



Experience the Future of CX & Engagement with AI

Company Profile

Mevrik is a Customer Experience (CX) AI company, founded in the global marketplace in 2021 and formally established in Bangladesh in 2023. Our mission is to transform how organizations engage with their customers by automating communication, streamlining workflows, and enabling intelligent interactions across every channel.

With our headquarters in the United Kingdom, a sales center in Malaysia, and a development and growth team in Bangladesh, Mevrik operates at the intersection of global innovation and local delivery. We serve enterprises, governments, and mission-driven organizations with scalable, secure, and context-aware solutions tailored for real-world impact.

We believe great customer experiences are not built on tools alone; they're built on intelligence, design, and execution. At Mevrik, we combine conversational AI, workflow automation, and omnichannel communication into a unified approach that enables organizations to drive engagement, reduce manual effort, and scale their operations with confidence.

As a CX AI company, Mevrik is committed to building systems that go beyond AI Agents, creating responsive, human-like experiences across chat, SMS, voice, video, email, social media, and more.

Mission

To empower organizations with AI-driven customer experience solutions that automate communication and operational workflows, enabling seamless, personalized, and scalable engagement across all channels.

Vision

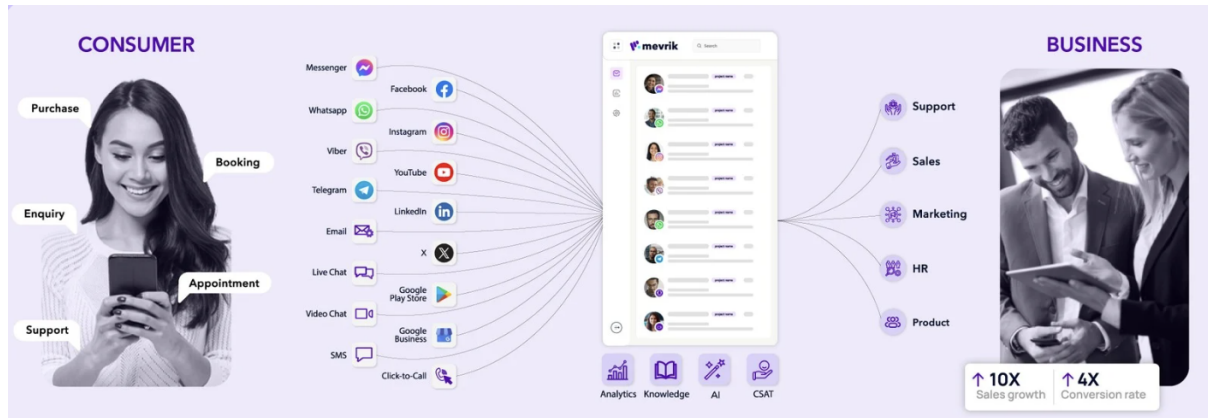
To be a global leader in CX AI innovation, transforming how businesses and governments connect with people by delivering intelligent, efficient, and human-like interactions everywhere.

1.1 Service Offering

Mevrik CX AI is an all-in-one customer experience automation platform purpose-built to empower SMBs and enterprises to deliver seamless, intelligent, and scalable engagement across voice, chat, email, and social media. Designed for modern CX operations, Mevrik enables businesses to automate both conversations and actions through a combination of AI-driven agents, collaborative tools, and deep system integrations.

At its core, Mevrik is structured around two pillars of customer interaction:

- **Conversations:** Real-time, single-session interactions (queries, requests, follow-ups) that the AI agent can resolve autonomously across multiple channels.
- **Tasks:** Multi-step processes (complaints, service requests, escalations) requiring back-office or team collaboration—automatically converted into tickets and routed with context.



Mevrik Product Suite

Mevrik provides a modular ecosystem of tools to manage and automate the full customer lifecycle:

- **Mev AI Agent:** Intelligent, multilingual AI agent for automating conversations and actions across channels (chat, email, social, telephony, video).
- **Live Chat:** Real-time human-agent chat with smart handoff, enriched by AI support and history tracking.
- **Email Management:** Unified handling of inbound emails with auto-replies, tagging, routing, and escalation.
- **Social Media Management:** Monitor and manage comments, messages, mentions, and reviews across Facebook, Instagram, WhatsApp, and more.
- **Video Chat:** Engage customers in live face-to-face conversations via browser, mobile app, kiosk, or integrations (Zoom, Meet).
- **Click-to-Call & Telephony:** Voice calling via web or integrated numbers, with AI voice agents for automated IVR and query handling.

- **CRM:** Built-in customer relationship management with unified profiles, history tracking, segmentation, lead management, and more.
- **Knowledgebase:** Create, manage, and deliver structured support content that powers both AI and human agents.
- **Outreach & Sequencing:** Run proactive messaging and follow-up flows based on customer behavior, lifecycle, or campaigns.
- **Co-Browsing:** A Live collaboration tool for agents to visually guide users on websites or platforms.
- **Contact Center AI (CCAI):** Manage inbound/outbound contact center operations with AI routing, predictive dialing, and performance monitoring.
- **Auto QA:** Automated quality assurance and evaluation of conversations to ensure compliance, tone, and resolution quality.
- **Unified Inbox:** Central hub where human agents receive routed conversations and tasks from all channels, with full AI-generated context and summaries.
- **AI Insights:** Holistic dashboards powered by AI for performance, satisfaction (CSAT), topics, and operational efficiency.

The Mev AI Agent: Core of Intelligent Automation

The **Mev AI Agent** is the engine that powers Mevrik's automation, intelligently operating across five key dimensions:

1. Channels

Works across:

- Messaging (Messenger, Instagram, Telegram, WhatsApp, LinkedIn, Mevrik Web/App Chat)
- Email (Gmail, business email integration)
- Voice (WebRTC, phone-based calls)
- Social Comments & Reviews (moderation + engagement)
- Video (AI Avatar for Zoom, Meet, website, kiosk)

2. Knowledge

Sources and manages content from:

- Website URLs, Sitemaps
 - Mevrik Knowledgebase
 - Documents (PDF, DOCX, TXT)
 - Third-party blogs and synced content
 - Manual curation and editing tools
- Supports **multi-source content generation** and automatic updates.

3. Behavior

- Multi-language and multi-tone personality
- Custom instructions for do/don't logic
- Visual flow builder with rich UI components
- Personalization, topic detection, and follow-up logic
- Satisfaction tracking & human handoff rules

4. Action

Executes and integrates:

- Pre-built app functions (Shopify, Stripe, etc.)
- Mevrik's task engine for ticket creation, routing, and resolution
- Custom API integration with CRMs, ERPs, and business systems

- Multi-modal understanding: analyzes files, images, receipts, etc.

5. Insights

- AI-generated CSAT, resolution rate, and sentiment analysis
- Topic classification by volume and impact
- Human-agent assist dashboards and AI recommendations

Empowering Human Agents

Beyond customer automation, Mevrik enhances agent productivity through:

- **Conversation summaries:** Contextual AI-generated overviews for every case
- **Auto-suggestions:** Real-time AI-drafted responses for unknown or edge queries
- **Inbox automation:** AI handles common topics so agents can focus on high-impact work
- **Co-working features:** Co-browsing, notes, tasks, and reminders embedded into conversations

Why Choose Mevrik?

- **True Omnichannel CX Automation:** Messaging, email, phone, social, video—all under one AI agent
- **Deep Integration Capabilities:** CRM, API, third-party apps, telephony, and more
- **Scalable & Secure:** Built for high-growth businesses and regulated enterprises
- **Action + Insight:** Automates, informs, and evolves with every interaction
- **Built for Collaboration:** Designed not just for customers, but also for humans behind the screen

Mevrik CX AI enables you to operate your entire customer engagement strategy—across support, sales, and marketing—on intelligent autopilot, without sacrificing quality, context, or personalization.

1.2 Client Profile

Client Name	Scope of Work	Duration
Grameenphone (grame enphone, bioscope, skitto, mygp, gp-music)	• AI Chatbot • Live Chat • Social Media • Email Solution • Sign-Line • Widget- Chat-BOT and Human Agent Supported Web Chat & In-App(MyGP)	2021 - Present
BTRC(Bangladesh Government Organisation)	• Conversational AI Chatbot in Multi-Channel(Messenger, WhatsApp with Webkit)	2022 - Present
Robi Axiata Limited (Robishop)	• Conversational AI Faq BOT • Conversational Commerce Chatbot for selling products, product search, order status, etc on Social Channels. • Conversation Handover to Human Agent & BOT	2020 - 2021
Robi Axiata Limited (ROBI & Airtel)	• Live Chat for WhatsApp BOT • Live Chat for Viber BOT • Video Chat with Screen-Sharing for Signline	2023-Present

a2i (Corona INFO BOT)	Conversational Chatbots to provide real-time, reliable information on COVID-19 to the users in their own language(English, Bangla, Roman-Bangla). BOT gives the latest authentic information gathered from authorized sources	2020-2021
Square Group (Sepnil)	Conversational Commerce Chatbot to sell/checkout Sepnil products on Social Media Channels. Along with the real-time, reliable information on COVID-19 to the users in their own language(English, Bangla, Roman-Bangla).	2020-2021
International SAAS Client	500 + SAAS clients using our AI-powered Mevrik DCX cloud solution around the globe	2024- Present

2. Skillsets, Capabilities, and Operational Setup

Our team consists of industry experts, solution architects, software engineers, AI/ML specialists, and cloud infrastructure professionals who are well-versed in delivering high-impact customer experience solutions.

Skills:

- Deep expertise in AI/ML model training, deployment, and prompt engineering
- Specializing in Natural Language Understanding (NLU) and Bengali language processing
- Cloud-native and on-prem microservices development
- Voice AI and Conversational AI agent development with cognitive AI
- Full-stack engineering, system integration, and CI/CD pipeline setup
- System integration with CRM, ERP, contact centers, and third-party APIs
- Mobile-first applications (Flutter, React Native)
- BPO team training for AI-augmented service delivery

Capabilities:

- Scalable deployment of AI-powered contact centers (on-premise & cloud)
- Hybrid model integration (voice, non-voice, physical kiosks, social media, messaging apps)
- Real-time **AI Assist** for live agents with intent prediction & knowledge suggestions
- Speech analytics for sentiment, emotion, and compliance tracking
- Agile implementation model with rapid onboarding and localized training
- 24/7 technical support and NOC (Network Operations Center) capability
- Integration of legacy telecom systems with modern CX platforms

- Proven ability to support high-volume concurrent sessions with a fault-tolerant design

3. Current Working Model in Bangladesh:

Mevrik operates a centralized **Development & Innovation Hub** in Dhaka, housing cross-functional teams for AI/LLM development, system integration, and platform engineering. Our AI and CX platforms are fully developed in-house. Mevrik follows an Agile delivery model supported by DevOps practices. Our engagements typically include:

- Discovery & Consultation Phase
- Rapid Prototyping and MVP Delivery
- Continuous Integration & Iteration
- Dedicated Support and Success Team

We maintain a **secure and scalable infrastructure**, including:

- **Tier-3 hosting** with redundant network and power systems
- **QoS-optimized VoIP setup** with dual ISPs and VPN-secured BPO access
- **Cloud-native deployments** (AWS, DigitalOcean) with multi-region failover
- **24/7 Support team** for system and network monitoring

Each project is managed by a dedicated team, with training, compliance, and delivery aligned to industry best practices and standards.

4. Technology Systems and AI Integration

Mevrik leverages a suite of proprietary and third-party systems to deliver intelligent, scalable customer experience solutions. Our technology stack is centered around **AI-first contact resolution** across all customer touchpoints—voice, digital, and human-assisted channels.

Core Technological Systems:

- **Mevrik AI Agent**
 - AI-first responder for voice calls, chat, social messaging, and web interfaces
 - Handles FAQs, transactional queries, and intent-based routing
 - Supports Bengali, English, and other regional dialects
- **Custom Large Language Model (LLM)**
 - Built in-house and fine-tuned for the **telecom domain**
 - Power's understanding, summarization, and context retention for telco-specific use cases
 - Continuously improved via supervised learning from live interactions
- **AI Assist for Live Agents**
 - Real-time suggestion engine integrated into the agent dashboard
 - Summarizes conversations, recommends responses, and fetches knowledge base content
 - Reduces handling time and improves resolution accuracy
- **Unified CX AI Platform**

- Omnichannel agent desktop with integrated voice, chat, email, and ticketing
- Smart IVR builder, ACD (Automatic Call Distribution), and real-time routing logic
- Advanced analytics and performance dashboards for supervisors
- **Speech Systems (Voice AI)**
 - Custom STT (Speech-to-Text) and TTS (Text-to-Speech) optimized for local accents
 - Voicebot integration with telephony platforms (VoIP, SIP, WebRTC)
- **Integration & Automation Layer**
 - RESTful APIs and Webhooks for CRM, ERP, and ticketing system connectivity
 - Workflow automation with conditional triggers and fallback escalation paths

6. Primary Contact Details

For all communication and coordination regarding this initiative, please find below the contact details of our designated representative who will serve as the primary point of contact.

Name: Reyad Hossain

Designation: Head of Operations

Mevrik Limited

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