

## Startup51 Virtual Agent on Google CCAI

Startup51 partnered with Dataflux to design & build omni-channel customer experiences with lifelike conversational AI and state-of-the-art virtual agents, on Google Cloud.

### The challenge

Startup51.co contains information on a wide range of products and services, accessing specific information might get tricky and time consuming as the volume of the content continues to grow. Primary customer service channels are limited to calls (during business hours) and email, as a result, users experience delays in finding information they need impacting overall CSAT.

### The solution

Startup51 Virtual Agent (SVA) is a conversational AI interface designed for everyday consumer requests available 24/7 across web & mobile, delivering instant responses. SVA delights website users with a quick and easy way to find and access information related to product offerings, customizations, payment terms and other relevant details, making conversations central to customer experience (CX).

### The results

Startup51 Virtual Agent is improving both the customer service and sales experiences across the Startup51 platform. The solution is changing the way Startup51 engages with its users, 24/7, through human-like conversations and natural language. Along with Google Dialogflow, Dataflux Messenger is driving complex conversations with a rich conversation UI resulting in enhanced customer experience.

Dataflux's experience on Google Cloud and Conversation AI, coupled with our strategic partnership helped us stay outcome focused. A complete server-less architecture of Dialogflow and Dataflux Messenger accelerated time-to-market.

# CONSUMER51

### About Consumer51 LLC

Consumer51 is a brand that reminds us that the consumer has the power. We, as consumers, make and break companies, trends, and the next success story. Doing right by consumers is the most reliable way to grow your company.

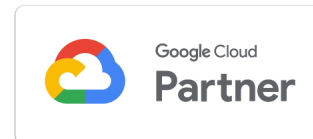
Industry: Advertising & Marketing

Primary project location: United States



### About Dataflux Inc.

We are a Google Cloud partner focused on Contact Center AI solutions - virtual agents, IVR/telephony integrations and agent assist solutions.



### Products

Google Cloud Platform