Groq + Data Leaders:
Powering Inbound Call Success with AI

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DATA LEADERS

Your custom AI sales associate answers questions, books meetings, gathers lead info, and more to close more deals.

The Challenge

We all know the drill. You call a business to learn more about its products, see if it has what you need in stock or take care of a problem, only to be confronted by an automated system that asks you to press button after button to make your way through a convoluted menu. Finally, you get to a customer service agent who, while trying their best to be helpful, isn't very well informed. You hang up frustrated. Maybe you'll just try to figure it out online.

For most businesses, handling inbound sales and customer service calls is an inefficient and costly process. Call centers (either in-house or outsourced) are expensive and deliver inconsistent quality. Callers often spend a lot of time on the phone and don't get what they need. The results are frustrated customers and lost opportunities.

The Solution

Data Leaders has a better idea. Its AI-powered sales associate solution, Inside Sales VoiceAI Agent, answers calls, learns the caller's intent, and helps the caller get what they need. This can range from booking an appointment to sending someone to help take care of a problem, suggesting the right product or service, or gathering more information and passing it on to a human representative. The Data Leaders' Inside Sales VoiceAI Agent can become an expert in any company's products and services, and learn how to guide callers through a complex conversation to help them get what they need. The results are happier customers, more sales, and lower costs.

Data Leaders Inside Sales VoiceAI Agent employs a "Parallel Intelligence" architecture. At each point in the conversation, it analyzes the roster of available experts, evaluates the chat history, and determines which AI agent should be up next. Think of a call center representative surrounded by a team of specialists, calling them as needed during a conversation. Or the director of a televised sports event, picking which camera to use as the game or match progresses: "Camera 1, Camera 4, ..."

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Data Leaders chose Groq as its AI inference partner for a simple reason: speed. Its architecture only works because Groq can process instructions almost instantly, enabling the system to select and call the next AI expert agent without added latency. To the caller, the conversation flows naturally, even as behind the scenes the system is shuttling between multiple AI models. Groq and its ability to handle complex Large Language Model problems, combined with the scalable infrastructure of the GroqCloud™ platform, makes the solution work. Without Groq, it would be way … too … slow.

When developing for the VoiceAI paradigm, solving the problem of latency is the thorniest of them all. From its record-setting "time-to-first-token" to its remarkable full chat completion inference token/second processing superpowers, Groq is the key ingredient to Data Leaders "Parallel Intelligence." The ultra-low latency Groq provides keeps each turn of the voice conversation as short as possible to foster the feeling that a caller isn't "waiting for the AI to figure out the answer." Using other model provider APIs, the latency for most call turns goes from a few seconds to four, five, even seven seconds. With Groq and its near instant inference from GroqCloud APIs, the promise of low latency VoiceAI simultaneously provides the power of that roster of available experts to maximize prospecting AND customer satisfaction with their call.

The Opportunity

Imagine you have an engaged technology buyer, or a B2B services lead, browsing your website late on a Friday night. What if they see a number to call that is highlighted as "the always available 24/7 agent who's here to help." Their call is promptly answered, never put on hold, by your VoiceAI agent. Not only that, but the agent answers their questions right away without having to agree to a meeting. And when your AI salesperson answers all their questions about your offering and helps address each of their concerns or objections about your service to rest, they book an appointment to meet with your team – in that special Monday morning slot you reserve for highly-qualified prospects.

This is Data Leaders vision: setting a standard for all inbound sales and customer service calls, where every call is successful and leaves the customer feeling satisfied and cared for. The Data Leaders Inside Sales VoiceAI Agent solution, powered by Groq, makes this vision a reality today.