

CUSTOMER INTERACTION INSIGHTS

Drive better member experiences with every interaction

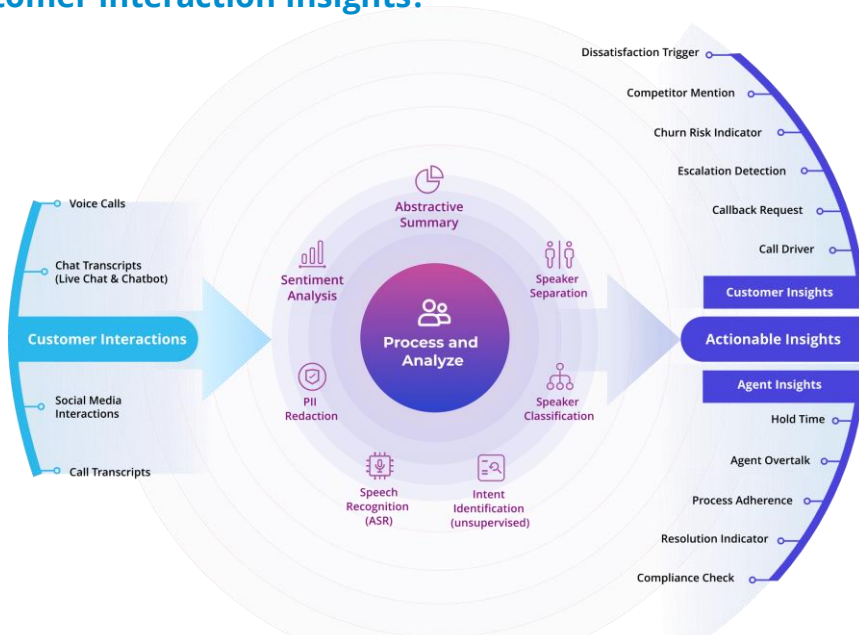
The need to drive more integrated conversations with members

Customer-brand conversations across digital channels are a valuable source of insights for businesses. They can help identify why customers leave, how to prevent revenue loss, and how to optimize support costs.

But to get these insights, businesses need more than just speech-to-text technology. They need advanced NLP powered by generative AI (specifically Large Language Models, or LLMs) that can go beyond keywords and topics.

With generative AI, businesses can analyze those multi-channel conversations more deeply and accurately to help them make better decisions and provide more effective customer support. Ultimately, this will improve customer retention and financial performance through lower churn, up sales, and lower support cost.

What is Customer Interaction Insights?

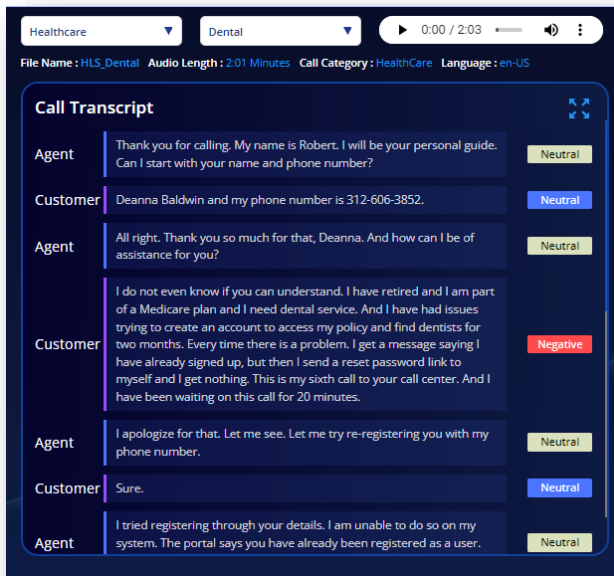


Customer Interaction Insights (CII) is an Azure Open AI-based solution that processes and analyzes members’ interactions across channels.

It supports interactions through calls, chats, and social media interactions to derive actionable insights for both members and payors’ support agents. It can also provide agents with real-time information for assistance during the member interaction.

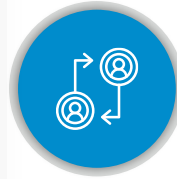
In existing deployments, it led to up to 80% reduction in manual calls audits, 30% increase in agent compliance with company policies, 20% increase in Net Promoter Score (NPS), and 20% productivity gain (time saved) for agent.

Solution benefits



Drive cost savings

Customer support costs are reduced through automated call auditing, summarization, and compliance checks.



Increase agent and member satisfaction

Shorter session durations and higher first call resolution (FCR) rates increase members' and agents' satisfaction.



Generate better insights

Data-driven analysis and insights of members' concerns and process improvement feedback.

Key features



Transcript accuracy

Azure-powered Automatic Speech Recognition (ASR) engine supporting multiple languages and accents.



NLP capabilities

Best of breed Azure AI NLP technology analyzes conversations and derives actionable insights.



Pre-trained AI models

Healthcare-specific models accelerate time-to-value and help generate highly accurate insights.



Multi-channel intelligence

Mines members interactions across multiple touchpoints in the members' journey to generate insights.



Call center platforms integration

Seamless integration with call center platforms such as Genesys or Verint.



Unified console

Allows all stakeholders to keep a tab on emerging trends and check for issues.



Why Fractal?

A data, ML, and AI specialist for over 20 years, Fractal is a recognized Microsoft Solution Partner with the expertise to support you throughout your data and AI transformation journey.

Depending on your use case or situation, your CII project conducted through Fractal might be eligible for Microsoft funding.



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