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Software Information Resource Corp.

## What Alexa For Business Customers are telling us...

*The praise and excitement for Alexa for Business keeps building. Its growing customer base has proved what an exciting combination of power and innovation AFB is.*

*Intuitive, adaptable, while maintaining a warm and friendly touch that is immediately familiar to all.*

### The Power of the U.S.' Biggest Bank in the comfort of your own home



It's official. The United States' largest banking corporation is turning to the revolutionary aspects of Alexa to bring its customers and its company into the 21<sup>st</sup> century. This titan of the financial industry seeks Alexa for relatable and accessible branding. For streamlining office operations. And for a smooth and personalized customer experience.

"We want to get organized around having voice as a core part of our marketing efforts and marketing campaigns," says the Bank's Chief Marketing Officer. "Voice is not only coming; it's here, and in a multitasking world, it's really significant,"

An example of a briefing, he says, could be someone asking the Bank a quick question via Alexa, like "What's my balance?" A skill could be someone asking: "If I keep saving the way I am now, how long would it take for me to buy this house?" or "What can I spend on vacation next week?" "We started last year building out Alexa skills and briefings for current clients, and then we realized in late 2017 that this is going to be a much bigger space than most people think,"



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## Making Interactions with a Major Energy Company The Positive Experience it deserves to be



*A large energy company has turned to AFB to make ease of use and simplicity a priority for their customers. From paying a bill to checking an account to adjusting the thermostat with simple voice commands.*

*"Our innovation begins with our customers," said the president of a major energy company. "We strive to provide convenient, helpful, and meaningful opportunities for customers to engage with us, whether it's with a customer service agent on the phone, through our website, on our smartphone app, or, now, with an Alexa-enabled device." ... "We listen to what they need and create products and services designed to fit their lifestyle and energy use."*

## An Inseparable Part of Running a Major Transportation Network



*Alexa's Virtual Assistant is reaching and helping millions in a busy metropolitan area. Helping deliver complex schedules and service announcement in the form of accessible conversation.*

*"We recognize that the information landscape is shifting towards voice services, which is why we have been so quick to adopt and innovate in this space," said a deputy secretary for a large transportation network... "We see our transport service disruption information as a perfect match with Alexa."*