT system for the whole sales team
- Provided training courses to accelerate usage
- Adopted INSIGHT to analyze sales reps' performance

Results

1000+

Sales reps use EXPERT daily

20%+

Efficiency improvement



Founded in 1987, CMB has over 70,000 employees, more than 1,800 branches worldwide, it is the first share-holding commercial bank wholly owned by corporate legal entities in China. CMB is the leading bank who always focuses on innovation-driven development strategy, continually accelerates the construction of "Digital Bank."



Contact Us

Jeff Jie

Call: 186 0085 2027

Email: jjefa@rcrai.com