

# INSTADESK

## **LEADING COMPANY**

Deliver Excellent Customer Experience with AI

# COMPANY PROFILE

Instadesk is a leading AI-powered customer engagement platform. Leveraging our proprietary core technologies: large models, big data analytics, and multimodal interaction, we offer a one-stop solution integrating omnichannel customer service centers, intelligent voice bots, and AI-powered chatbots. We are committed to helping businesses achieve intelligent transformation, drive business growth, and improve operational efficiency.

**10** Years +  
Industry experience

**2000** +  
Enterprise cases

**67** %  
Technical researchers

## Deliver Quality Customer Service Smartly with AI

### Industry



E-Commerce



Finance



Manufacture



Retail



Public Utilities



Logistics



Energy



Healthcare

### Appliance

#### LLM Voice Bot

Speech  
Recognition

Emotion  
Recognition

IVR  
Navigation

Intent  
Recognition

#### Instadesk

Call Center

Live Agent

Tickets

AI Assistance

#### Quality Assurance

Full Covering

Rule Scoring

LLM

Data Overview

#### LLM Chatbot

Multi-round  
Dialogue

Intent  
Recognition

RAG

Recommendation

#### ICC

Flexible  
Integration

High  
Concurrency

Global Lines

Highly  
Expandable

### Agent

#### Agent Platform

Lead Insight  
Agent

Lead Mining  
Agent

Tiered Outreach  
Agent

Store Visit  
Follow-up Agent

Channel Access  
Agent

Customer Profile  
Agent

Business Assistant  
Agent

Service Follow-up  
Agent

### Connection

#### All-in-One Channel and Media Contact Center

##### CHANNELS

Phone

Message

Website

App

Email

WhatsApp

Facebook

Ebay

Amazon

Line

Instagram

...

##### MEDIAS

Hotline Voice

Online Video

Comments

Private Messages

Events

...

### Platform

#### AI Capability Platform

OCR

ASR

TTS

Face Algorithms

#### LLM Platform

Computing Power Factory

Data Factory

Model Factory

Agent Factory

#### AI Data Platform

Knowledge Insight Engine

Knowledge Operations Engine

# AI Agents for Customer Service

Our AI agents are designed to handle over 80% of customer problems automatically. Customers can effortlessly find answers, resolve issues and enjoy excellent service with our Chatbot. This enables human agents to focus on complex issues and innovative services, improving business outcomes.

## Key Features

### Instant Deployment

The Complete Platform for AI agents: Create and deploy AI agents easily with document parsing and workflow configuration, which enhances customer satisfaction and reduces costs.

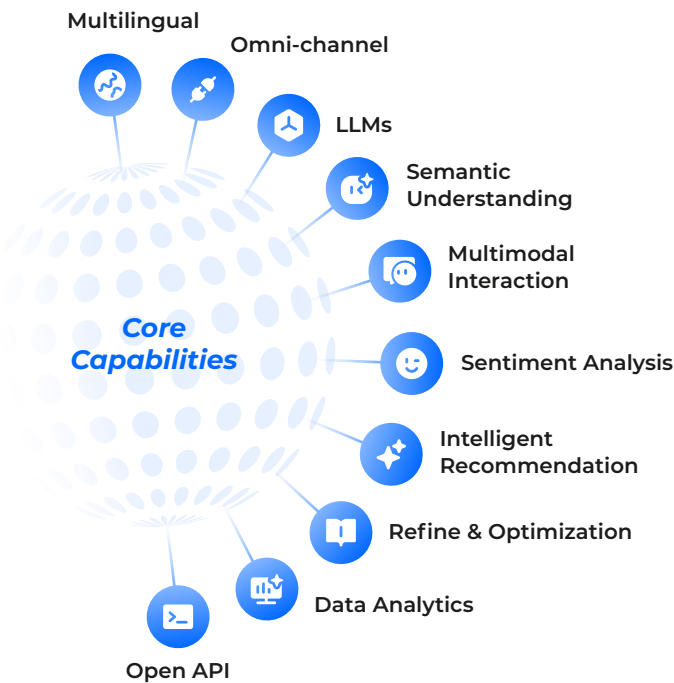
Proven Industry Expertise: By training industrial model, we have accumulated extensive solution experience in intelligent manufacturing, cross-border e-commerce, finance, and other key industries.

### Superior Service Efficiency

24/7 Intelligent Support: Delivers instant, intelligent Q&A support for industries like manufacturing, e-commerce, and finance, ensuring uninterrupted business operations.

Resolve Complex Issues: Seamlessly integrates with business systems like CRM/ERP to automate over 80% of processes such as returns and logistics tracking, significantly reducing labor costs.

## Core Capabilities

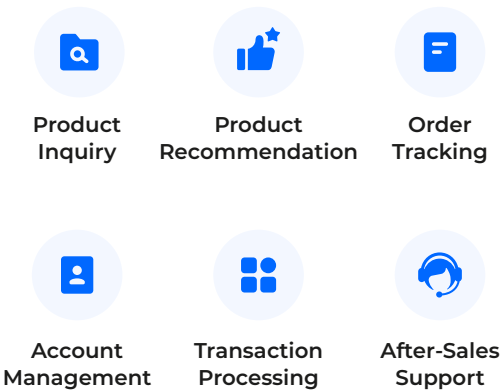


### Enhanced Customer Experience

Localized Engagement: Supports 20+ global channels and 100+ languages, delivering a truly native interaction experience for your customers.

Multimodal AI Agents: Integrate text, vision, and speech to enable richer interactions, allowing seamless handling of complex business scenarios.

## Application Scenarios



# LLM Outbound Voice Bot

Our LLM-powered outbound voice bots operate 24/7 to automate high-volume customer outreach. It precisely identifies potential customers and efficiently completes tasks, boosting conversion rates and driving business growth.

## Key Features

### Instant Deployment

**Powerful & User-Friendly Features:** Get started in minutes without coding. Supports ASR/TTS in 30+ languages, enabling enterprises to rapidly deploy multilingual outbound campaigns while reducing costs.

**Proven Industry Expertise:** Pre-loaded with 10+ industry-specific templates, 30+ scenarios, and 100+ ready-to-use conversation scripts - all incorporating industry best practices for immediate deployment.

### Higher Conversion Efficiency

**Localized Adaptation:** Leverages leading language model to deliver bilingual conversation and adapt localization. This has been shown to increase conversion rates by over 30% in scenarios like customer outreach and intent screening.

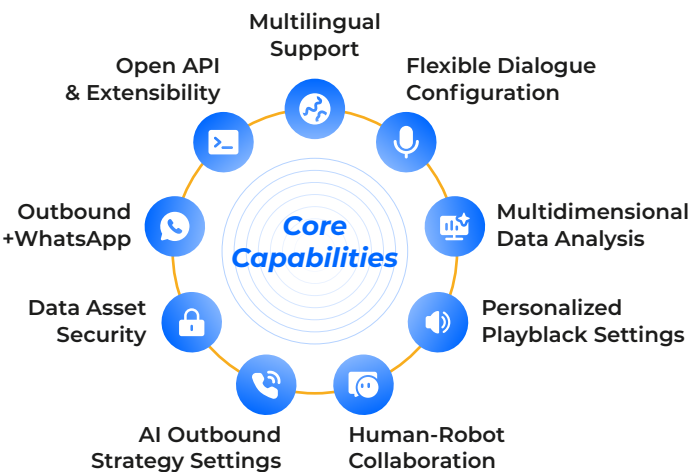
**Talks Like A Real Human:** Large Model accurately recognizes customer needs by integrating context, sentiment, and intent, which intelligently adapts the conversation to achieve a natural and human-like communication experience.

### Higher Answer Rate

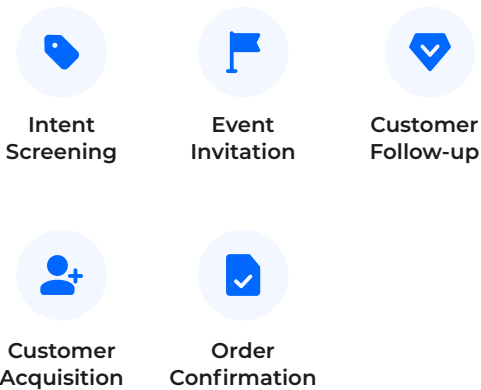
**Abundant Carrier Resources:** Integrates top-tier global telecom carriers to ensure superior call quality. In partnership with network operators, we have built dedicated acceleration channels and a global acceleration mechanism, laying a solid foundation for your global business expansion.

**Comprehensive Dialing Strategies:** Employs a suite of tactics including redial, blacklist, and call-blocking strategies to effectively filter out invalid numbers and increase the connection rate.

## Core Capabilities



## Application Scenarios





# Live Chat

Our platform seamlessly integrates omni-channel access to provide a centralized response hub for customer needs, enhancing service efficiency and boosting satisfaction.

## Key Features

### Omni-channel Unified Platform

**Unified Agent Workspace:** Enables customer service agents to handle inquiries from multiple channels within a single interface, eliminating the need to switch between systems and ensuring all customer information is synchronized in real-time.

**Built-in Assistance Tools:** Boosts agent efficiency and customer satisfaction with integrated features including real-time translation (100+ languages), intelligent form-filling, and smart recommendations, all deeply connected to your core business systems.

### Optimized Service Workflow

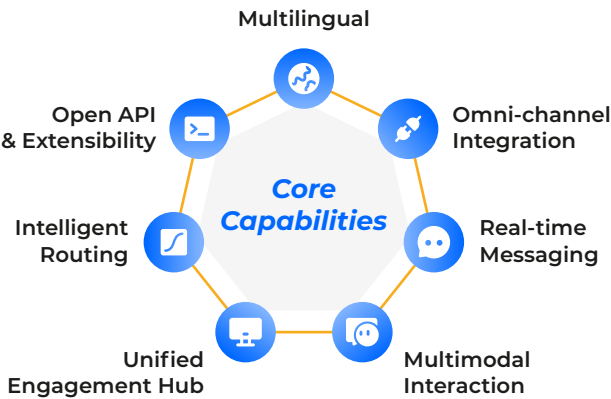
**Real-time Monitoring:** Allows for quick adjustments to service strategies by tracking agent status and key performance indicators in real-time, leading to enhanced customer satisfaction.

**Multi-dimensional Reporting:** Empowers managers with historical data reports and agent overviews to evaluate individual and team performance. This enables quantified performance management and supports precise, data-driven business decisions.

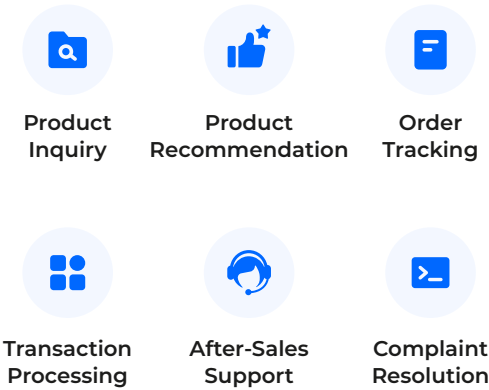
### Global Omni-channel Coverage

- Integration of 20+ Channels:
- General channel: Website、H5、Email、SMS、API
  - E-commerce: Amazon、Shopify、Ebay、Shoplazza、Lazada
  - Social Media: Whatsapp、Line、Facebook、Instagram、Telegram、Viber、Discord

## Core Capabilities



## Application Scenarios



# Call Center

Our secure and stable cloud-based call system ensures instant response to hotline inquiries, delivering a consistent, high-quality service that creates an exceptional customer experience.

## Key Features

### Efficient and Unified Service

**Intelligent Routing:** Leverages intelligent IVR navigation, a comprehensive set of routing strategies, and overflow allocation rules to boost answer rates and enhance service timeliness across multiple dimensions.

**Built-in Assistance Tools:** Empowers agents and elevates customer satisfaction through integrated features like real-time transcription, intelligent form filling, and smart recommendations, all deeply connected to core business systems.

### Optimized Service Workflow

**Real-time Monitoring:** Enables quick adjustments to service strategies by tracking agent status and key performance indicators in real-time, leading to enhanced customer satisfaction.

**Multi-dimensional Reporting:** Empowers managers with historical data reports and agent overviews to evaluate individual and team performance. This enables quantified performance management and supports precise, data-driven business decisions.

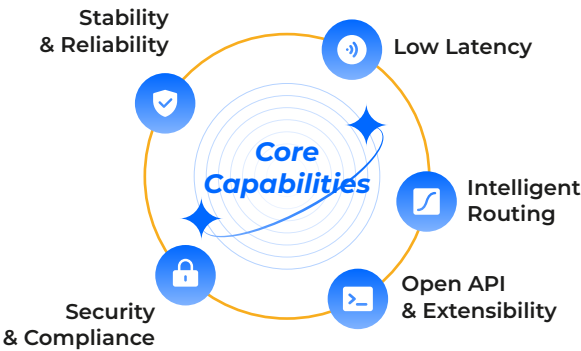
### Rapidly Deployable & Stable Call Center

**Rapid Deployment:** Our self-developed cloud call center system requires no complex setup and can be integrated within an hour. It is engineered to handle high concurrency while ensuring stable, high-quality call performance.

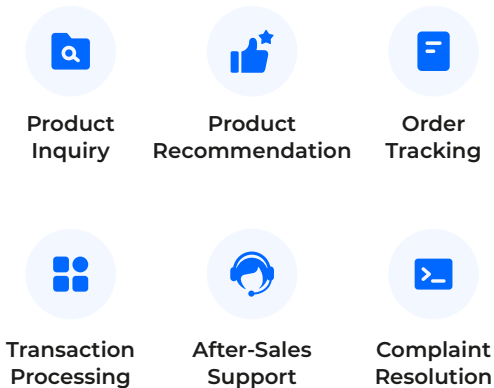
**Reliable Carrier Resources:** We partner with global telecom carriers to ensure high call quality. In partnership with network operators, we have built dedicated acceleration channels and a global acceleration mechanism, laying a solid foundation for your overseas business expansion.

**Global Multi-node Deployment:** With strategically located service nodes worldwide, we optimize cross-regional network latency. Our system employs intelligent routing algorithms and global real-time scheduling to deliver fast, localized service experiences for users in different regions.

## Core Capabilities



## Application Scenarios



# AI-powered Ticketing

Our AI-powered ticket routing and automatic assignment remove departmental barriers. It ensures every customer request goes through a clear, step-by-step process: Receive, Handle, Follow-up, and Archive. This creates a complete, trackable workflow that ensures every issue gets resolved.

## Key Features

### Omni-channel Tickets

Easy Creation: Supports the creation of tickets from multiple channels, for various roles, across diverse scenarios and platforms, thereby driving efficient collaboration.

### E-mail Ticket

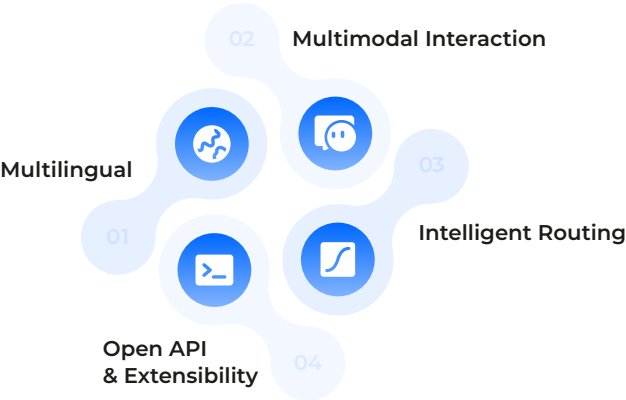
E-mail: It automatically parses email content to create support tickets and enables direct responses (including replies and CCs) from within the ticket interface. This ensures email-based tasks are resolved quickly and efficiently.

### Efficient Coordination

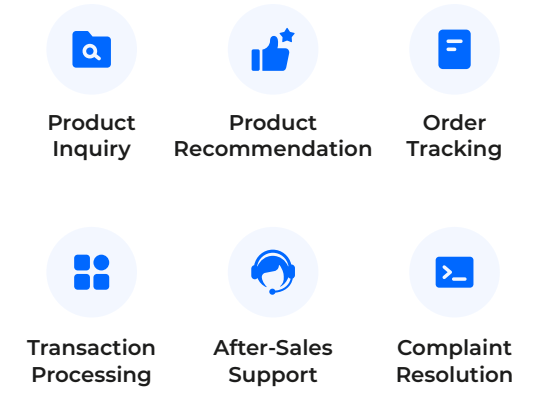
Intelligent Routing: Leverages triggers, SLAs, and other capabilities to automate workflows, ensuring all processes are precisely aligned with business scenarios.

Auxiliary Functions: Enhances ticket resolution efficiency through integrated tools such as ticket association and historical ticket views.

## Core Capabilities



## Application Scenarios



# AI Quality Assurance

Monitor agent conversations across voice, text, and email, reducing complaint risk by up to 65%. Empowered by LLMs, it improves recognition accuracy by 50%, reduces labor costs by 30%, and accelerates rule updates by 80%.

## Key Features

### Risk

- Intelligent compliance safeguards the lifecycle of our business.
- Complaints decreased by 65%; Violation interception rate reached 90%

### Efficiency

- Tri-mode collaboration enhances operational efficiency.
- Customer service first-time resolution rate increased by 40%; Sales execution efficiency increased by 90%.

### Technology

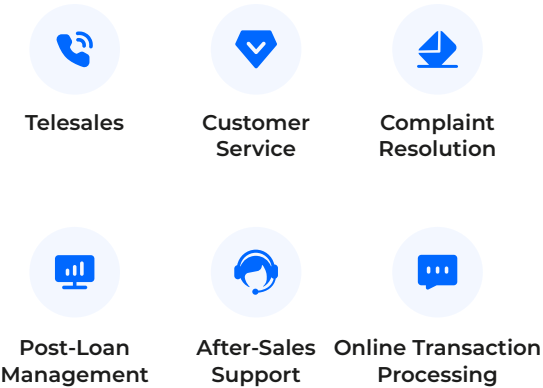
- Proprietary AI and voiceprint recognition, fully implemented in all scenarios.
- Recognition accuracy at 93%; Industry adaptation rate at 100%.

### Experience

- 50+ industries, 2,000+ customers, fast delivery.
- Average launch time <7 days; Response from 6 major delivery centers.

## Core Capabilities

## Application Scenarios





# Instadesk

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