

ABOUT ASAPP

ASAPP has a singular focus on one thing: Building AI technology to empower agents with AI to dramatically improve interactions between companies and their customers.

Our software delivers transformative results for some of the world's largest consumer brands. Companies using ASAPP are lowering costs, creating new revenue, and increasing both customer and agent satisfaction at the same time.

Since 2014 we've pushed the boundaries of AI to change what's possible in CX. The secret behind our success is a deep research team that works closely with our expert product and engineering teams, all with a keen eye on the details of the work that consumes an agent's day. We are obsessed with building products that enable a seamless flow between AI and human activity.

This creates a virtuous circle, as the product guides the agent on what to say and do to serve each customer's needs—and machine learning models continuously learn from every interaction, resulting in ongoing performance improvements. What's more, all those interactions produce a wealth of data that we use to generate insights that help the agents in other ways; highlighting training and coaching needs, identifying process inefficiencies, illuminating opportunities for added automation, and more.

No other company elevates agent performance like we do, investing all our energy at the intersection of AI and CX.