

Conversational Knowledge Mining Jump Start

The Challenge

Enterprises are sitting on a goldmine of unstructured conversational data from customer support calls, chatbots, and internal communications. However, they struggle to extract valuable insights from this data, which is often messy, inconsistent, and difficult to analyze.

80%

Of all enterprise data is unstructured, 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

Organizations that fail to unlock the insights hidden in their conversational data risk falling behind competitors who are leveraging this information to improve customer experience and drive innovation.



The Solution

Sogeti's Conversational Knowledge Mining Jump Start, powered by our AI Innovation Pod, helps you transform your raw conversational data into structured, actionable insights.

Insight Extraction

- **Topic Modeling:** We use advanced AI techniques to automatically identify the key topics and themes discussed in your conversations.
- **Sentiment Analysis:** Our solution analyzes the sentiment of each conversation, helping you understand customer satisfaction and identify areas for improvement.

Knowledge Synthesis

- **Trend Analysis:** We identify emerging trends and patterns in your conversational data, allowing you to proactively address customer needs.
- **Root Cause Analysis:** Our solution helps you pinpoint the root causes of customer issues, enabling you to address them more effectively.

Accelerated Innovation

- **2-day Jump Start** workshop with hands-on data analysis
- **Pre-built dashboards and visualizations** for common enterprise reporting scenarios

Key benefits

- **Unlock Hidden Insights:** Discover valuable insights from your conversational data that can help you improve customer experience, reduce churn, and increase revenue.
- **Data-Driven Decisions:** Make more informed decisions based on a deep understanding of your customers' needs and preferences.
- **Increased Efficiency:** Automate the process of analyzing conversational data, freeing up your team to focus on strategic initiatives.

Case Study

Telecommunications Company - Customer Churn Reduction

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.

Learn more

Let's connect



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