RETAIL & CALL CENTER

CASE STORY
THE VOICE OF THE CUSTOMER

TRANSCRIPTION AND OPTIMISATION OF CUSTOMER CALLS, AI, DEEP LEARNING, SENTIMENT ANALYSIS

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CHALLENGES

The call center of a major health insurance fund wanted to drastically reduce the after call work of the agent and find the best solution to get detailed insights on the call reasons.

- Develop an Enterprise data platform as a foundation layer
- Collect & process the customer calls
- Use AWS AI integrated services such as AWS Transcribe (speech-to-text) and AWS Comprehend (Natural Language Processing) to perform topic modelling and sentiment analysis to better understand and meet the await of the customer.

SOLUTIONS & RESULTS

We have developed a governed data platform that helps identify and collect all data sources related to the customer's experience. The transcription and optimal processing of the calls allows a significant workload gain at the Service Center and enables individual misinterpretation during the calls to be eliminated.

Moreover, by using the latest managed services of AWS, we help enrich the knowledge of the teams with the customer's voice.

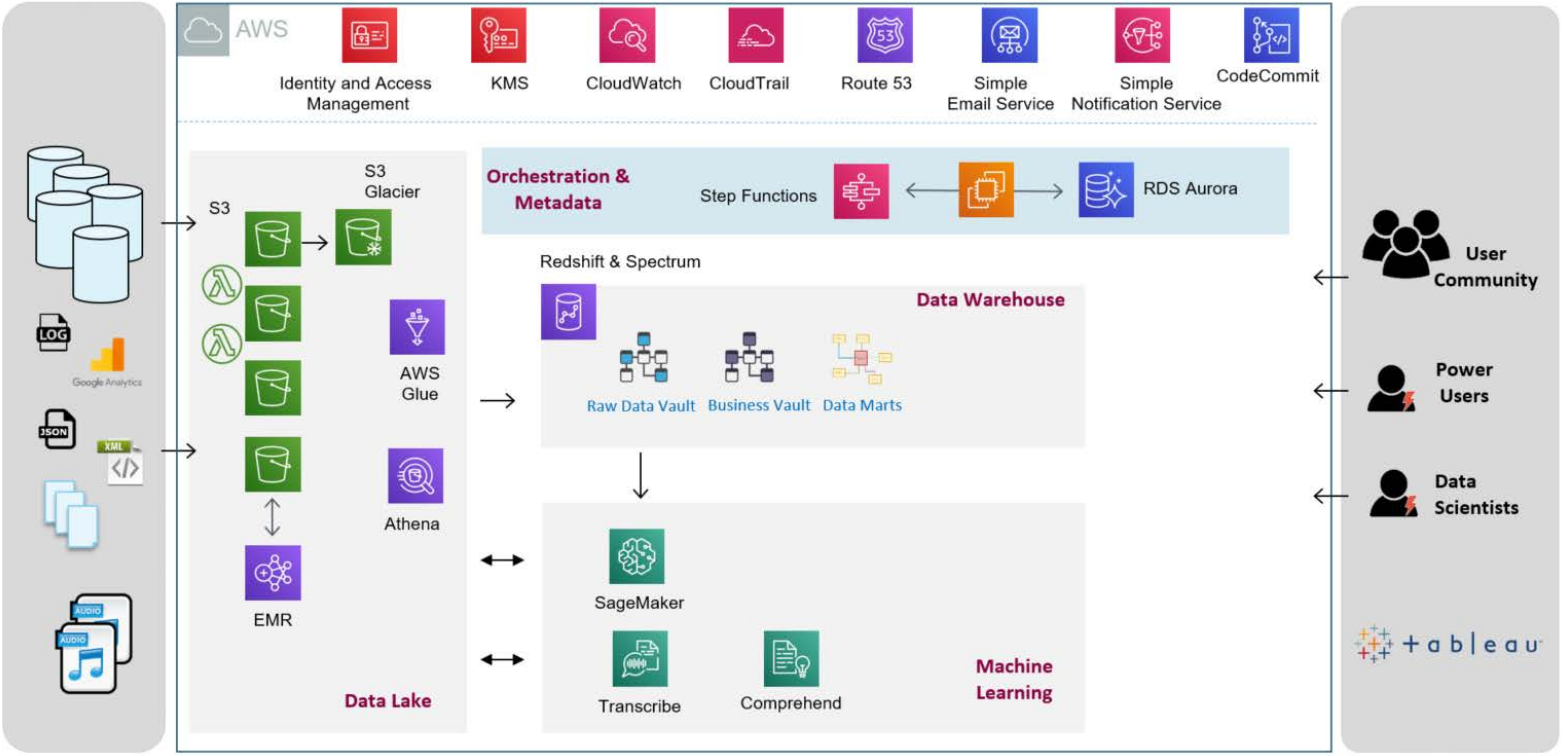
This helps the management identify quickly areas that could still be improved to reach even further customer satisfaction.

Technologies: AWS, Tableau.

ADVANTAGES

- Automatic encoding of call summary
- Detection of complaints based on the level of discontent
- Flexible and elaborate reporting allowing almost real-time monitoring of the reasons for contact
- Analysis of feelings
- Summary of the discussion
- The full transcript of the call

AWS IMPLEMENTATION



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WANT TO LEARN MORE? CONTACT OUR EXPERTS!

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