

**We're a
finalist!**
Partner of the
Year Awards

2024 Global Category Awards – Migration to Azure



Customer Insights

USECASE - Customer Insight Gen AI Solution

The Business Challenges

- In today's fast-paced business environment, understanding and improving customer experience is paramount for call centers. Leveraging the power of Azure Cognitive Services, our Call Center Customer Insight Gen AI solution transforms customer service interactions into valuable insights, revolutionizing the way call centers operate and engage with their customers.

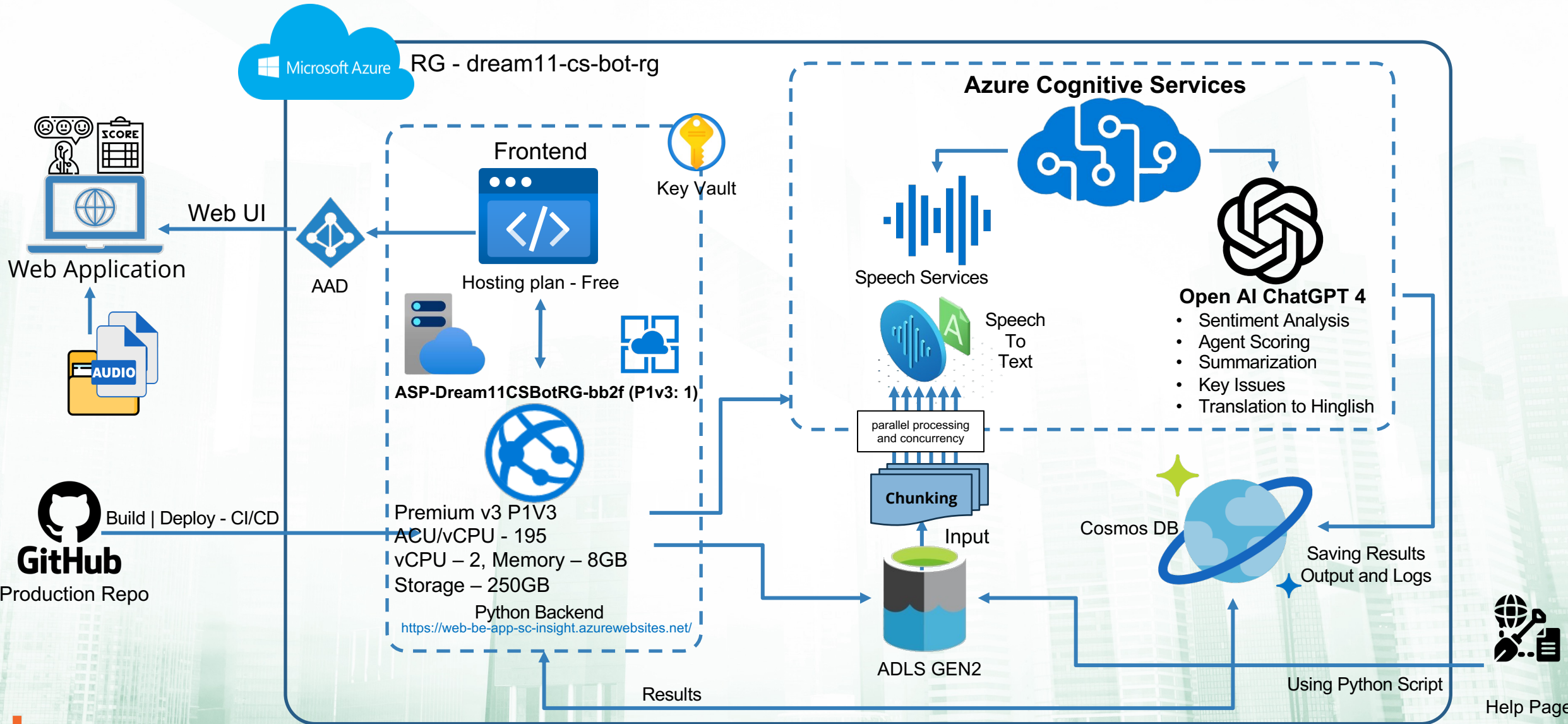
Key Features:

- **Sentiment Analysis:** Evaluates customer emotions during calls, offering a clear view of satisfaction levels.
- **Agent Scoring:** Assesses agent performance on calls, highlighting areas for improvement and training needs.
- **Summarization:** Provides quick, concise summaries of calls, capturing essential points and outcomes for efficient review.
- **Key Issues Identification:** Detects and categorizes recurring customer issues, guiding call centers in addressing and preventing these problems.

Key Results.

- This solution integrates easily with existing systems, converting speech to text and analyzing data to improve customer service, agent performance, and operational efficiency. It prioritizes data privacy and security, ensuring a trustworthy platform for gaining customer insights and driving business growth.

ARCHITECTURE - CS Insights



- ADLS GEN2 Storage
- Service Principal (Entra ID)
- Key Vault
- Static WebApp, Cosmo DB
- Web App/Azure Function – For Backend
- Open AI - Chat GPT 4 & Speech Service

File Upload

Audio Files

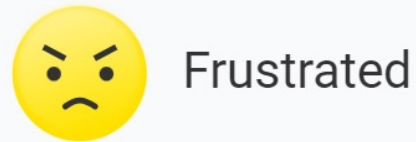
Select All

- 331689.mp3
- 331746.mp3
- 331774.mp3
- 331916.mp3
- 331943.mp3
- 333452 3.mp3

Submit



Customer Sentimental Analysis



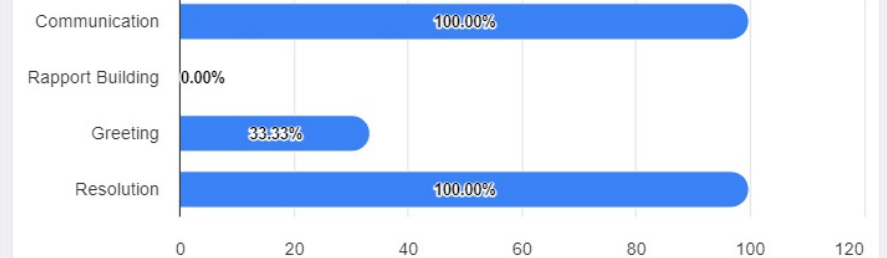
Agent Quality Score



Agent Sentimental Analysis



Agent Quality Score Factors



Categories Of Issues

CATEGORY	SUBCATEGORY
My Balance	Withdrawals

Call Summary

Transcript

Customer's problem: The customer, Gaurav, had raised a concern regarding a withdrawal from his account. He had placed a withdrawal of ₹240 on

Categories Of Issues

CATEGORY	SUBCATEGORY
My Balance	Withdrawals

Improvement Areas

Agent Response: The agent did a good job of explaining the situation to the customer and offering to put the call on hold to gather more information. However, the agent could have been more clear and concise in their communication. They also could have shown more empathy towards the customer's repeated issues with the withdrawal process.

Improvements:

1. Clarity: The agent should ensure that they are communicating clearly and effectively. They should avoid repeating themselves unnecessarily and should strive to provide all necessary information in a concise manner.
2. Empathy: The agent should show more understanding towards the customer's frustration. They should acknowledge the inconvenience caused to the customer and assure them that they are working to resolve the issue.
3. Proactive Problem Solving: Instead of just explaining the issue, the agent should

Call Summary

Transcript

Customer's problem:	The customer Gaurav, had raised a concern regarding a withdrawal from his account. He had placed a withdrawal of ₹240 on 2nd February, which had not been received yet. He also mentioned that he faces this issue every time he tries to withdraw.
Customer Service investigation:	The customer service agent confirmed the withdrawal request and found that the withdrawal had been rejected and the amount had been returned to the customer's account.
Customer Service suggestion:	The agent suggested that the customer could place the withdrawal request again. The agent also offered to put the call on hold to gather more information to better assist the customer.
Customer's sentiment:	The customer seemed frustrated and upset as he mentioned that he faces this issue every time he tries to withdraw. He asked the agent to look into the matter and do something about it. Towards the end of the conversation, the customer seemed to be in a hurry and said he would call back later as he was busy.

BOT

App UI - Dream11 CS Insights

Audio Transcript: 331689.mp3

0:00 / 2:08

Customer: hallow 12.83 neutral

Customer: haan, sar bolie 17.04 neutral

Agent: good evening main gaurav baat kar raha hoon [redacted] se aapne cnsern aapne cnsern raise kiya tha withdrawal ke regarding kya aapse baat karne ka? 21.05 neutral

Customer: haan, sar bolie 22.55 neutral

Agent: sir, main aage badhne se pehle aapki account security ke liye kya aapki date of birth ja sakta hoon 27.65 neutral

Customer: 311 2002a 29.76 neutral


Customer: kitna? 38.19 neutral

Customer: kitna?

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File Upload


Sentimental Analysis

 Frustrated

Agent Quality Score

2.9 / 5

Sentimental Analysis

 Frustrated

Agent Quality Score Factors

Factor	Score
Communication	100.00%
Rapport Building	0.00%
Greeting	33.33%
Resolution	100.00%

Call Summary

Transcript

Customer's problem: The customer, Gaurav, had raised a concern regarding a withdrawal from his Dream 11 account. He had placed a withdrawal of ₹240 on

CATEGORY	SUBCATEGORY
	Withdrawals

Thanks