



# REDDY

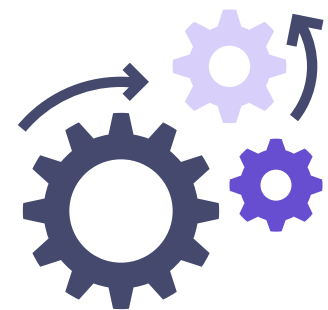
Training CX agents for enterprise.

# We needed **one platform** to support best-in-class service through the **entire Harte Hanks experience.**



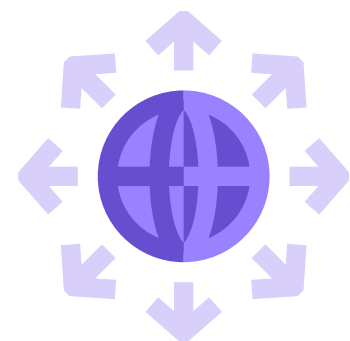
## 24/7 coaching

Wanted agents to take as many reps as necessary to gain the muscle memory.



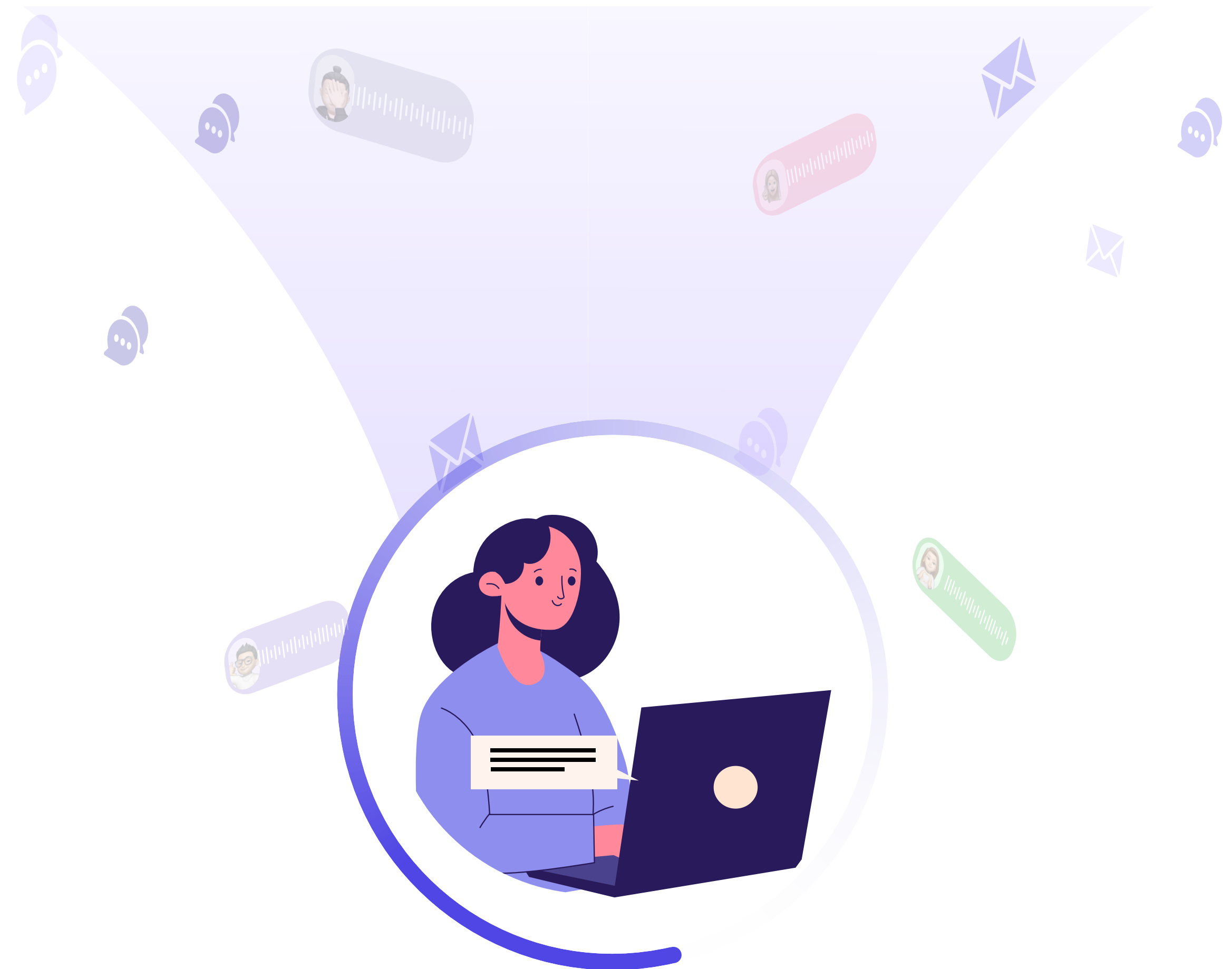
## Consolidate tools

Wanted to cut down on the growing list of what agents need to be trained on.

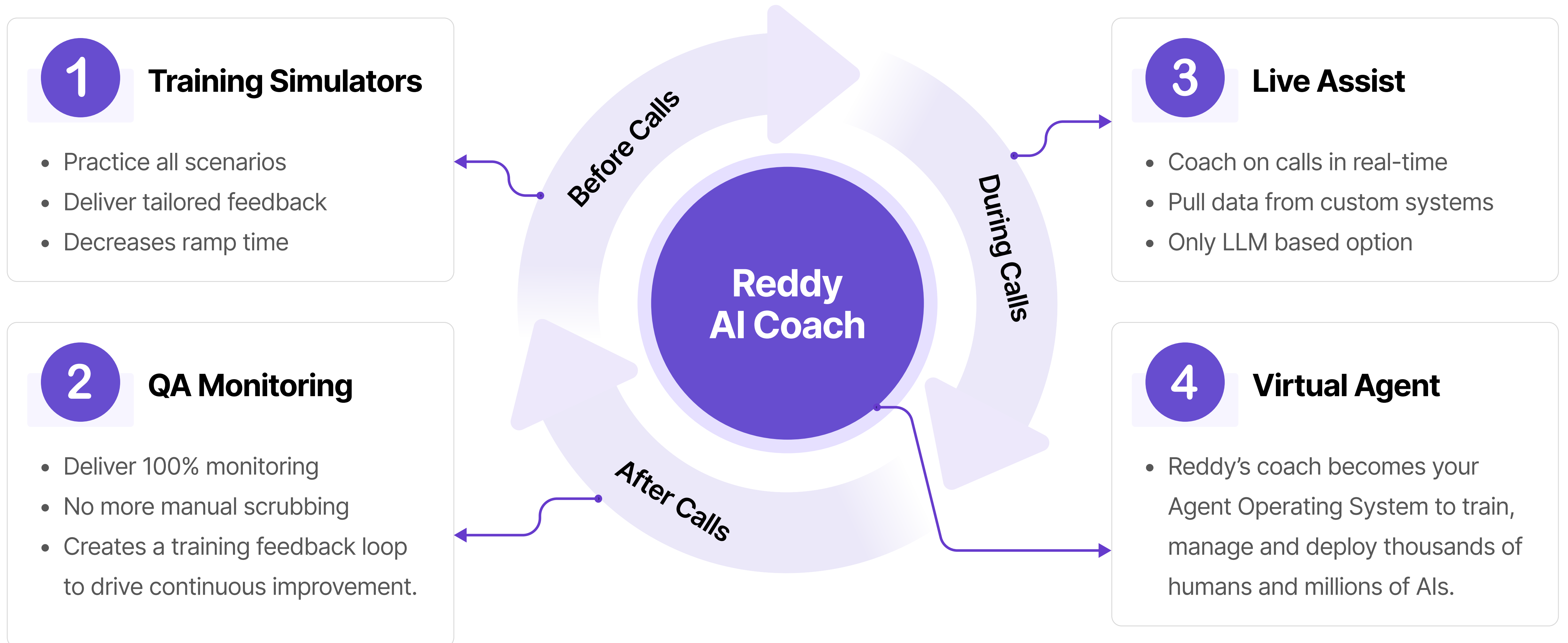


## Unlock AI roadmap

Needed a way to get started on a much larger journey.



# Reddy uses GenAI to create around-the-clock coaching and content, without scaling time or money.



We invested less than **one week of time**,  
and Reddy created content with **billions of variations**.

Dunder Mifflin CRM

DUNDER MIFFLIN

PAPER COMPANY

Home

Orders

Customers

Products

Tasks

More options

Dunder Mifflin

Order ORD-#####

Delivery Address

Is the customer calling from a mobile phone?

Yes

No

Enter the Order Number

Type or confirm the customer's order number here.

Order Number

From SMS Channel?

Search Order

Send Email

Send Confirmation

Customer Information

Phone Number

Delivery Date

First Name

Last Name

Email Address

Search Results

Order Number

Phone

Email

Delivery Date

New Customer | New Order

Existing Customer | Existing Order

Summary of Call

Dunder Mifflin

QA

Hi Adam, this is Michael Scott.

Live Assist

You need to apologize sincerely for the missed delivery and the impact it had on Michael's deadline before asking for the Dunder Mifflin order number.

I'm calling because my paper delivery that was supposed to arrive yesterday never showed up, and I missed an important print deadline because of it.

I'm sorry to hear about that. I'm gonna get you sorted out today. Could I get your order number?

Sure, my order number is DM-333620.

Live Assist

You need to click the 'Search Order' button to look up the details of Michael's order, and remember to maintain a calm and empathetic tone to reassure him as you proceed.

Microphone

Summary

Ask Reddy



Reddy created **instant and measurable impact**, allowing us to continue scaling the platform across our experiences.

**7%**  
REDUCTION  
IN AHT

**6%**  
INCREASE  
IN QA

**5%**  
INCREASE  
IN CSAT

**5913**  
TOTAL SIMULATIONS  
3 MONTH PILOT

**37X**  
AVG SIMULATIONS  
RUN PER AGENT



HARTE  
HANKS

- **Customer Experience:** Customers walk away with a consistent experience.
- **Brand Experience:** Created and deployed overnight training and simulation to address urgent issues.
- **Agent Experience:** Our agents feel confident, with retention rising alongside their performance.

# Enterprise Change Management



## Integrations

Small tests with early ROI help roadmap more integrations, which de-risk the next stages.



## Agent Buy In

By improving the agent experience, we build confidence and competence.



## Trusted Partner

Reddy works with leading brands and is SOC 2, HIPAA and PCI compliant.

Risk



Virtual Agent



Co-Pilot



QA



Training

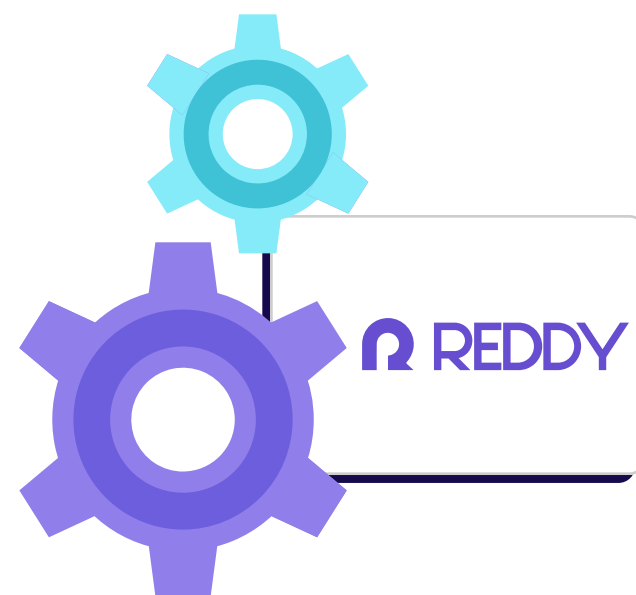


Reward

# Reddy provides short term wins for long term vision: one platform as your **Agent Operating System**.

## 90 Days Risk Free

Quickly validate the results our other partners have seen



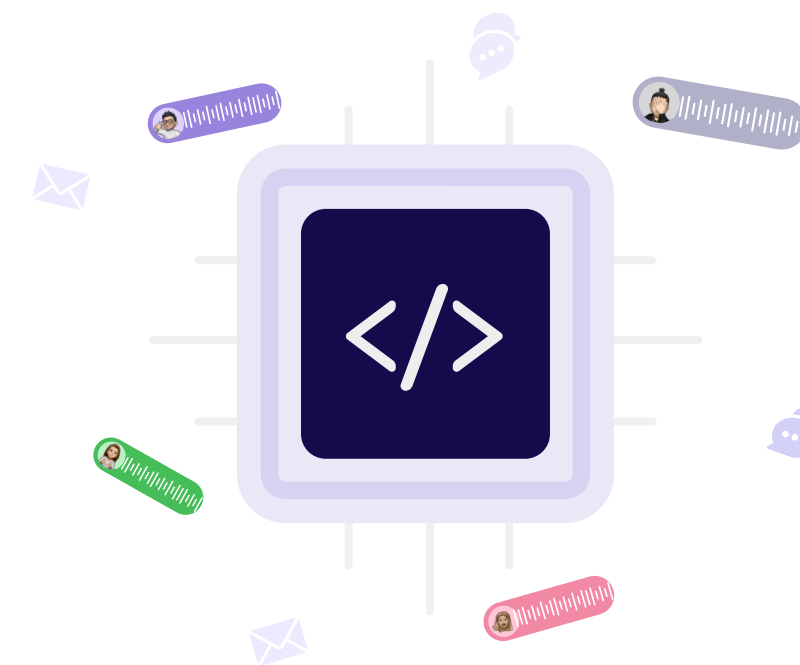
## Year 1 Sims + QA

Impact the existing human workflow with light integration



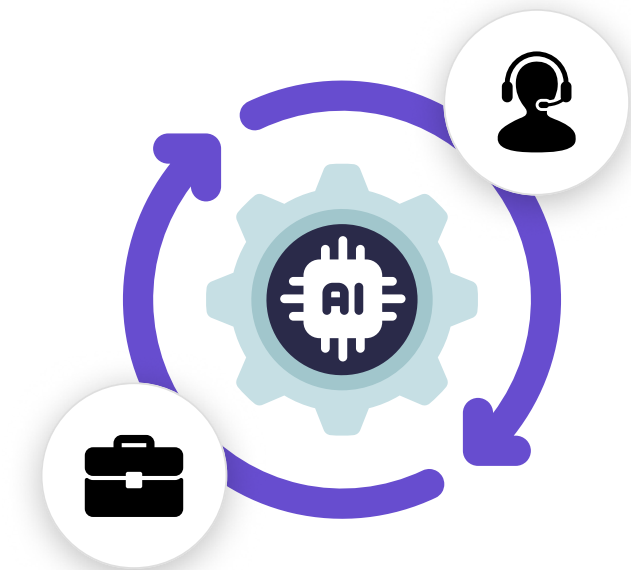
## Year 2 Live Assist

Rebuild the existing human workflow with heavy integration



## Vision AI OS

Reddy becomes the operating system for training and improving human + AI agents



**Thank you!**

**More questions?**

**Reach out to:**

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