Case Study | SalesBoost

AI-based voice training builds lasting muscle memories for successful conversation skills.

Communication is the key to success. With a conscious look at one's own communication skills, a precise conversation succeeds. With the help of SalesBoost voice training, Sales & Marketing Professionals, Customer Service, Operations, Leadership, and Personal Development are sustainably trained to create vocal effectiveness.

Challenge

Breaking habits, constantly internalizing new things and storing what is learned in the long term are demanding processes. Communication is an interplay of conscious and unconscious habits.

Paraverbal and nonverbal (face-to-face) information can lead a conversation astray, but it can also promote precision if used in a controlled manner.

To enable the efficient transfer of what has been learned; practice, repetition, and feedback are crucial. The classic face-to-face training involves a high financial outlay when it comes to practice new skills and receive feedback at the same time.

salesboost®

salesboost.com

SalesBoost is a patented SaaS company that offers a competency-based simulation training platform that provides unlimited replication of business scenarios and real-time feedback to improve communication skills.

Dallas, Texas USA

Founded 2015

Solution

SalesBoost is convinced that effective communication focuses on HOW. Gretta Brooks, Founder and CEO, was looking for an AI-based solution to go deep into voice analysis and generate feedback for the customer based on it.

Voice analysis is the key to the SalesBoost simulations. Practicing is the most important component, because it is about transferring to real scenarios at the end.

The patented voice-activated training program simulates scenarios that users can practice until they achieve the desired effective communication skills.

SalesBoost is supported by audEERING by integrating the devAIce Web API into their platform. Based on the following features, SalesBoost developed its own metric to meet the needs of its customers:

- VAD
- Prosodic features: Speech rate, Melodicity, Loudness Statistics and Contour, Pitch
- Gender + Confidence
- Arousal, Valence, Interest
- Emotion categories
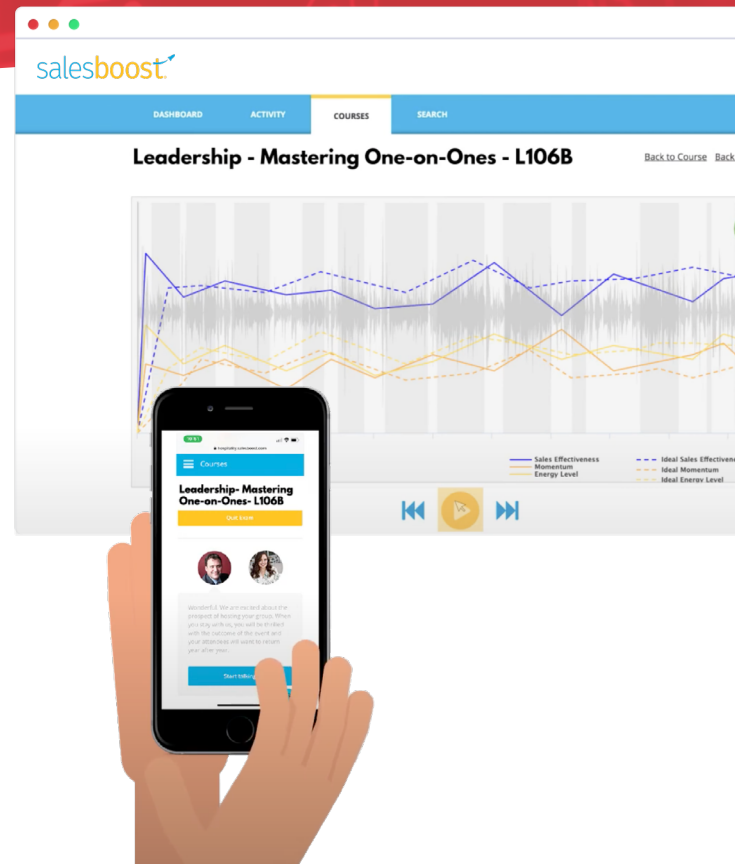
Result

In addition to acquiring knowledge, the training concept teaches new behaviors that increase self-confidence, persuasiveness, empathy, as well as components of the dynamics and energy level of a speaker based on the analysis of tempo, tone of voice, and positivity.

It enables learners to know how to say something. SalesBoost's patented speech technology challenges team members to learn new things using motivation.

Employees retain 90% of the information they receive with augmented reality technology.

The benefits on the customer side are an up to 300% increase in quarterly targets and 20 points improvement on guest service scores after training with SalesBoost.

> *This patent confirms the revolutionary nature of our training program that boosts knowledge, confidence, and most importantly performance. We've leveraged technology to allow business professionals to develop and change the behaviors they need to be successful, and we've done it at a substantially lower cost than traditional training methods.*

Gretta Brooks
SalesBoost Founder & CEO

How VoiceAI is revolutionizing edutainment

devAIce® is audEERING's audio analysis for any product. It can detect emotions, scenes, and many other features from audio. Both real-time and batch-processing modes are supported. Our AI models perform solidly even with limited CPU power.

With our devAIce® XR (former entertAIn) plugin, you can add emotion to XR projects and create immersive interactions.
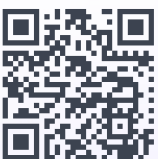
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