

# BTS Verity

## Customizable to any conversation

**BTS Practice Bots** can be customized to simulate any conversation or persona, in the context of your business. Here are some examples:

- **Sales:** Cold calls, pitches, negotiations, and renewals.
- **Customer Service:** Complaint handling, cancellations, and technical support.
- **Leadership:** Feedback, influencing, and executive presentations.
- **Daily business:** Team meetings, retrospectives, and hiring.

Integrated across training stages

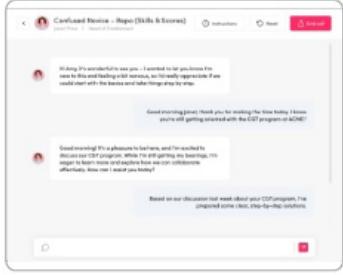
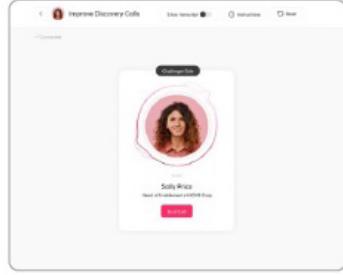
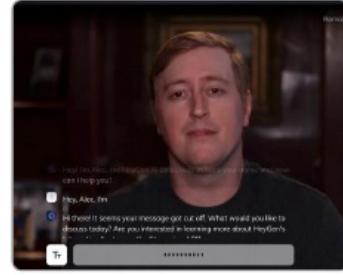
- **Pre-training:** Assess performance benchmarks and track behavior change.
- **During training:** Create engaging, gamified experiences with AI simulations.
- **Post-training:** Reinforce learning through ongoing AI coaching and data insights.

**The future of skill-building is here.** *BTS Practice Bots* are AI-powered conversation role-play simulations that help teams build critical skills through realistic, engaging practice. Fully customizable to specific roles and industries, these bots accelerate skill development, improve retention, and deliver measurable outcomes. **BTS Practice Bots** are the most effective way to scale impactful skill-building for your teams.

### Why practice bots?

- Accelerate skill development: Immediate feedback and unlimited practice opportunities in 52 languages.
- Provide data-driven insights: Identify patterns and inform training needs through objective data.
- Deliver engaging learning: Memorable simulations that drive long-term impact.
- Boost ROI and reduce costs: Automates repetitive role-plays, freeing coaches for high-value activities.

### BTS offers 3 types of bots:

Text	Audio	Video (NEW)
		
Experience is similar to writing with ChatGPT or a support chat bot	Experience is similar to speaking to someone on a phone call	Experience is similar to interacting with someone on a video call

### Why BTS?

- Fully customizable solutions: Tailored to your unique needs and success behaviors
- Embedded technology across all BTS platforms: Integrated into workshops, simulations and learning journeys.
- AI conversation evaluation and feedback model: Trained on BTS's extensive IP in leadership, sales and business acumen to accelerate value and relevance.
- Deep simulation expertise: 40+ years of experience in creating impactful and memorable learning experiences that drive real results.
- Holistic approach to change: Combining AI solutions with expertise in consulting, coaching and holistic organizational change to drive transformation and impact.