

Emotions Analytics for enhancing Voice Powered Devices and Apps, Market Research Campaigns and Wellness



Yuval Mor
Board member and
Chief Executive Officer
Beyond Verbal

CEOCFO: *Mr. Mor, according to your website, Beyond Verbal is the emotions analytics company. Would you tell us what is involved?*

Mr. Mor: NEW: Voice-driven Emotions Analytics is an exciting new method used within Affective computing. This is an innovative branch within the digital realm, which recognizes, interprets, and even fosters human emotional interactions. Typically analyzed by facial imagery, Beyond Verbal has developed a specialized, scientific approach for evaluating human voice. By listening to the intonations and modulations of the human voice – the music of the voice if you will - we are now able to understand speaker's true emotions and potentially even derive health insights in a non-intrusive, continuous and passive manner.

CEOCFO: *I would imagine it is easy to know from the tone of voice when someone is angry. What are some of the other emotions that you are able to understand just from tone?*

Mr. Mor: New

Beyond Verbal technology can understand a variety of different emotional features, ranging from 432 combined emotions, attitude scores that include a speaker's level of Arousal, Valence and Temper and high-level mood categories such as anger, sadness and happiness. You can find more information on the features by visiting our [developer's site](#). What truly makes our software so informative is the granularity in which we are able to understand a speaker's emotions. As you said earlier, it is easy to understand when someone is angry. It is, however, not as easy to understand when someone is very angry but reserved, such as when you call a friend and they ask you if everything is ok and you say, "Everything is fine". However, your tone is very low and growly. This is the kind of state where anger is not being portrayed by a high volume and pitch of the tone.

I just want to remind you that for us as humans it is easy to understand when someone is angry but today devices or applications are not able to understand even a simple mood such as anger. That this is exactly where Beyond Verbal adds value. We are now able to make Artificially Intelligent devices, a little more Emotional. If you ask Siri today, how you are feeling, she would not be able to give you an accurate response. By adding Emotions Analytics to voice driven devices, voice assistants or bots, they would be able to respond to you in a way that is relevant to your existing emotional state. So in the future, when you ask a voice virtual assistant, such as Apple Siri or Amazon Alexa, how you are feeling, she would be able to respond to you with an insightful understanding of what you really need. With a response such as "Yuval you seem sad should I schedule a work out for you later today or should I call your friend, Yoav he always seems to cheer you up."

CEOCFO: *When is a person's individual personality come into play?*

Mr. Mor: New: One aspect which has surfaced over the past 21 years of research our chief scientist, Dr. Levanon, has conducted and which is covered by one of our many patents is that we are also able to detect a speaker's emotional decision making characteristics directly from the voice. For example, character traits such as introvert or extrovert can now be derived from the tone of voice.

CEOCFO: *Would you walk us through an example of how a company might use your service?*

Mr. Mor:

New: Beyond Verbal is a provider of a platform, which allows companies, developers and applications to utilize our technology within their applications, devices or services.

A few examples of how companies use our technology includes: integration into sales training and HR software, giving training to sales people of Fortune 500 companies. With the addition of our technology, our partners can show the sales teams how they come across to customers and how they improved during the course of the training.

Another classic use case of our technology is within the call center space. We are able to add value to the agents, showing them in real time how the customer is reacting to the conversation and whether they are relaxed, angry or just expressing anger but they are not truly angry. At the same time, we are now adding value to the agent herself as she is able to get a better understanding how she is coming across towards the client. By adding Emotions Analytics in Call Centers, we are able to improve overall customer service and agent effectiveness.

Beyond Verbal is also very active in the realm of market research, adding an additional layer of emotional data to the existing data obtained through traditional market research methods. Companies and brands can now measure and quantify how customers really feel about their products and services.

“By listening to the intonations and modulations of the human voice – the music of the voice if you will - we are now able to understand speaker’s true emotions and potentially even derive health insights in a non-intrusive, continuous and passive manner.”- Yuval Mor

CEOCFO: Are you looking for partnerships, investors, are you funded for what you would like to do next?

Mr. Mor: We are funded but we definitely look for additional investors for the funding round that we will do towards the end of the year. We are always looking for strategic partners that can integrate our technology, and take it to market in a variety of ways that we have not thought about or did not have the necessary resources allocated to that specific vertical. One of the things that we are proud of is that we have opened our technology through a cloud based API to a variety of different verticals enabling developers to experiment with our technology during a free trial period.

CEOCFO: What should people remember when they read about Beyond Verbal?

Mr. Mor: What sticks in people’s minds is the fact that now it is possible, using software, to understand emotions just from the tone of voice, and the vast variety of use cases that people can think about. You might be doing a remote monitoring of elderly people or a family member. In the US it is very common to reside in one part of the country and your kids could be in a completely different time zone far away. If you as a family have an understanding that you allow each other to know about the others’ emotions, then suddenly you can give your daughter a call and say, “Hey it sounds like you are not very happy today”. Maybe you could send her flowers or send to her favorite song. This is just one example how we can improve the way we communicate with the people we care about. It is these types of heart-felt moments which stick in people’s minds and they come back to us with unbelievable variety of applications and ideas, making the world more emotional one application at a time.

Interview conducted by: Lynn Fosse, Senior Editor, CEOCFO Magazine

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