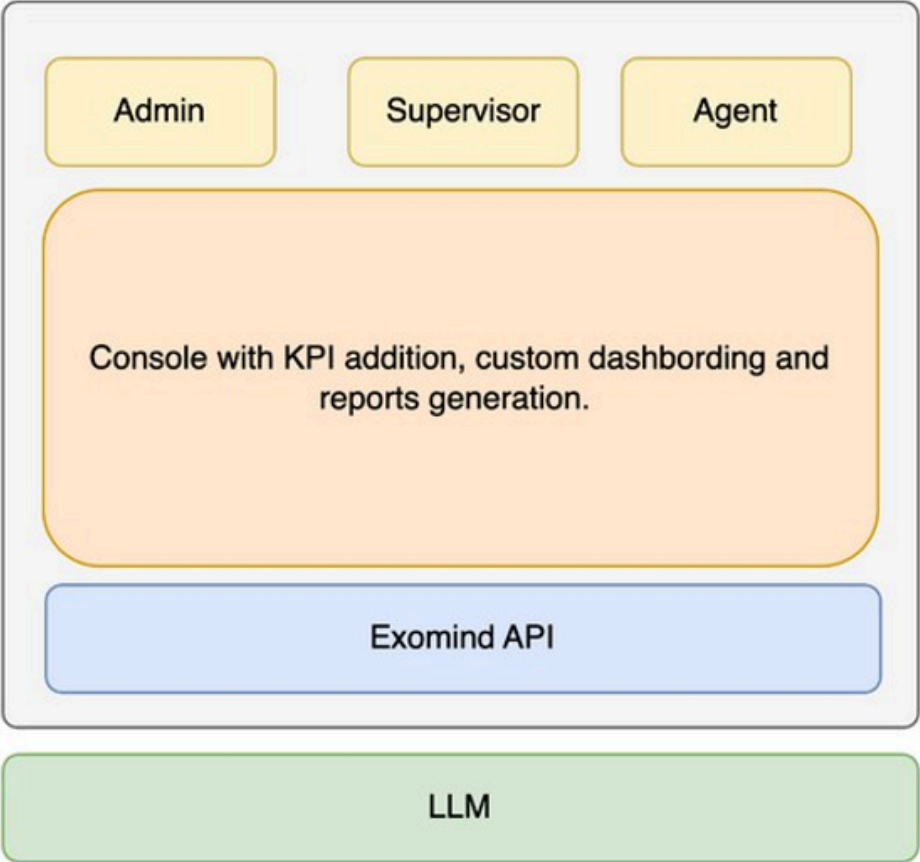


Solution Document for CQA

Introduction

Exotel's Conversation Quality Analysis (CQA) tool empowers enterprises to elevate their communication standards by providing detailed assessments of chat and voice interactions. It highlights strengths and identifies critical weaknesses in your communication tactics, offering a clear roadmap for improvement. Whether your goal is to enhance sales conversions, improve customer support efficiency, or refine your overall communication strategy, CQA equips you with the insights and tools needed to achieve superior customer experiences. Leveraging GenAI capabilities, CQA delivers actionable insights that boost agent productivity, enhance customer satisfaction, and optimize costs.



Admin: Admins get a comprehensive view of team performance with the ability to drill down into data at team and agent levels. They can also manage users and handle usage and billing-related tasks.

Supervisor: Supervisors can monitor their team's performance over time, identify areas needing improvement, and pinpoint critical low-performing areas for targeted coaching.

Agent: Agents access the console to review their performance trends, identify areas for improvement, and understand specific KPIs where they fall short, with guidance on how to enhance their skills.

KPI (Key Performance Indicator): Measurable value that reflects the effectiveness of the conversation vis-a-vis the objective. A given conversation can have multiple KPIs defined. The platform currently defines three types of KPIs

Yes/No KPIs: Yes/No or Assertive KPIs allow for Binary (yes/no or true/false) analysis to be captured in the conversation

Example:

> Did the customer actively participate in the conversation?

> Did the customer express any concerns or reservations during the call?

Category KPIs: Category KPIs allow for the categorization of conversations. Multiple categories allow for multi-dimensional categorization/tagging in conversations

Example:

> Did the customer demonstrate high, medium, or low engagement during the call?

> At which stage of the sales process did the call reach? (e.g., initial inquiry, offering pre-EMI, arranging site visit)

Rating KPIs: Allows for nuanced (1-10) ratings to be captured on the conversation

Example:

> On a scale of 1 to 10, how well did the customer understand the project overview provided?

> On a scale of 1 to 10, how effectively did the caller address objections?

Solution Components

Exomind-Powered CQA Tool

- **Post-Call Assessments:** Conducts advanced evaluations using predefined metrics to ensure thorough analysis of each conversation.
- **Detailed Quality Analysis:** Scores agents on every call, assessing agent and customer behaviors to provide deep insights into performance.

Operations KPI

- **Agent Performance Analysis:** Evaluates agents on KPI adherence, soft skills, and professional handling of customer queries, providing actionable feedback for improvement.
- **Behavioral Insights:** Analyzes agent and customer behaviors, delivering insights to enhance interactions and drive performance.

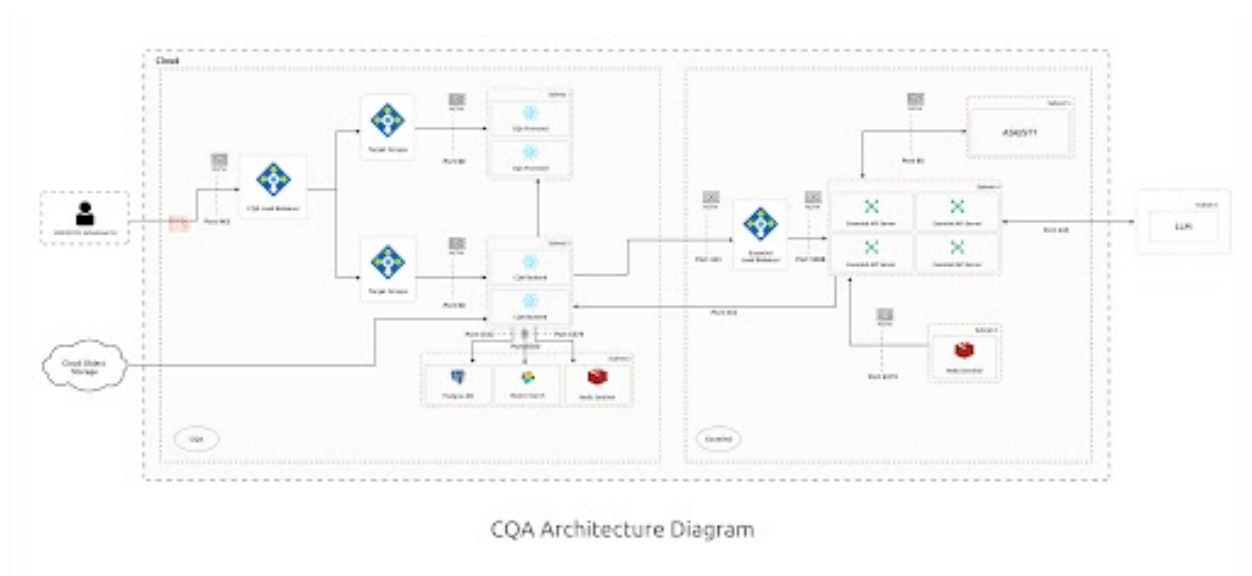
Process KPI

- **Customer Call Analysis:** Identifies call reasons and key issues, enabling businesses to adapt processes for better customer service.
- **Process Improvement Suggestions:** Recommends changes to refine operations and elevate the overall customer experience.

Strategic KPI

- **Customer Understanding:** Offers insights into customer needs, revealing gaps in products or services.
- **Future Services and Products:** Highlights opportunities for new offerings aligned with customer expectations.

Architecture



Functionality

Itemized dashboard: This dashboard allows you to listen to call recordings, see the transcripts, and navigate to specific areas of the recordings based on KPIs, allowing users to go one level deeper in understanding the analysis.

Summary dashboard: This dashboard gives a holistic view of how the performances have been, which areas have not been great, and where improvements are needed with charts and tables, allowing users to understand on a holistic level.

Disputes management: This page allows users to see all the disputes they have raised, over the analysis done by AI. A similar page to the Supervisor and Admin allows to resolve or reject such disputes.

Recommendations: Users get recommendations on improvements, performance, etc on this page. An admin sees overall team recommendations, the Supervisor with his teams, and Agents see their improvements and recommendations to LMS, etc.

Quality Profile management: This page allows Admins to create and manage quality profiles used for analysis

Analysis management page: Allows Admins to create and schedule analysis analysis over their teams.

Users management: Allows Admins and Supervisors to invite users and teams to the console.

Integrations page: This page allows users to integrate with different services like cloud storage, learning management systems, or Knowledge base systems.

AI Engine - Exomind:

Exomind is the AI orchestration layer that interfaces with the LLM to extract insights from the conversations in a secure and precise manner.

Key Features

1. 360 Degree KPI Analysis- Analyze conversations against detailed runbooks, eliminating separate KPI definitions just for the CQA tool. It adapts to SOP changes directly, ensuring constant alignment without manual effort.
2. Multilingual Conversation Analysis- Tap into diverse markets, ensuring effective communication and understanding across language barriers.
3. Consistent Accuracy- Minimize bias and errors with objective evaluations across channels with over 90% accuracy.

4. Seamless integrations- Break communication siloes by integrating with knowledge bases, contact centers, and other conversation platforms facilitating real-time data access and analysis.
5. Compliance for Risk Mitigation- Detect and flag compliance breaches, reducing the risk of regulatory fines and reputational damage.
6. Insights into Agent Performance- Evaluate conversations, scoring agents on every call and monitoring both agent and customer behaviors.
7. Custom Dashboards: Tailor dashboards to your enterprise needs by grouping KPIs into sections like Opening, Communication, and Closing. This structure provides Supervisors and Admins with a clear, concise performance view.
8. Report Generation: Get AI-generated reports instantly after analysis. Easily filter key insights, share with your team, or email reports for quick access and reference anytime.