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.
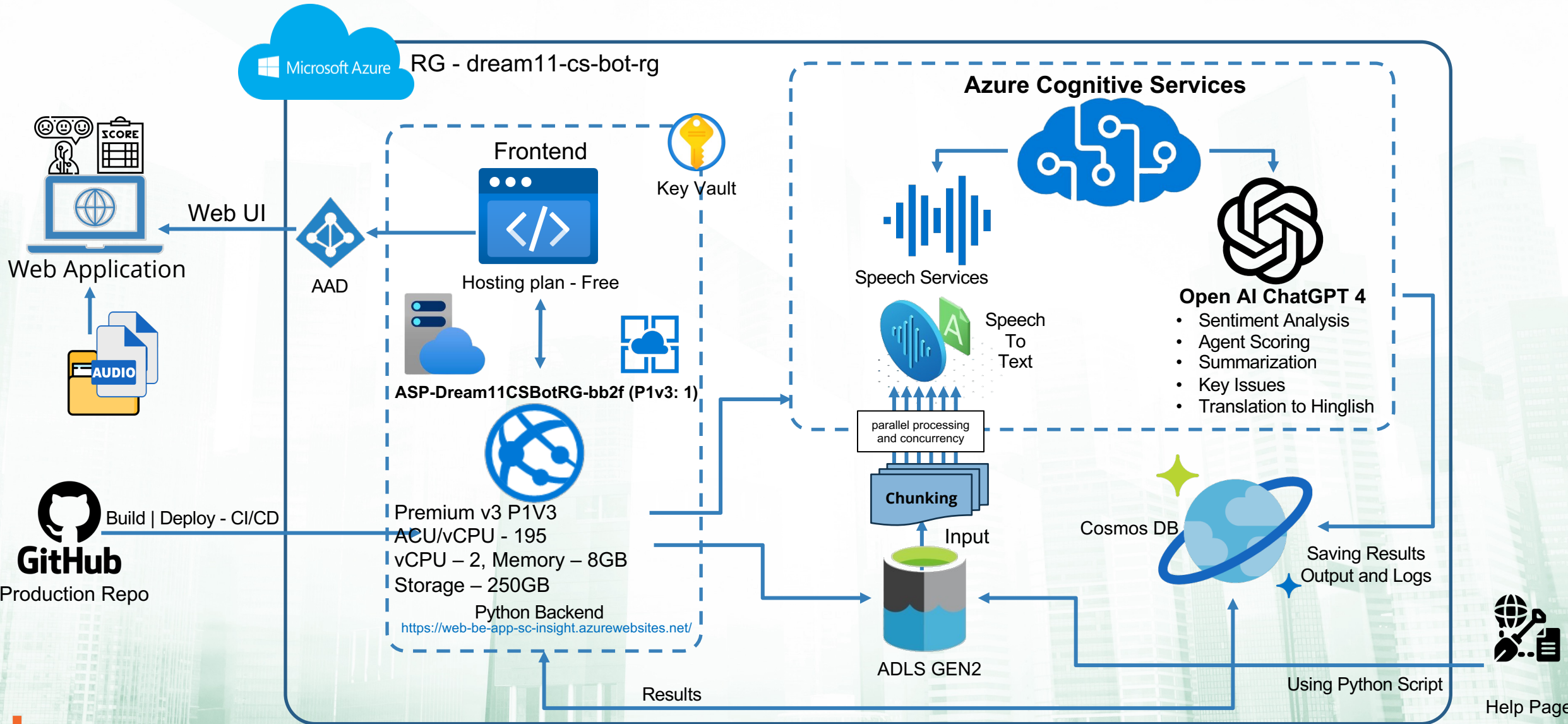
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Customer Service Insights Dashboard

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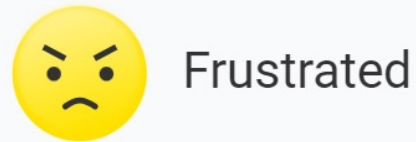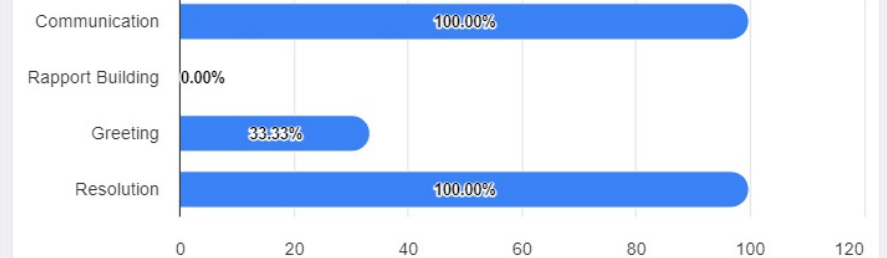
Categories Of Issues

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 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.

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

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Thanks

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