

Personal AI and NVIDIA Riva: Bringing Voice-to-Voice AI Personas to Life for Small Businesses

It's 3 AM when the phone rings at Apni Mandi Farmers Market, a 24/7 Indian grocery store in Silicon Valley, but this is no ordinary customer service interaction.

While the store's night team handles inventory, a customer is planning a large family celebration and seeks catering options for the next day. Instead of reaching voicemail, he is greeted by a voice that sounds remarkably human – an AI Persona that understands Apni Mandi's inventory, pricing, and most importantly, its commitment to quality in the voice of its owner Dhillon.

This isn't science fiction – it's the result of a collaboration between Personal AI, an NVIDIA Inception program member, around NVIDIA's Riva speech AI technology.

"Our focus has always been on creating the best possible experience for our customers – from selecting the finest ingredients to sharing traditional recipes," says Dhillon. "Personal AI helps us extend this dedication to service across all our customer touchpoints, allowing our team to focus more on what matters most: fulfilling our customers' needs and maintaining the quality we're known for."

[Video link](#)

Revolutionizing Small Business Operations

America's 33 million small businesses – from family-owned grocers to professional services firms – form the backbone of the economy. Yet until now, they've lacked AI technology that truly understands their unique values and operations. Personal AI is changing this paradigm by creating AI Personas that are specific to each business, fully managed and controlled by the owners themselves, and now, through NVIDIA Riva's speech AI technology, capable of natural voice-to-voice interactions.

"Small business owners need technology that adapts to them, not the other way around," explains Suman Kanuganti, CEO of Personal AI. "By combining our AI Personas' deep contextual understanding with NVIDIA Riva's voice capabilities, we're enabling businesses to automate workflows, streamline communications, and manage information in ways that is natural and authentic to their brand."

Bringing AI Personas to Life Through Voice

AI Personas are digital representations of job functions or people, performing the role of real-world counterparts. With Personal AI Receptionist, these AI Personas can be activated on existing phone plans to tackle the daily needs of small businesses.

For Apni Mandi, this means their AI Personas can handle everything from sharing recipes and discussing ingredient sourcing to managing catering inquiries and coordinating with suppliers. "Our AI Personas understand our business deeply," Dhillon notes. "They help eliminate bottlenecks and handle routine tasks, giving our team more time to focus on creating exceptional experiences for our in-store customers."

Transforming Business Operations

The impact of this technology extends across various small business sectors:

- Retail stores can manage inventory queries and supplier communications
- Professional service firms can automate order management and client follow-ups
- Restaurants can handle complex catering inquiries and special orders with conversational history.
- Small accounting firms can manage routine client communications and document requests

Most importantly, these AI Personas maintain the personal touch that makes each business unique while scaling their operational capabilities.

A New Era for Small Business

The successful implementation at Apni Mandi showcases the potential for millions of small businesses nationwide. Personal AI and NVIDIA are working with major telecom providers to make these voice-enabled AI Personas accessible to businesses of all sizes, with activation as simple as flipping a switch on their existing phone lines.

"We've demonstrated how Personal AI Personas can transform how small businesses operate," says Kanuganti. "This isn't just about automation – it's about giving business owners the tools to extend their expertise and personal touch across every customer interaction."

Looking Ahead

As this technology continues to evolve and undergo market adoption, the focus remains on empowering small businesses with AI that understands their unique needs and values. The combination of Personal AI's contextual intelligence and NVIDIA Riva's voice capabilities creates possibilities for businesses to scale their operations while maintaining their authentic character.

For businesses interested in exploring how AI Personas can transform their operations, contact NVIDIA's Inception or Riva teams, or visit Personal AI for a consultation to learn more.