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AIS Helping SAS Group Realize Higher Revenues

TAMPA, Fla. – (Jan.17, 2006) – SAS Group – makers of Floam, direct response TV’s No. 1 toy – has entered an agreement with Advanced Interactive Sciences (AIS) to handle in-bound customer calls for 10 of the retailer’s top products. SAS Group’s revenue per order has dramatically increased, while cost per order has significantly decreased, since the switch to AIS.

SAS first migrated away from costly live agents to a traditional “push-button” IVR (interactive voice response) system. However, desiring higher customer satisfaction and caller conversion rates, the company switched to AIS’s intuitive speech technology platform.

“Because virtual agents are able to understand and quickly translate the spoken word into a transaction, they offer a higher conversion rate at a lower cost than traditional systems,” says Doug Winslow, president and CEO of Advanced Interactive Sciences, LLC (AIS). “Also, virtual agents offer a consistency of messaging that’s not possible with live agents and, unlike IVR systems, they can interact with customers in real-time. As a result, they tend to have higher upsell and cross-sell conversion rates.”

“AIS is responsive to my needs as a marketer and suggests viable strategies,” said Gene Sobo, vice president of marketing, SAS Group. “Either increasing revenue per order or decreasing cost per order is a positive, but AIS does both, and delivers double the benefit.”

Customers calling to order one of SAS’s as-seen-on-TV products are now greeted by “Heather,” the AIS virtual agent. She understands human utterances and quickly translates the call into a transaction, thereby lowering costs for SAS and increasing conversion rates over traditional IVR systems. Additionally, Heather eliminates hold time, resulting in zero dropped calls and higher customer satisfaction rates.

The relationship began when AIS consulted with SAS Group to enhance the call scripts the company had been using for Dream Lash mascara. Now, AIS processes callers for Floam – the micro beaded molding stretchy toy as well as the Dream health and beauty line for women.

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About Advanced Interactive Sciences

Advanced Interactive Sciences, LLC (AIS) is the leading provider of intuitive speech technology. An industry pioneer, AIS (www.aisvoice.com) helps companies deal with the variability that comes with call center management by integrating artificial intelligence with advanced speech recognition and combining that with executive reporting and workforce management. By deploying AIS’ “virtual agents” and other industry-tailored technologies and services, companies are realizing increased up-sell and cross-sell conversion rates, significantly reduced costs per sale and improved account resolution.