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Talk That Closes: The Business of Voice AI

Inside Real Projects, Real Results, and Real Design Tactics

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What You'll Find Inside:
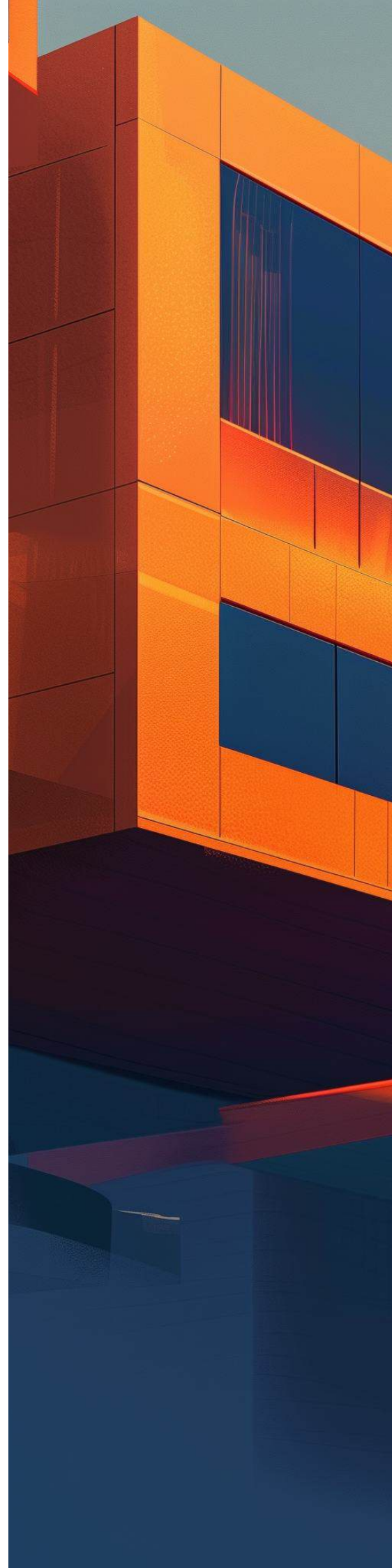
Not Just Voice — Intelligence That Listens, Learns, and Converts

Why voice? Because conversations convert — menus don't.

Reduces routine call load and frees up human agents

🚫 "Please hold while we connect you to an agent."

✅ "I can help you reset your password right now."

Turns calls into searchable, structured data

🚫 "We'll look into that complaint manually."

✅ "Flagged 3 product issues from this week's calls — here's the trend report."

Captures sales intent in real time and routes instantly

🚫 "Let me transfer you to someone who handles upgrades."

✅ "I see you're interested in upgrading — connecting you to a specialist now."

Drives contextual upselling through voice commerce

🚫 "Is there anything else I can help with today?"

✅ "Customers who chose this also bought the travel pouch — want to add it?"

Automates repetitive, low-skill interactions 24/7

🚫 "Our offices are closed. Please call back during business hours."

✅ "I've scheduled your appointment for Tuesday at 3 PM."

Delivers personalized, brand-consistent experiences

🚫 "Welcome to our service. Please select an option."

✅ "Hi Jamie, welcome back! Ready to reorder your last skincare set?"

The Voice AI Toolkit: What Leading Brands Are Building Now

Voice AI isn't one-size-fits-all.

From hands-free support to secure biometric flows, here are the core solution types leading brands are launching today:

- ✓ Voice-powered chatbots
- ✓ Voice-based AI agents
- ✓ Voice authentication and biometrics systems
- ✓ Voice-enabled analytics and insight tools
- ✓ Conversational IVR systems
- ✓ Voice-enabled mobile apps
- ✓ Voice-integrated customer service platforms
- ✓ Multimodal voice assistants
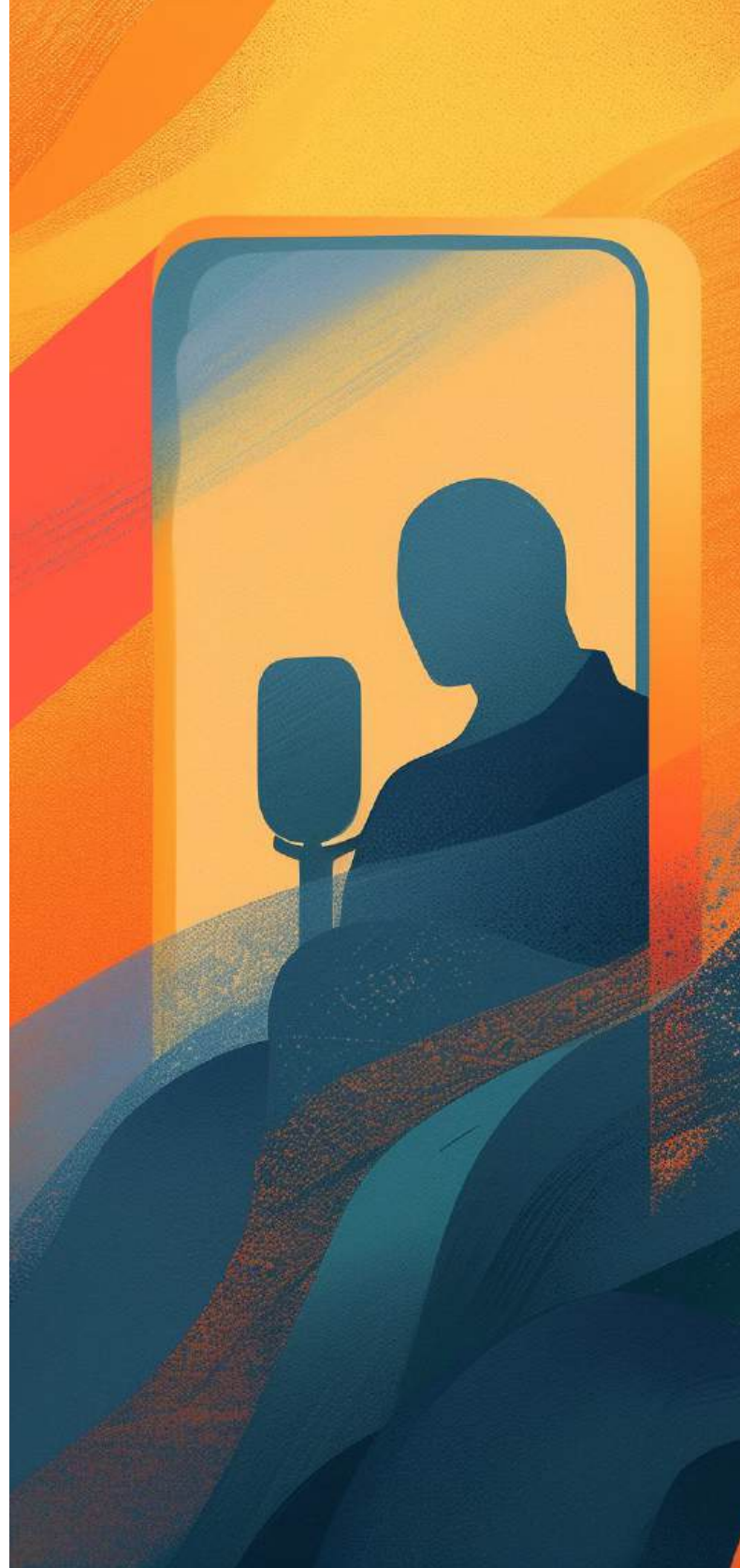
In this ebook, we'll focus on Voice-Powered Conversational AI

— where speech meets intelligence to upgrade service, boost sales, and deliver real-time support.

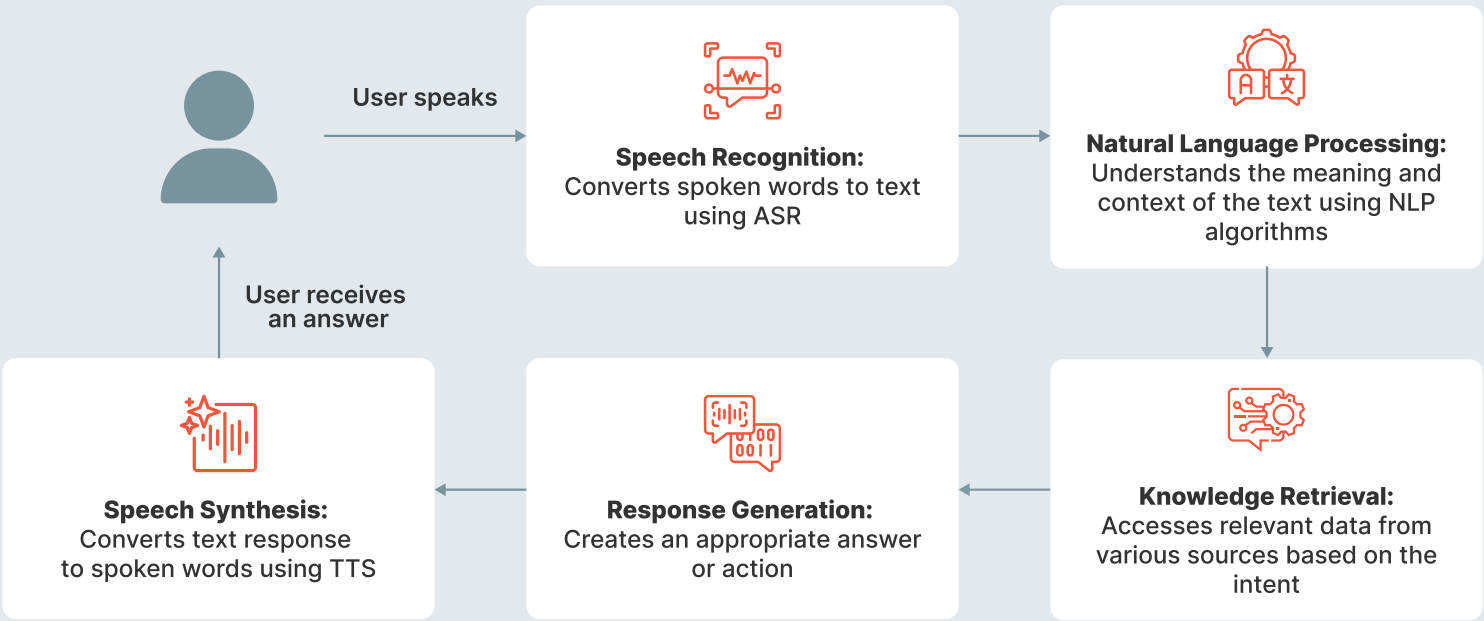# Talk. Think. Reply. Repeat. — The Voice AI Flow

Parus Sheopuri
Conversation Designer

Voice AI agents are AI-powered virtual assistants that interact with users through spoken language, simulating human-like conversations to assist with inquiries, transactions, and support tasks.

Unlike traditional Interactive Voice Response systems, which rely on rigid menu options, modern voice bots leverage Natural Language Processing (NLP) and AI to understand, process, and respond to customer queries in a more dynamic and intuitive manner.

How does an AI voice assistant work?

User speaks →

Speech Recognition: Converts spoken words to text using ASR

Natural Language Processing: Understands the meaning and context of the text using NLP algorithms

Knowledge Retrieval: Accesses relevant data from various sources based on the intent

Response Generation: Creates an appropriate answer or action

Speech Synthesis: Converts text response to spoken words using TTS

User receives an answer

5 The gathered information is then processed to **generate an appropriate reply**, which could be an answer to an inquiry, an action to be performed, or even a follow-up question to clarify one's intention.

6 Finally, the textual response is converted back into spoken words using **Text-to-Speech (TTS) technology**. The synthesized speech is then played back to the user through the device's speaker.

7 And voila! You hear the voice assistant's answer, completing the cycle of communication.

1 It all starts with your voice. When you **speak a command** or ask a question, the voice assistant captures your words as audio signals.

2 The captured audio is then transcribed into text with the help of **Automatic Speech Recognition**. ASR employs complex algorithms to analyze the sound patterns and match them to corresponding words and phrases.

3 During the next stage, **NLP** dissects the text, deciphers its meaning, and identifies the person's intent. This involves understanding the context, recognizing entities, and extracting key data.

4 Armed with the user's aim, the voice assistant taps into its vast **knowledge base** or accesses external sources to retrieve relevant facts.

Why Voice Agents Win — Feature by Feature

Hands-free experience	Contextual memory
Multilingual capabilities	Real-time task execution
Natural conversation flow	24/7 availability
Omnichannel deployment	Sentiment recognition
Voice-based authentication	Conversation analytics

Talk Is Work:
8 Ways Voice AI Gets It Done

01 Client onboarding assistance

Guide new users or clients through setup steps, ID verification, and FAQs — adapting in real time to their progress → Reduces onboarding time while keeping human teams focused on complex cases.

02 Knowledge retrieval for internal teams

Allow employees to ask for policies, product info, or procedures using natural voice commands → Eliminates portal digging and speeds up task execution across departments.

03 Appointment scheduling and confirmations

Book, reschedule, and confirm appointments automatically through voice-driven flows, synced with calendars → Minimizes no-shows and removes the need for back-and-forth coordination.

04 Order status updates and delivery tracking

Enable customers to ask, "Where's my order?" and receive accurate real-time updates without human support → Cuts inbound ticket volume and improves customer experience through instant answers.

05 Password resets and identity verification

Securely verify users through voice-based flows and guide them through instant password resets → Reduces IT help desk load and resolves one of the most common support requests.

06 Policy or contract explanation

Answer user questions by breaking down complex policy or contract terms into simple, conversational language → Improves understanding and trust in industries with legal-heavy communications.

07 Feedback collection and sentiment analysis

Collect post-interaction feedback through voice calls, while analyzing sentiment in real time → Gathers high-quality data and flags dissatisfaction before it escalates.

08 Multi-step form automation

Replace lengthy digital forms with voice-guided workflows for actions like refunds, applications, or claims → Improves task completion rates and reduces friction for users across all age groups.

Parus Sheopuri
Conversation Designer
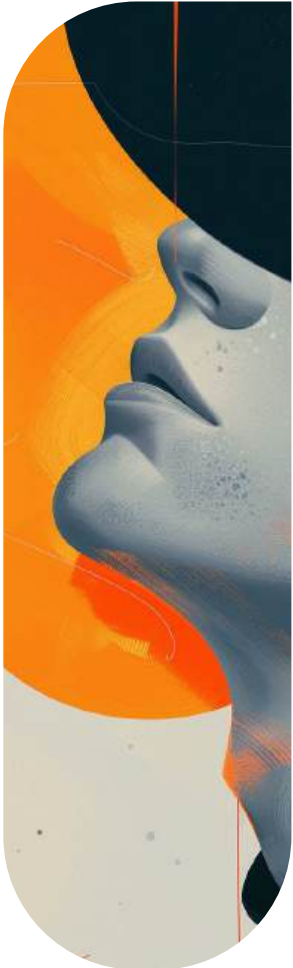
Businesses across industries are increasingly adopting voice bots to streamline customer service, sales, and support operations.

With the rise of digital transformation and changing consumer preferences, voice bots now play a crucial role in:

✓ *Enhancing Accessibility:*
Voice bots enable hands-free, on-the-go interactions, making customer support more inclusive for individuals with visual or motor impairments.

✓ *Reducing Wait Times:*
AI-driven voice bots can instantly answer FAQs, troubleshoot routine issues, and escalate complex cases, minimizing hold times.

✓ *Providing Personalized Assistance:*
Integrating with CRM systems, voice bots can retrieve past interactions, purchase history, and preferences to tailor responses for each customer.

✓ *Increasing Cost Efficiency:*
Businesses can reduce operational costs by automating repetitive tasks while maintaining high-quality service.

Built for Your World: Industry-Specific Voice AI in Action

Healthcare

- ✓ Chronic condition check-ins to monitor symptoms and flag risks early.

- ✓ Medication reminders to boost adherence without manual outreach.

- ✓ Post-discharge recovery follow-ups to minimize readmissions and spot complications faster.

- ✓ Conversational mental health screeners to provide early assistance and direct patients to care pathways.

- ✓ Simplify insurance claim status tracking to reduce inbound support load and patient confusion.

Automotive

- ✓ Automate service appointment booking to minimize no-shows at dealerships.

- ✓ Lead qualification for car retailers to route high-intent buyers directly to sales reps.

- ✓ Run satisfaction surveys after test drives to capture timely feedback and gauge purchase readiness.

- ✓ Supplier coordination in manufacturing to confirm deliveries or flag production delays.

- ✓ Guide technicians through complex repair workflows hands-free to improve speed and reduce errors on the shop floor.

> What OpenAI is doing — and others like Gemini, Character.AI, and Perplexity — is building voice interfaces into their systems. You can interact with them using your voice to look up information, ask questions, or even use them as tutors or therapists in some cases.
>
> These are what I'd call emergent use cases of voice. These companies are really pushing the envelope in terms of interaction and capability — and where this is all going.
>
> *— Russ d'Sa, Co-founder of LiveKit*

FinTech

- ✓ Access to account snapshots so users get balances, limits, and recent transactions.

- ✓ Step-by-step loan eligibility checks to reduce application drop-off.

- ✓ Portfolio summaries on voice request to support hands-free financial tracking.

- ✓ Proactive bill due date nudges that trigger payments directly via voice.

- ✓ Voice-led microlearning on products to lessen service questions and build trust.

Hospitality & Travel

- ✓ Voice-activated room service ordering to speed up fulfillment and upsell with ease.

- ✓ On-demand concierge answers for guests needing recommendations or bookings.

- ✓ Streamline check-in and check-out through personalized, voice-led flows.

- ✓ Real-time translation for front desk queries to improve service for global travelers.

- ✓ Post-stay voice surveys to collect feedback while the experience is still fresh.

Retail & eCommerce

- ✓ Voice-search products with intent detection to minimize bounce and increase AOV.

- ✓ Track orders via spoken queries without ticket creation or logins.

- ✓ Initiate returns and exchanges to streamline post-purchase journeys.

- ✓ Deliver personalized promo alerts triggered by interest and behavior.

- ✓ Handle live product questions to improve buying confidence and reduce returns.
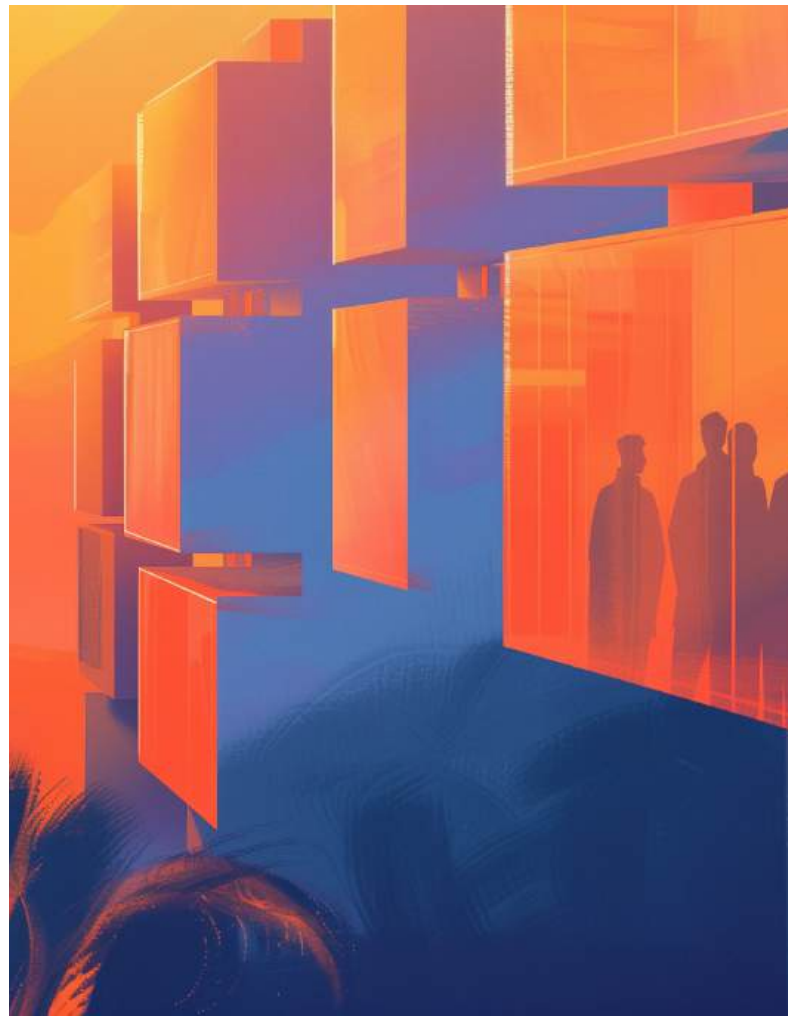
Confessions of a Conversation Designer: 3 Voice Mistakes I See All the Time

We could give you a hundred reasons why voice AI fail — or we could just ask **Petra Gal**.

She's one of our top conversation designers here at Master of Code, and she's worked on enough voice projects to know where things go sideways.

So, we asked her: *What are the biggest mistakes companies make when building voice bots?*

Here's what she told us — and how to avoid making them yourself.

01 **'Voice AI is just a cheap replacement for human agents.'**

"Think you can just swap out humans for bots and save a buck? Wrong. When **cost-cutting drives implementation**, the goal shifts from improving user experience to simply replacing human agents. This turns voice assistants into obstacles, not helpful tools. You end up with barriers between users and the support they need. And don't forget, voice is fundamentally different from other interfaces, including chat. A use case that works well in one format may fail in another. You need a team with real experience in voice design, and the right use case."

Reality:

Voice AI should enhance, not replace, human interaction and requires specialized design.

02 'NLU training? We'll get to it later.'

"Later? That's a recipe for disaster. Many businesses roll out voice assistants without **dedicating enough time to training the NLU component**. As a result, these systems frequently misinterpret user intents—especially when dealing with industry-specific terms, diverse accents, or background noise. This leads to user frustration and, ultimately, abandonment of the technology. You are wasting your investment if you skip this step."

Reality:

Robust NLU training is essential for accurate intent recognition and user satisfaction.

03 'Voice AI is a one-and-done project.'

"If you think you can set it and forget it, think again. Voice assistant isn't a one-time project. It's an **evolving product**. Without regular analysis of user interactions and satisfaction metrics, voice assistants quickly become outdated and ineffective as user expectations change. You need to keep up with the times."

Reality:

Continuous optimization and adaptation are crucial for long-term voice AI success.

How Leading Brands Are Using Voice to Win

Voice Agent for a U.S. Automotive Group – From Lead to Loyalty

A dealership group in the southwestern U.S. turned to Master of Code Global to elevate how they connect with buyers — from first inquiry to post-sale care. The result? A custom voice agent that:

→ Operates around the clock to capture leads and schedule test drives — resulting in a 37% increase in lead conversion and 26% growth in bookings.

→ Powers post-purchase engagement with proactive outreach for service, warranty renewals, and tailored offers — leading to 357 successful after-sales interactions in 2 months.

→ Frees up sales and service staff by automating booking, reminders, and FAQd — allowing teams to focus on high-value, human-driven touchpoints.

{ Hit play and hear how this voice agent changes the game. }

Audi – A Smarter Voice on the Road

Audi is redefining in-car voice control by integrating ChatGPT into both current and future vehicle models. By fusing Conversational AI with its infotainment, the brand is delivering more natural, informative, and hands-free driving experiences.

→ Drivers can ask questions, manage infotainment, navigation, and AC—all using natural language.

→ When the built-in assistant hits a limit, it routes queries to ChatGPT for general knowledge responses.

→ Privacy is a priority: all voice data is deleted post-processing, and ChatGPT cannot access auto systems.

77% of consumers use voice assistants — learn how automotive brands are turning that into revenue.

Every 10-minute delay in response can slash conversion rates by 30% — discover how Voice AI ensures you never miss a lead.

AI Voicebot for a Retail Bank – From Overload to Always-On

A fast-growing bank partnered with Master of Code Global to launch a secure, multilingual voice assistant that eased pressure on their overwhelmed call center while improving customer service delivery. This tool:

→ Handles routine banking inquiries 24/7 across phone, web, and mobile — with natural, multilingual conversations.

→ Connects to CRM for personalized responses and escalates to live agents when needed, based on sentiment.

→ Provides real-time support for account info, loan FAQs, and transactions with secure voice authentication.

Results:

26%
drop in call volume

94%
FAQ accuracy

79%
first-call resolution

HSBC UK – Using Voice to Fight Fraud at Scale

HSBC UK has embedded voice biometrics into its banking experience, using Voice ID to detect fraudsters in real time and protect millions — without adding friction for genuine customers.

→ Verifies callers by matching their voiceprint, making impersonation attempts near-impossible.

→ Enrolled over 2.8 million clients and built a voiceprint library to flag known fraud patterns.

→ Combines voice and chat systems to streamline digital support across platforms.

Results:

£249M in fraud prevented in one year, 50% drop in telephone banking scams.

{Want to hear how banking conversations sound when powered by AI? Check out the demo video.}

83%
of banks report faster service with voice bots — **see how** yours can too.

AI Medication Manager for a Canadian Insurance Leader

To tackle the complexity of medication management, one of Canada's top life insurers joined forces with our team to launch a voice-enabled iOS app — turning personal healthcare into a guided, AI-driven experience.

→ Uses predictive AI to analyze drug interactions, optimize medication plans, and prevent missed refills.

→ Tracks symptoms and correlates them with usage trends, while a voice assistant helps log doses and set reminders hands-free.

→ Features an intelligent bot trained on medical data, giving users instant, reliable answers on their prescriptions.

Results:

43% drop in support inquiries

1M+ records processed with zero breaches

320% database growth via AI aggregation.

Nottingham University Hospitals – Voice Tech That Empowers Recovery

At NUH, patients and staff are shaping the future of neuro-rehabilitation with a cutting-edge pilot that blends voice tech, smart environments, and AI. It's not just a trial — it's the foundation for the UK's future National Rehabilitation Centre.

→ Voice-activated room controls give patients with mobility challenges autonomy over lighting, blinds, and temperature — easing reliance on staff.

→ Smart terminals guide patients through digital therapy exercises, while AI-powered CCTV improves safety by detecting abscond risks without constant supervision.

→ Real-time asset tracking, digital twins, and staff-led tech design ensure the tools enhance both care delivery and clinical efficiency.

66% of execs call voice "critical" to their future — find out why.

> I wouldn't look at it like voice is going to take over all interactions and be the only way we engage. I don't think that's true. We'll still be typing, tapping, and talking — but I believe they'll become equally weighted. There will be times when the bulk of what you produce comes simply from talking to a digital system. What used to take 10 hours might take one or two, just by speaking.
>
> — *Scott Stephenson, Co-Founder and CEO at Deepgram*

AI Lead Recovery Assistant – Turning "Almost" Into Revenue

To help online retailers recover lost sales, Master of Code Global developed an AI-powered assistant that re-engages shoppers right after cart abandonment.

→ Initiates automated voice calls shortly after cart abandonment, offering a natural, human-like conversation that encourages customers to complete their purchase.

→ Supports multi-channel outreach — including SMS and RCS — to deliver reminders, checkout links, and limited-time offers tailored to customer behavior.

→ Integrates with leading eCommerce platforms to deliver fast, secure follow-up without disrupting existing operations.

Results:

Up to 15% cart recovery rate through real-time, personalized engagement.

Walmart – Voice Shopping That Feels Personal

With Walmart Voice Order, the retail giant lets customers shop hands-free by speaking naturally to their mobile devices, making grocery reordering as fast as asking aloud.

→ Uses advanced NLU and entity recognition to understand product names and interpret natural phrases like "add orange juice and eggs to my cart."

→ Pulls from customer purchase history to auto-select preferred brands and streamline repeat orders without needing to scroll or search.

→ Recognizes shopping context mid-conversation, whether it's a new request or an update to an existing cart, making it feel intuitive and fluid.

80% of users report positive experiences with voice AI—discover how it can elevate your customer interactions.

IndiGo Airlines – Booking Made Effortless with 6Eskai

India's largest airline launched 6Eskai, an in-house, GPT-4-powered AI chat assistant that transforms how travelers interact with the brand — from booking to boarding, across web and mobile.

→ Supports 10 languages and handles everything from ticket booking to check-in, seat selection, and add-ons.

→ Uses speech-to-text for voice interaction, and mimics human tone and emotion to create a personalized, even humorous experience.

Results:

75% reduction in live agent workload during soft launch, with notable improvements in speed and satisfaction.

MakeMyTrip – Travel Booking Without Barriers

MakeMyTrip introduced a voice-assisted booking experience designed for travelers who face digital access challenges — bringing the power of GenAI and native language support to the heart of their journey.

→ Voice assistant supports English and Hindi, with plans to expand into other dialects, simplifying bookings through natural conversations.

→ Uses LLM to personalize trip suggestions based on budget, timing, preferences, and travel goals.

→ Designed to eliminate barriers like language literacy, physical impairments, and app complexity, enabling more inclusive access to travel planning.

1 in 5 calls handled without an agent — explore the power of voice-based self-service.
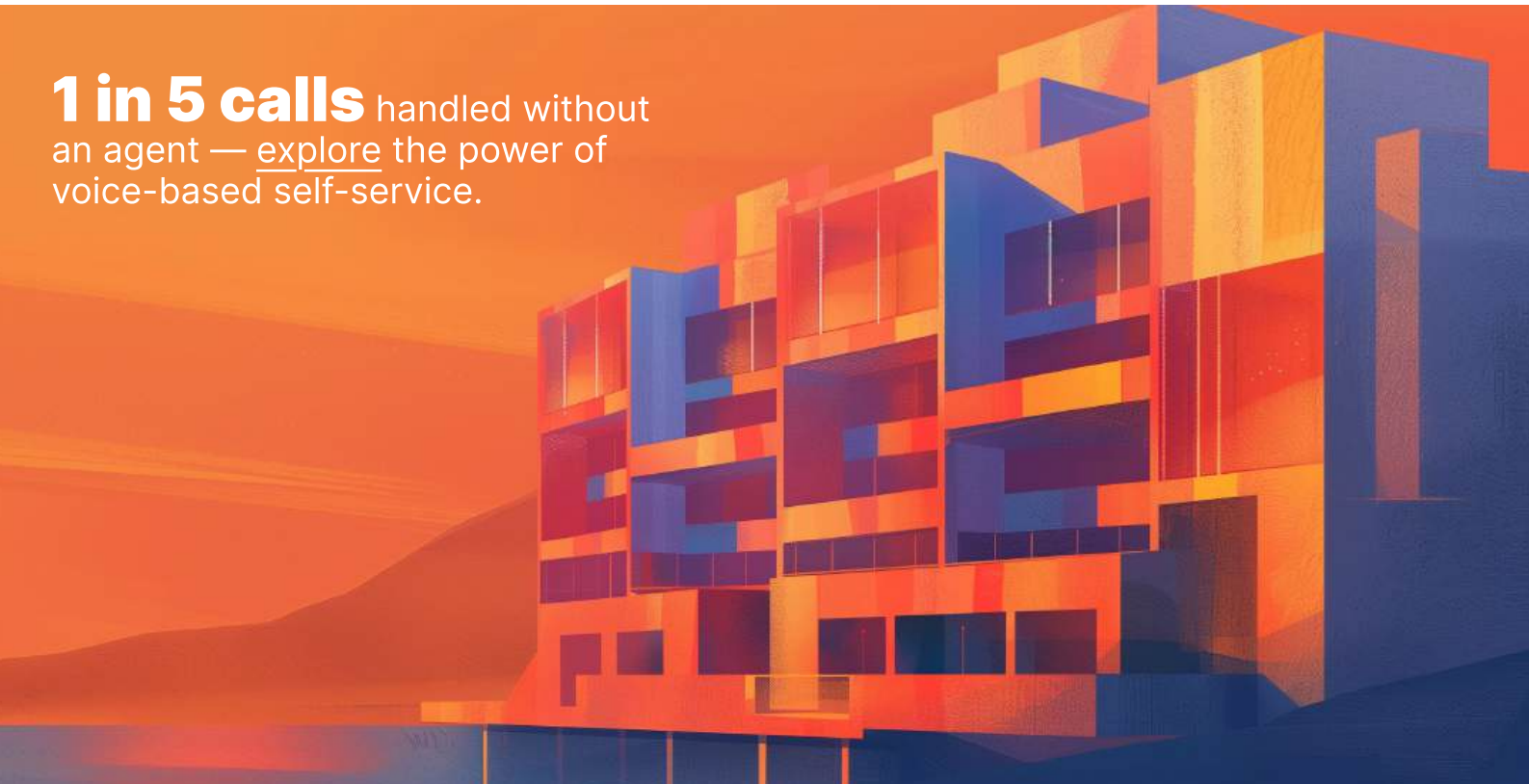
What's Next for Voice AI?
Our Experts Weigh In

I definitely think we're moving towards LLM+voice prevalence, while classic NLU voice assistants like Google and Alexa continue to lose popularity.

Voice assistants already make things easier for those who are blind, sight impaired, or have limited mobility. With the latest advances in voice and LLMs, voice assistants will become more intuitive and have a better grasp of context. This will enable a greater level of personalization, where voice assistants will be able to personalize the experience based on who they are speaking to.

Oh, and not to mention the advancements in synthetic voices, which now sound almost 100% human-like. So it's even more important to be transparent with people, and let them know they're talking to an AI assistant or agent.

— Petra Gal, Conversation Designer

Voice assistants will continue to follow their current trajectory and become even more prevalent in years to come, particularly as they become more personalized, and improve in understanding a greater multitude of accents and dialects. Achieving equal recognition for all voices, similar to the current accuracy for white male voices, will enhance their accessibility. In addition, with ChatGPT's latest release, we see that voice assistants can become significantly more intuitive, not only understanding what we are saying, but also understanding what we mean.

— Natasha Gouws-Stewart, Head of Customer Experience and Conversation Design

Voice assistants will help businesses by working closely with advanced chatbots to make customer service faster and more personalized, allowing companies to handle inquiries efficiently around the clock. They will also help businesses understand customer preferences better by analyzing user data, leading to products and marketing strategies that meet customer needs more effectively, thus boosting loyalty and satisfaction.

— Viktoriia Tymoshchuk, Project Manager

From my perspective, there's a noticeable surge in demand for voice bots right now — and I believe there are a few key reasons behind it.

Custom Neural Voice *technology has opened the door to replacing the robotic voices of the past with more natural, human-sounding ones. These voices can be further customized — made faster or slower, given accents, and more — making interactions with voice assistants much more pleasant for users.*

GenAI *is also making voice bots significantly smarter. They can now provide more detailed, context-aware answers and support a wider range of use cases. And finally, voice bots are highly **accessible** — users don't need to type, and they can interact using almost any phone.*

— Olga Hrom, Director of Pre-Sale Strategy & Delivery

From voice cloning to LLM-powered personalization, explore **10 predictions** that take these insights even further.

What Actually Works in Voice AI — Tips from a Pro Conversation Designer

Q How do we keep voice interactions concise and user-friendly?

In voice-based customer service, brevity is key. Unlike text, users can't easily revisit spoken data. Responses should be brief, ideally limited to three sentences, to avoid overwhelming users with information they can't easily process.

Q What's the secret to making voice interfaces sound natural?

When designing for voice interfaces, it's important to 'write for the ear.' Spoken language is inherently different from written language; it's typically more informal, and contractions are expected. Avoid utilizing complicated vocabulary that is more common in writing.

Even with the advanced capabilities of LLMs, it's crucial to structure answers in a way that aligns with spoken communication norms. This includes being direct and using a friendly, engaging tone that matches the brand's voice. Additionally, the AI should be capable of seamlessly transitioning to a human agent when necessary, especially for complex or sensitive issues.

Q How do we add human-like conversational flow?

Use conversational markers. As Cathy Pearl emphasizes, all systems, even formal ones, benefit from conversational markers that match the bot's personality. Users know they're talking to a machine but still appreciate these conversational basics.

Conversational markers play a vital role in voice interactions. We use acknowledgments at the start of bot responses to signal that the system has understood the user. They can express emotions like surprise, concern, or simple recognition.

Common examples include:

- **Positive:** *great, excellent, good, super, wow, wonderful, nice, perfect, good job.*
- **Neutral:** *got it, Ok, alright, sure, gotcha, sure thing, certainly, on it, thanks.*
- **Negative:** *sorry, hmm, I see, I understand, I hear you.*

It's important to use conversational markers that are appropriate for the context. For example, avoid using affirmative phrases like 'Sure' or 'Got it' if the user has declined an offer. Instead, depending on your bot persona, *'Alright then', 'No problem',* or *'No worries'* could be more suitable.

Discourse markers, unlike acknowledgments, are used throughout a conversation to help guide users and manage their expectations.

Here are some effective types:

- Sequence markers: first, second, next, finally, lastly, for starters, to begin with, to start, halfway there, almost done.
- Transitional markers: now, by the way.
- Result markers: therefore, so, as a result, hence, consequently.
- Other markers like: also, actually, anyway, otherwise, in that case, furthermore, in addition, alternatively.

By choosing the right markers, you can enhance the flow and clarity of conversations, which makes them engaging and easy to follow. However, it's important to vary your conversational markers throughout the conversation. Repeatedly using the same marker can make your system sound more robotic instead of less.

> **How do we ensure clear communication in voice interactions?**

Because voice assistants can't use non-verbal cues, there's no better way to indicate that it's the user's turn to respond than by asking a question. Ideally, you should place **a question at the end of the prompt** to avoid misunderstandings and interruptions.

To make voice interactions clearer, ask for information one prompt at a time. This method improves not only how well the system understands users but also how well users remember what the system asked. For example, ask for the date first and then the time. However, be ready to handle users who might give multiple details at once.

What's the best way to structure information for voice prompts?

Sociolinguist Gail Jefferson's **rule of three** tells us that people naturally favor information grouped in threes. Given the limits of human short-term memory and the transient nature of the medium, this rule is particularly useful for voice interfaces. You can apply it to conversational menus and lists, where it's recommended to start with the top three or four items and then offer additional choices.

For conversational menus, start with the three most important options. For example, the bot could say, '*I can help with booking flights, finding hotels, renting cars, and more*.' This shows key services and hints at other options with phrases like 'and more' or 'something else'.

When presenting lists, begin with the top three or four items. For example, '*Here are some top-rated options: Italian Bistro, Sushi House, and Tex-Mex Grill*.' Then, ask something like, '*Would you like to hear more?*' to offer additional choices.

Don't just build voice tech for the sake of it. Here's how to make sure your investment actually solves problems.

How Master of Code Global Can Empower Your Journey

We specialize in building, scaling, and optimizing custom voice solutions that drive real business results. Here's what we bring to the table:

- **Crafting intelligent voice agents** built on cutting-edge LLMs and conversational frameworks — tailored to your business needs.

- **Designing human-like dialogues** that reflect your brand personality and deliver smooth, intuitive interactions across voice channels.

- **Developing multi-platform solutions** — from phone-based support to mobile apps, smart devices, and omnichannel integration (WhatsApp, web, and more).

- **Training voice assistants** with real customer data to maximize accuracy, personalization, and business relevance.

- **Embedding AI securely** into regulated industries (like finance, insurance, and healthcare) with privacy and compliance top of mind.

- **Implementing smart voice UX** — including conversational flow, tone mapping, fallback handling, and escalation to human agents.

- **Providing continuous improvement** through analytics, fine-tuning, and prompt optimization to keep your assistant relevant and effective.

- **Empowering your team** with training and AI adoption strategies so you can scale internally with confidence.

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At **Master of Code Global**, we create custom AI agents, voice and Conversational AI, Generative AI solutions, as well as web and mobile products, built to solve your unique challenges and bring your vision to life.

1+ Billion
Users Engaged

4.8/5
Clutch Rating

1,000+
Projects Delivered

ISO 27001
Information Security Management

250+
Masters

81 NPS, 9.2 CSAT
Client Feedback

Work in partnership with

VERINT.
glia
Quiq
ada

sinch
cohere
nylas
chatfuel

boost·ai
Infobip
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We're helping businesses redefine and elevate customer experiences with AI

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