

CENGN

SUMMATTI INNOVATION HIGHLIGHT



SUMMATTI

COMPANY OVERVIEW

Summatti is an AI-powered platform that helps businesses listen to the voice of the customer. The machine learning algorithms in the platform collect and analyze conversations from customer support channels in real-time. Summatti is used by mainstream companies such as Hello Fresh, Evernote, and The Globe and Mail.

LOCATION: WATERLOO, ON

TECHNOLOGY



Data Centre and Cloud



Rashmi Bhambhani, Co-Founder

rashmi@summatti.com

<https://summatti.com/>

SUMMATTI

Rick Penwarden, Marketing Manager

rick.penwarden@cengn.ca

cengn.ca/projects



MASKED FEEDBACK

Most businesses use feedback systems to send a survey to their customers, asking about how their experience was with their business. These surveys, however, produce mass amounts of biased information to customer support workers. Typically, only users who are either extremely pleased or dissatisfied are likely to complete the survey. Hence, these results don't reflect the true customer experience, but unfortunately, this is the data many businesses use to make decisions.

REMOVING THE BIAS IN REAL-TIME

Summatti improves customer experience data collection by automatically tracking and monitoring all customer interactions in real-time. This provides customer support teams with valuable insights into agent performance, customer pain points, health checks on different lines of businesses, and automates quality control of these cases. Summatti can be integrated into various support channels such as email communications, live chat, and interactive voice response systems. Within these systems, Summatti uses machine learning algorithms and AI to collect, monitor & analyze customer experience data to identify patterns and trends that correspond with specific levels of customer satisfaction. All of this in real-time, allowing users to take timely action with unbiased information.

VALIDATING PERFORMANCE AND SECURITY

Summatti's goal was to verify the scalability of the platform and to validate the integration of its new push API feature with 3rd party applications. CENGN provided an advanced testing environment using bare metal servers running with high-speed storage and GPUs that were configured to suit Summatti's requirements. CENGN also provided guidance to utilize Prometheus and Grafana monitoring systems effectively. The results of the testing proved Summatti's platform to be cloud-agnostic with 3rd party support on major platforms. Summatti also validated its ability to handle enterprise demands - benchmarking the API's performance at 1,000 requests/second.

**"CENGN
provided
a scalable
& secure
environment
along with
the technical
expertise that
accelerated our
development &
testing."**

Siddharth Bhambhani,

Founder

