

# Conversational Knowledge Mining Jump Start

## Jump Start your Generative AI Journey

Sogeti's Conversational Knowledge Mining Jump Start leverages our AI Pod to extract actionable insights from your conversational data. Our design thinking workshop rapidly identifies your organization's key business questions and designs a strategic roadmap for implementing a conversational analytics solution that transforms how your teams understand your customers.

80%

Of all enterprise data is unstructured, with a large portion being conversational data

90%

Of conversational data is never analyzed, meaning valuable insights are lost

7-10

Days to manually analyze a small subset of conversational data for key themes and trends

## Benefits

### Unlock Hidden Insights:

Discover valuable insights from your conversational data that can help you improve customer experience, reduce chum, and increase revenue.

### Data-Driven Decisions:

Make more informed decisions based on a deep understanding of your customers' needs and preferences

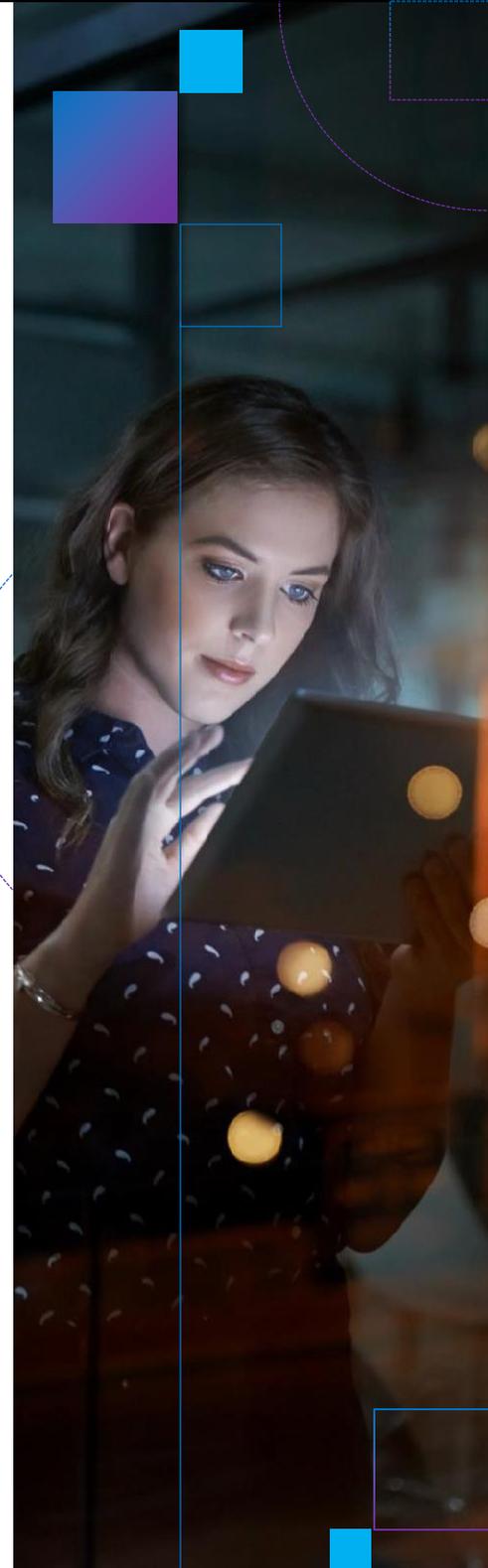
### Scalable Innovation Platform:

Build on Azure's enterprise-grade foundation with built-in security, compliance, and global scale to support growing innovation and AI initiatives

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## Deliverables and Activities may include:

- 1. Assessment & Recommendations**
  - **Current State Analysis:** A comprehensive audit of your existing conversational data sources and analytics capabilities.
  - **Architecture Review:** Evaluation of your current data architecture to determine the best approach for integrating a conversational knowledge mining solution.
  - **User Experience Assessment:** Analysis of how your teams currently access and use customer insights to identify opportunities for improvement.
- 2. Knowledge Mining Acceleration**
  - **AI Agent Configuration:** Discussion of setting up of topic modeling and sentiment analysis models in your environment..
  - **Functional Prototype Code:** A working prototype of a conversational knowledge mining dashboard that demonstrates the value of this approach for your business.
- 3. Design Thinking and Roadmap**
  - **Strategic Implementation Roadmap:** A phased approach with a timeline, priorities, and success metrics for scaling your capabilities.



## Use Case

### Challenge

A telecommunications company was struggling with high customer churn rates. They had a massive amount of customer support call data but no way to analyze it effectively.

### Solution

Through our Jump Start design thinking workshop, Sogeti analyzed their call data and identified the key drivers of customer churn. We then developed a set of recommendations for how to address these issues.

### Results

The company was able to reduce customer churn by 15%, resulting in millions of dollars in savings.

Let's  
connect



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