

EfiCom Announces its Plan to Launch deep quantitative customer interactions assessment platform in Canada



Toronto, Ontario Jun 14, 2022 ([IssueWire.com](https://www.issuewire.com)) - EfiCom is an AI-based platform that provides an objective and quantitative assessment of customer interaction by analyzing the customer's emotional reaction. It generates verbal cues and markers for adequate personnel assessment and training.

The EfiCom platform uses AI technology to process video and audio input for emotion recognition and correlation of the customer service representative's behavior and speech. EfiCom can connect tone and word choice to facial recognition of the emotions experienced by the customer. The standalone EfiCom system seamlessly integrates a real-time streaming array of recognized emotion vectors with data from a voice-to-text module into its AI module for analysis to generate practical recommendations relevant for each employee along with the employee assessment report.

"We are thrilled to reach the Canadian market with our AI-based, groundbreaking software that will help Canadian businesses improve their customer experience," said Judith Anumod, chief executive officer of EfiCom. "Our system guarantees security and privacy of personal data because all data is processed on-location and is not saved anywhere else. Clients have full control over their standalone systems and all data" She explained the company's approach to providing a safe, secure, and private solution by offering standalone hardware and run-on-location software. The system is able to generate unbiased, objective recommendations to improve customer satisfaction and provides specific, actionable instructions to improve future customer interactions.

The company's two founders have decades of combined experience in customer service, customer relationships, management, and marketing in a variety of industries.

EfiCom's platform will be available to Canadian businesses for \$150 in hardware costs and an affordable \$225 monthly license, both per monitored workstation. The company is now accepting pre-orders on its website.

About EfiCom

EfiCom is the developer of an AI-based platform that provides an objective and unbiased assessment of customer interaction quality by analyzing the customer's emotional reaction. The company's founders have decades of combined experience in customer service, customer relationships, management, and marketing in a variety of industries. The EfiCom platform offers excellent value to HR and customer service departments of financial institutions and retail outlets by generating practical recommendations for improving customer service. To learn more about EfiCom, visit <https://www.eficom.ca/>.

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