



## Voice AI Customer Experiences

Create interactive voice experiences to educate and personalise content to share with your customers



42MARU

SUCCESS STORY

### CUSTOMER

#### *A large vehicle manufacturer company in the world*

A large vehicle manufacturer with sales of around 3 million vehicles annually and activities in 172 countries

These vehicles are sold and serviced through a network of more than 3,000 distributors and dealers.


### CHALLENGES


Before purchasing, customers commonly request to test drive the vehicle. Each test drive lasts between 30 minutes to an hour.


This is a key part of the buying process for customers, as an opportunity to learn more about product features, key benefits and make a decision among many different models.

For internal staff, this poses a challenge for sales personnel as various customers want to book different cars in the same timeframe, they need to educate potential buyers before they are ready to purchase and they are required to memorize a wide range of product/technical details to answer customer's questions.

### 42MARU SOLUTION

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**Customer asks voice question while driving**  
"Hi CAR BRAND, what is the fuel efficiency of this car?"
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**The question is understood and matched to a single answer**  
"The fuel efficiency of the MODEL XY is 26mpg, with a fuel capacity of 15.9 gallons"
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**"How does that compare to other models in the range?"**  
"The MODEL XY is also available in rear wheel drive, which has a higher fuel efficiency of 29mpg"

Question Answering functionality also allows for follow up questions.

### APPLIED TECHNOLOGY

**Voice interactivity** enables users to control devices using our voice. Integrate with smart devices such as speakers, wearable and entertainment systems to ask questions, search through a database and retrieve answers.



**Natural Language Understanding** tries to deduce what questions mean, regardless of the way they are expressed, allowing users to interact with the computer using natural sentences.



**Question and Answering (QA)** uses a combination of language manipulation and search techniques to offer a direct answer to questions posed by humans in a natural language.



**Paraphrasing** allows search results to include words not directly used in the query. It recognises that there may be multiple ways to ask a question, that all refer to the same answer.



Unstructured data → Useful for business

[www.42maru.ai](http://www.42maru.ai)

## 42MARU SOLUTION (CONT)

42Maru's Question Answering engine with Voice Interactivity replaced the human test drive assistant with a smart audio/visual device, that guides the driver on the given test drive route, while answering any questions the customer may want to ask.

While driving, all they need to do is start with a "Hi CAR BRAND" + a follow-up question. 42Maru's voice search technology uses a database of previously asked questions, including structured product data to deliver highly accurate responses in natural language.

Following completion, the user enters information in a dedicated app for collecting user preferences and product interest, enabling sales staff to give a more informed and personalised approach to customer follow-up. A unique customer experience to strengthen presence as a leader in automotive technology.



Users can ask questions relating to product details and general company information to self-educate and move closer to a purchase decision.

## BENEFITS



Unmanned test drives are more comfortable, bringing customers closer to the experience of ownership



Sales and Customer Support teams are provided with customer preferences and interests based on their interaction



Conversational AI Platform offers a personalized but consistent experience for consumers

## OTHER APPLICATIONS

Create interactive voice experiences to educate and personalise content to share with your customers:

### Highly educative product purchases

Information on any product can be provided to customers, allowing them to self discover and assess viability for how the product matches their needs.

### Voice interactive documentation

This same solution can be used for customers to ask questions around product specifications, with answers found in product manuals.

LET'S CREATE YOUR VOICE AI CUSTOMER EXPERIENCE



CONTACT US  
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