

## **Press Release**

# **Optimizing Customer Experience with AI: A Partnership between Testbirds and Cognigy**

***Munich/Dusseldorf, March 28, 2019***

*Testbirds, a world leader in crowdsourced testing, and Cognigy, a market leader in conversational AI, are today announcing a strategic partnership. The cooperation concerns all prospective matters surrounding Conversational AI. From today moving forward, Testbirds and Cognigy will work together to support organisations with the analysis of conversations between chatbots and/or voice assistants and end-customers in order to evaluate optimization potential and improve customer experience and overall customer satisfaction.*

Testbirds relies on the conversational AI platform Cognigy.AI, which functions as a competent software testing partner for Cognigy. Cognigy.AI is a self-learning conversational management platform that brings human-like discussions with persistent memory to life and allows a natural dialog to occur between man and machine. Cognigy.AI cognitive bots meet all the requirements for an effective and intelligent communication with the end customer. Instead of just answering simple questions through recognition of key words, Cognigy.AI creates organic conversations with the help of a flow and process editor where conversation modules can be linked consistently across all channels. The products and services of Testbirds will help optimize the usability and functionality of automated conversations and tailor them even better to the real-life conditions they will be used in.

„The partnership with Cognigy allows us to increase our service portfolio in the field of customer experience. Cognigy.AI brings automated customer dialogs with progressive conversational AI for chatbots, voice assistants, and websites to a next level, all built on an omnichannel approach. As conversational AI plays an increasingly larger role in the marketing mix, Cognigy's software will be of great value and benefit for our common clients“, stated Philipp Benkler, Co-Founder and CEO of Testbirds.

„We are very happy to have the innovative and professional software testing company Testbirds as our partner. With Testbirds' expert knowledge in crowd and cloud-based testing, we now have the ideal partner to test dialogs of Cognigy.AI extensively and to a high quality standard. This will help companies to communicate even more effectively with their customers“, said Philipp Heltewig, Co-Founder and CEO at Cognigy.

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**About Testbirds**

Testbirds is an IT service provider with headquarters in Munich and offices in England and the Netherlands as well as a franchise in Hungary. The company specialises in testing apps for mobile devices (Apple iOS, Google Android, Windows Phone, Blackberry OS) as well as web applications (online-stores, websites etc.). Testbirds uses crowdsourcing to gather the feedback of a multitude of external experts as well as focus groups from different backgrounds, bringing a diversity of IT-knowledge, personal interests, and life experience to find bugs and usability issues.

By using the concept of "crowdtesting" Testbirds can supply a large pool of testers with a myriad of different combinations of devices and operating systems quickly and efficiently. The crowd finds bugs and offers valuable advice, tips, and suggestions for improvements to the usability of your software.

Testbirds stands for flexible, high-quality software testing and is an ideal tool to complement conventional testing methods. The company was founded in 2011 and funded by the Federal Ministry of Economics and Technology from 01.06.2012 to 31.05.2013.

For more information, visit [www.testbirds.com](http://www.testbirds.com)

**About Cognigy**

Cognigy.AI is the Enterprise Conversational AI Platform for customer & employee support process automation. Available in both on-Premise and SaaS, Cognigy.AI enables enterprises to connect to their users on any conversational channel, including chatbots, virtual assistants, or phones. Cognigy was recognized in 2018 as a Cool Vendor in "GARTNER'S COOL VENDORS IN AI FOR CONVERSATIONAL PLATFORMS" report. Its client portfolio includes many Global 2000 enterprises.

For more information visit: [www.cognigy.com](http://www.cognigy.com)