Call Center Analytics & Dashboard

for

A Retail org.

using Speech Recognition, NLP & other AI tools

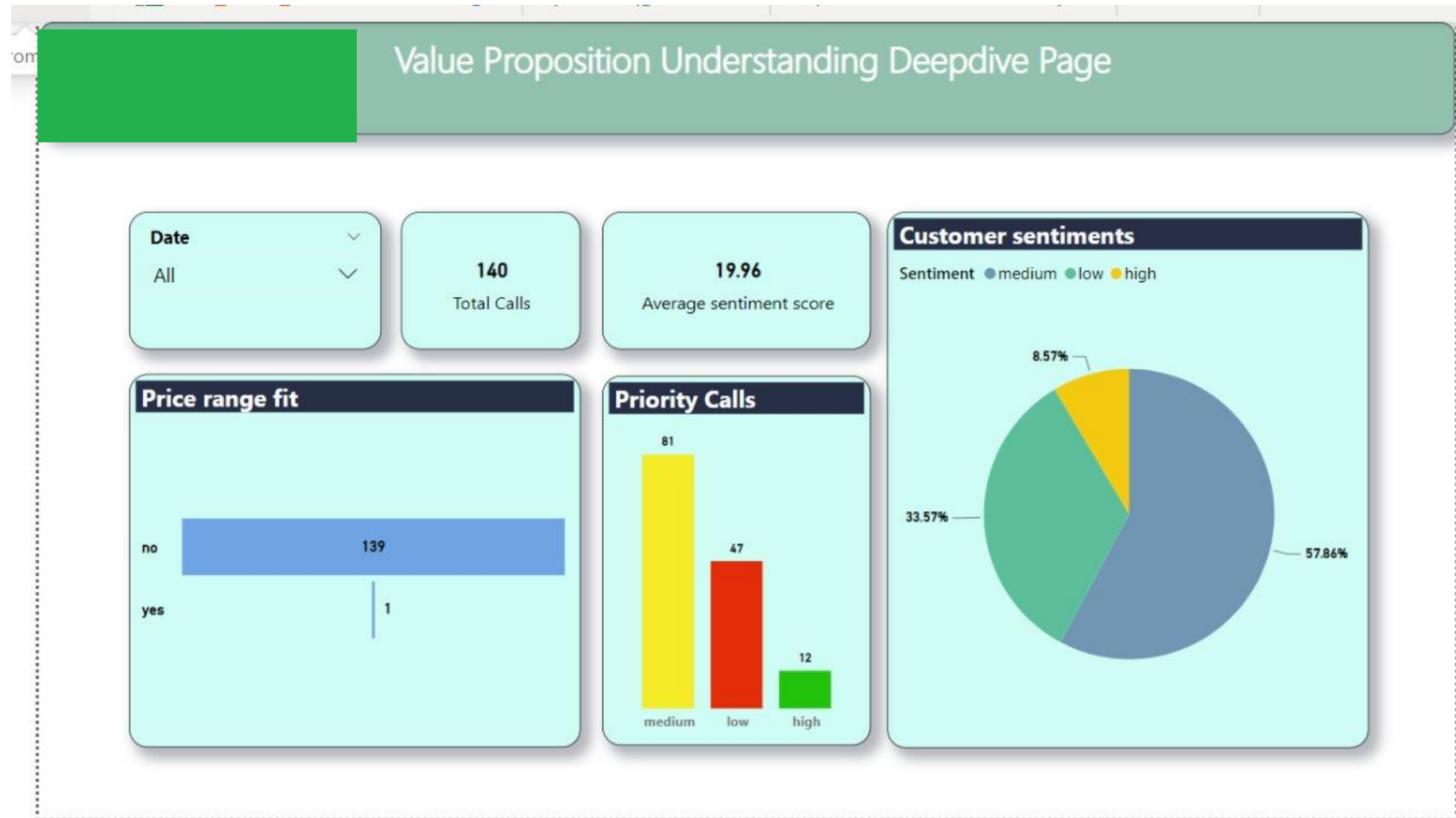## Enabling Digital Transformation

Introduction

Retail Organization , a Leader in high-end Door / Window products in B2C space , desired a solution for :

1. Analytics on Live and recorded call between prospect and its call-center agent

2. Customer sentiment, product perception, organization's value-proposition and its standing w.r.t competition to be captured and analysed

3. A Dashboard to present findings to Company's Management , basis which actions can be taken to improve customer experience and ultimately , achieve competitive advantage

Screenshots from the application
&
Underlying Technology

MLAI
Machine Learning
Artificial Intelligence
DIGITAL TRANSFORMATION

Main Dashboard

Value Proposition Understanding Deepdive Page

Date
All

140
Total Calls

19.96
Average sentiment score

Customer sentiments
Sentiment ● medium ● low ● high

8.57%

33.57%

57.86%

Price range fit

no 139

yes 1

Priority Calls

81

47

12

medium   low   high

Price Range Fit for the Customers who have approved of **Sale Agent VISIT.**

Formula for Customer Sentiments:-

For a Particular there is count of Positive Sentiment Statements(x), Negative Sentiment Statements(y) & Neutral Sentiment Statements(z).

% Sentiment Score for 1 Call => **(x-y)/(x+y+z)**

Avg Sentiment Score of a Call:-
Less Than 0% - Low
0 to 35% - Medium
More than 35% - High

MLAI Machine Learning Artificial Intelligence
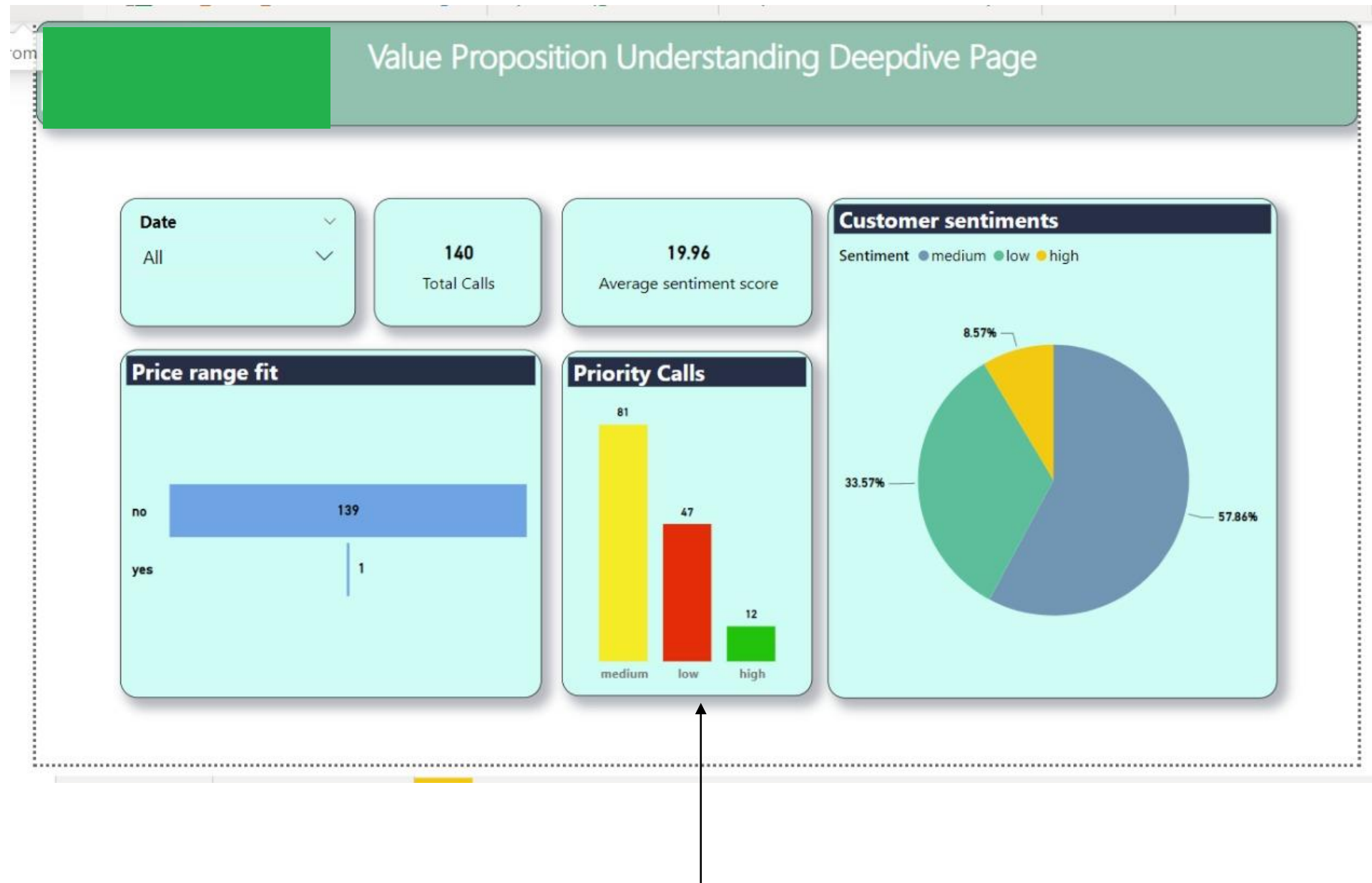DIGITAL TRANSFORMATION

Main Dashboard

Price Range Fit for the Customers who have rejected the Product because of Price.

The ML Algorithm at the Backend checks if the Customer has spoken either of "Too Expensive" or "Costly"
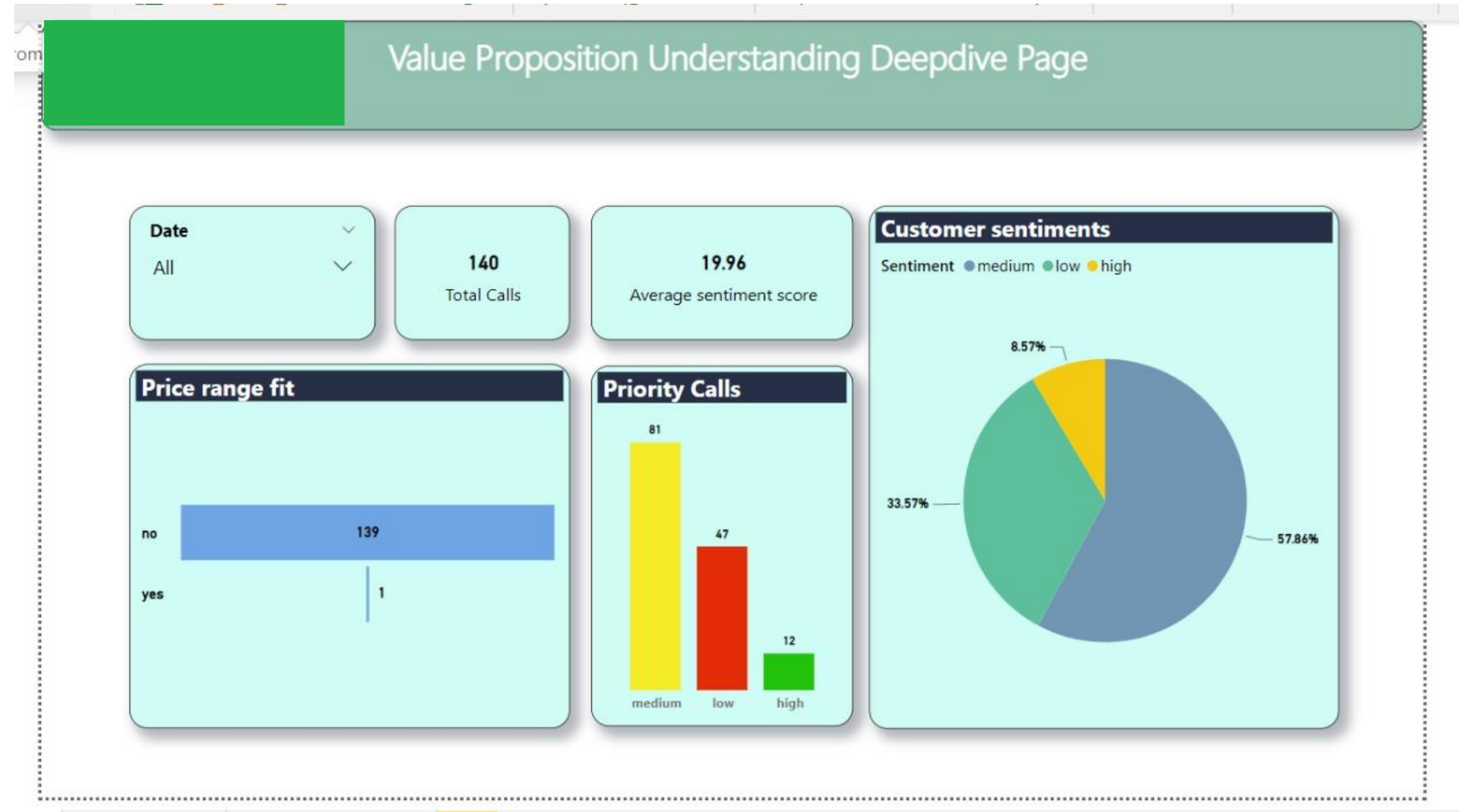
Main Dashboard

For Priority Calls, High are the calls where Sale can be Easily Converted. Low are the ones which are difficult to be converted. Medium Calls is the middle category.

Word Cloud

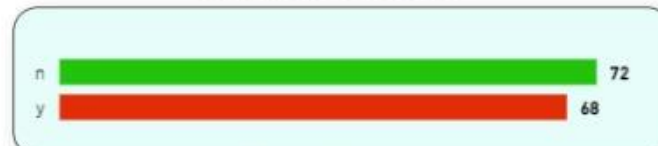- Word Cloud are the Words which are most Spoken in the calls.

Value Proposition

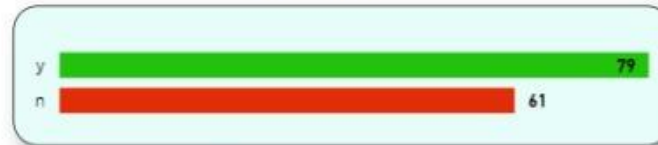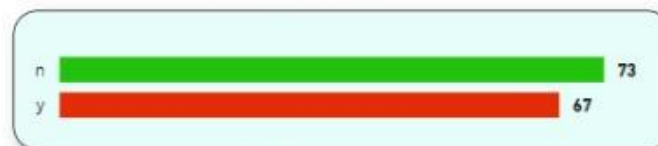Value Proposition Understanding Deepdive Page

- First Card Depicts if the Agent has described the Various Parameters of Value Proposition.

Technique Used – ML Based Fuzzy Match

This Technique checks normal Keyword Phrases.

Value Proposition

Value Proposition Understanding Deepdive Page
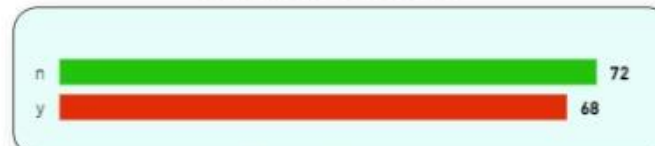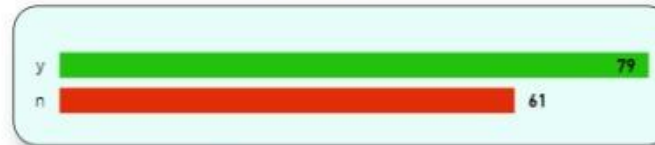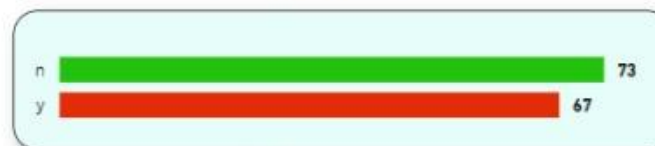
abg_hindalco
- y: 128
- n: 12

WiWa_certification
- n: 72
- y: 68

Duranium
- y: 79
- n: 61

Sound Proof
- n: 73
- y: 67

Warranty
- n: 134
- y: 6
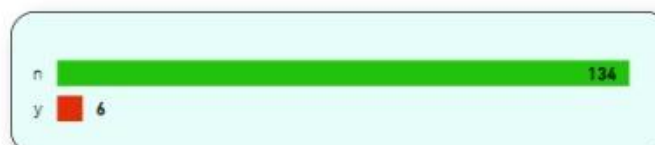
Understanding Score
- n: 76
- y: 64

Date
All

Customer Emphasis
- Sound Proof: 38
- Duranium: 24
- Cyclone water leakage: 18
- Warranty: 11

- Customer Emphasis on Particular Features which is depicted

Technique Used – Regular Expression

The AI Model Checks if the Customer has repeated anything from the Dictionary of Keywords.

- Understanding Score is the **Count** if the Customer has understood the Brand Value and the Product Features.

MLAI Machine Learning Artificial Intelligence DIGITAL TRANSFORMATION

Thank you.

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