

Intouch Insight Ltd. announces machine learning software strategy

OTTAWA, Dec. 5, 2017 /CNW/ - [Intouch Insight Ltd.](#) ("Intouch") (TSXV: INX) today announced that it will be introducing artificial intelligence ("AI") into its new customer experience management ("CEM") software platform as part of a machine learning strategy.

An effective customer experience management program combines operational data and customer feedback from various sources, transforms it into meaningful insights, and provides teams across the organization with the tools they need to action problems instantly.

Machine learning will play a critical role in supporting Intouch's goal of creating the industry's leading CEM software solution. The introduction of AI within the product will enable multiple sources of data to be distilled quickly, and allow Intouch to provide ever improving, real-time analysis and recommendations to its clients regarding customer conversations and operational performance. With machine learning, the discovery of previously unmeasurable aspects of business improvement opportunities will now be attainable for Intouch clients. New algorithms will increase the accuracy, speed, and relevancy of the massive amount of data monitored across multiple sources, and provide improved actionable insight.

"As previously stated, we are aggressively pursuing the CEM software market in 2018 and are utilizing AI via machine learning to make our future product plans even stronger and more differentiated in response to our customer demands. Intouch currently serves the target industries for our new CEM software and we have been able to apply our knowledge of those industries to our product designs. The inclusion of an AI strategy will provide Intouch with a strong, sector-leading, product offering as we move forward," **said Cameron Watt, President & Chief Executive Officer.**

Certain statements included in this news release contain forward looking statements, which by their nature are necessarily subject to risks and uncertainties and other factors that may cause actual results, performance or achievements of the Company to be materially different from any future results, performance or achievements expressed or implied by such forward-looking statements. Such statements reflect the Company's current views with respect to future events, and are based on information currently available to the Company and on hypotheses which it considers to be reasonable; however, management warns the reader that hypotheses relative to future events which are beyond the control of management could prove to be false, given that they are subject to certain risks and uncertainties.

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SOURCE Intouch Insight Ltd.

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