



underlined
Building Data Driven Customer Experience



Microsoft
Solutions Partner

Boost customer & business value with Conversation Analytics

Talking directly with customers is an important part of any business. While many organizations have large volumes of conversational data, most are not deriving any value from these interactions, despite the business potential.

In today's world, organizations must be able to quickly understand customer needs and sentiment towards their brand, effectively adapting to changing customer expectations.

At a glance

VANAD

engage

Customer: VANAD Engage

Website: <https://www.vanadengage.com>

Customer size: Large (1,000 - 9,999 employees)

Country: The Netherlands

Industry: Other

Products and services: Conversation Analytics

By automatically analyzing conversations, sentiment, and behavioral style, conversation analytics provides meaningful insights.

Organizations can make better strategic decisions, by spotting trends & opportunities, preventing customer interactions, digitizing & automating handling and making customer service operations more efficient. This results in higher customer satisfaction against lower cost and higher revenue.



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<https://underlined.eu> | info@underlined.nl | +31 (0)73 303 0290

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Underlined, VANAD Engage, and Conversation Analytics Azure Marketplace

Customer challenges

As a Customer Service BPO, VANAD Engage gets a number of questions from their customers to help them digitalize, reduce interactions, automate and make customer service operations more effective. One of these customers is a subsidiary of one of the largest aviation groups in Europe.

A lot has changed in the travel world recently due to COVID. After two years, the travel industry is flourishing again. Unfortunately, due to staffing problems at several airports, airlines have had to cancel flights, forcing thousands of passengers to be notified. Affected passengers were being rebooked or postponed their trip. Despite this difficult time, contact centers continue to work with great commitment to answer all questions from travelers and provide the best customer service they can, supported by AI.

Many companies are dedicated to digitizing customer contact because it saves costs and it offers enormous opportunities to improve the customer experience. To help airlines digitize where possible, manage conversations efficiently, and improve services, gaining true insights in conversations is crucial and needed.

Partner solutions

COVID brought an enormous rise in customer questions. Many actions have been taken together with VANAD Engage and the aviation group to be able to answer the increase in questions. At the beginning of 2019, VANAD Engage entered into a partnership with a subsidiary of the aviation group. Today 200 customer contact professionals are operational to answer all questions every day and provide customers with the best customer service.

To help the contact center manage conversations and traffic over time, Conversational Analytics is used as a powerful insights tool. The platform harmonizes customer interaction data from all sources, in this case every phone call and WhatsApp message.

We've created one single source of information - one truth -, giving detailed insights about every conversation to optimize the customer's journey. With Conversation Analytics, users will never miss crucial information that can benefit their business.

Customer benefits

The Conversation Analytics platform allows companies to make better decisions, identify trends and boost customer satisfaction. Automatically detecting and understanding the underlying reasons for repeat traffic to the contact center and identifying opportunities for optimising (website) content, services and communication touchpoints.

The platform monitors quality (KPI's) to reduce expensive waste-, & repeat calls and call duration with intuitive dashboards. Use these insights to accelerate digital transformation, improve customer service and achieve strategic goals.

- ✓ User-friendly
- ✓ Omnichannel & multilingual
- ✓ Models for data categorization
- ✓ Topic classification
- ✓ SuperSearch conversations
- ✓ Build on Azure
- ✓ Quality management models
- ✓ Self-service machine learning

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Customer goals

- Enhance customer interaction quality
- More efficient contact handling
- Waste-contact reduction
- Process improvement
- Policy changes on customer experience
- Get deeper customer insight for commercial purposes



Insights

- **20% of daily traffic about not receiving booking confirmation** (and related issues of not being able to buy extra services through self service)
- **5% of daily traffic about not being able to check in online**



Results

Gained insights gave direction to automation teams in which topics to give priority, adapt routing based on real conversations, and verify how policy changes in (re)booking during COVID times were received by customers (and how they affected customer satisfaction).

