fractal

CUSTOMER INTERACTION INSIGHTS

CHALLENGE

- Contact centers incur substantial financial losses annually because of manual practices like note-taking and auditing
- Existing speech-to-text and NLP technology produce low quality output leading to minimal automation

SOLUTION

- Utilizing Speech-To-Text (STT), Generative AI, and Large Language Models (LLMs) to extract actionable insights from contact center calls and chats
- Employing domain-specific models to ensure high accuracy in delivering insights
- Providing a secure, scalable, and customizable solution

KEY FEATURES

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Proprietary ASR and NLU technology with an average accuracy of >93%.	Processes mono-channel audio and supports multiple languages and accents.
Leverage advanced generative AI and LLMs to derive and generate call drivers and intents without supervision.	Generates insights like churn risk indication, escalation, sentiment, competitor mention, etc.

IMPACT

Cost Savings
Customer support costs were reduced through decreased call volume and streamlined operations.
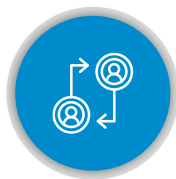
User Engagement and Satisfaction
User engagement can increase due to longer session durations and higher click-through rates.

Data-Driven Insights
It can lead to a noticeable increase in data utilization thereby enhancing strategic decision-making.