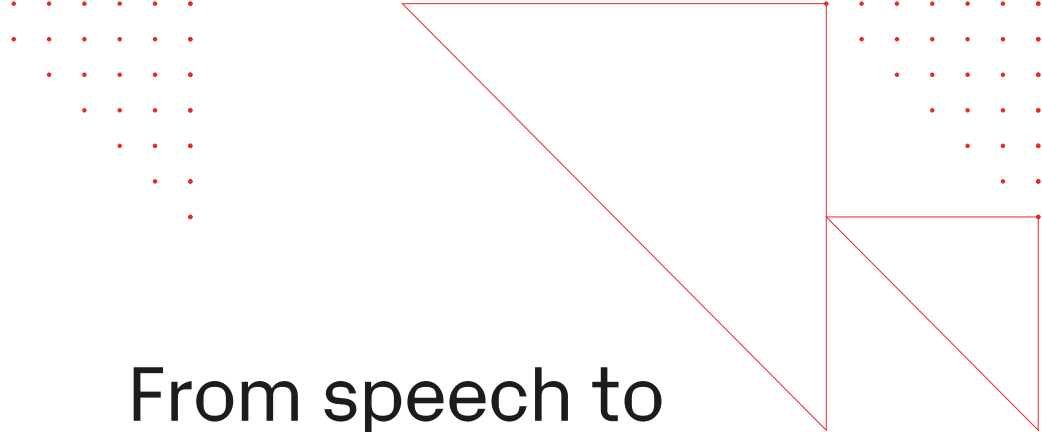




Prodapt



From speech to insights: Harness the power of human voice

Leverage Voice Intelligence framework to cut costs
and reduce repeat calls by 85%

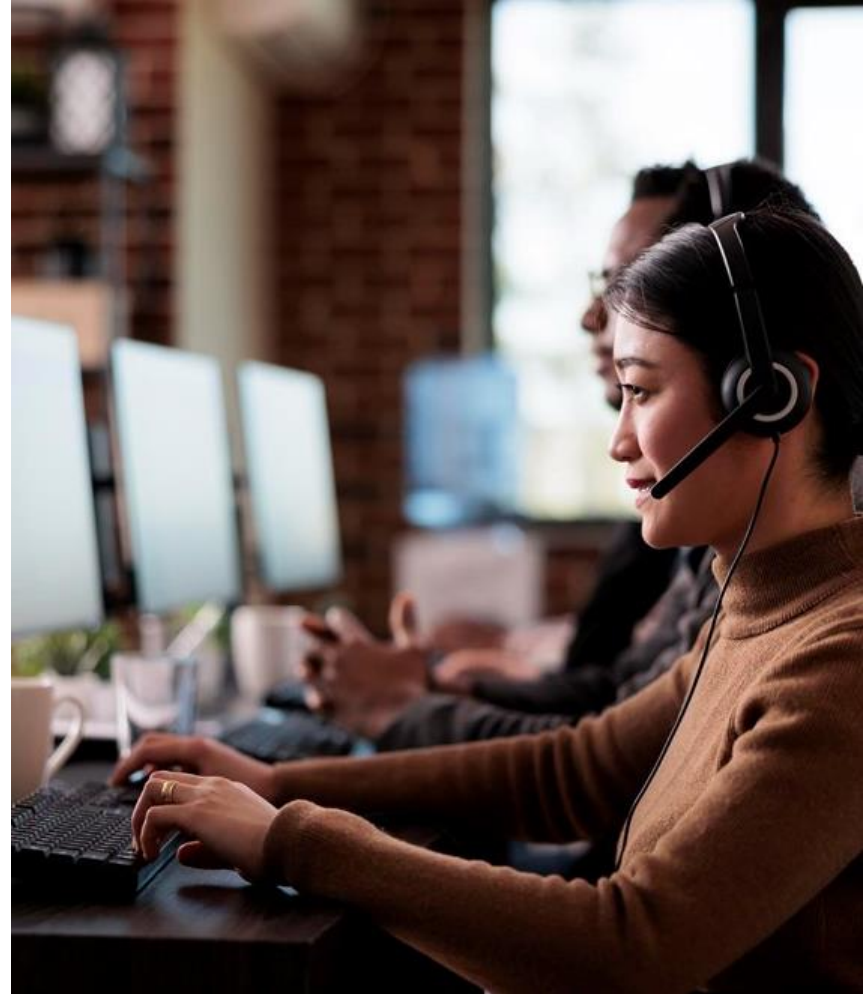
Credits

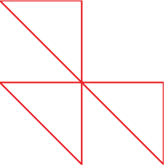
Archana S R | Priyanka A



Rising customer expectations in contact centers demand intelligent voice analysis and automation

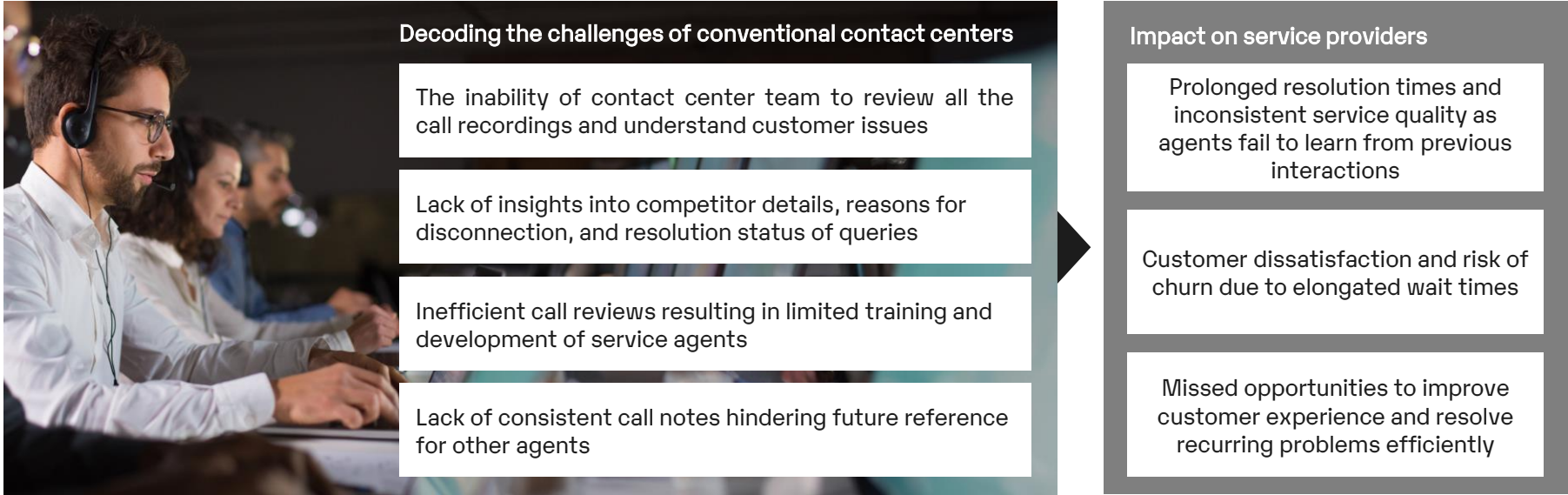
- In today's digital landscape, contact centers serve as the frontline of customer service, handling millions of interactions across various channels
- As customer expectations evolve, deriving insights from the call recordings becomes essential for improving customer experience and boosting operational efficiency
- According to McKinsey, **85%** of business leaders say analyzing call data for insights is essential. However, only **16% of enterprises** fully utilize the data generated from call recordings
- Manually analyzing call recordings for insights is inefficient, with only **2-5% of calls** typically reviewed, meaning critical information from most calls is missed.
- The Quality Assurance team manually listens to calls to judge the quality. However, they are unable to review only a small portion of calls, leading to inaccuracies





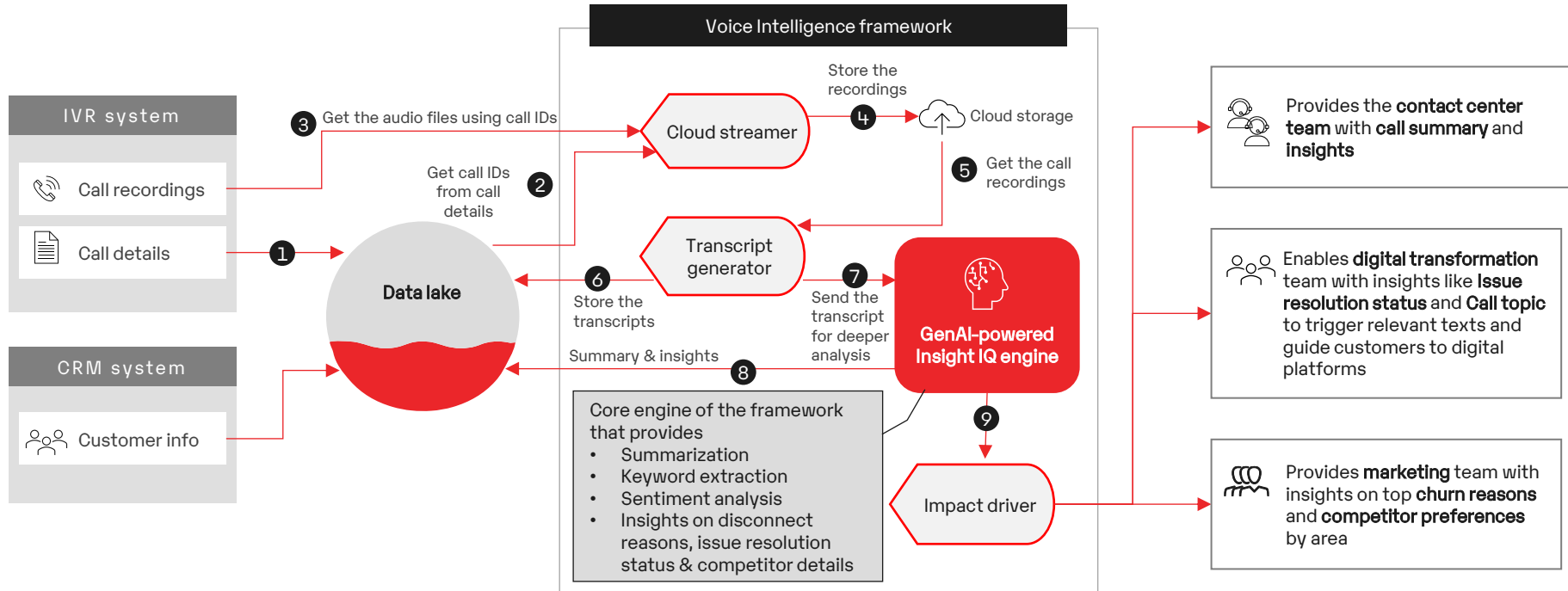
Manual review and analysis of call recordings in contact centers are inefficient to derive actionable insights

Around **90%** of contact centers record customer calls for training, quality assurance, and compliance purposes. Most contact centers are overwhelmed by the sheer volume of recorded call data, making it difficult to derive meaningful insights without the help of AI.



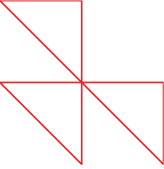
To address the above-mentioned challenges, service providers should adopt **Generative AI (GenAI)** for speech-to-text conversion and advanced analysis. McKinsey says, "Implementing GenAI in contact centers can result in **cost savings** of around 30%, **customer-satisfaction-score improvements** of 10% or more, and **stronger sales**."

Leverage a GenAI-driven Voice Intelligence framework to gain real-time actionable insights from customer calls



By leveraging the Voice Intelligence framework, service providers can achieve a **First Call Resolution (FCR)** rate by reducing the repeat calls by **85%**. It helps minimize costs, gain in-depth insights from call recordings and enhance operational efficiency.

Key enablers of Voice Intelligence framework to reduce repeat calls and improve operational efficiency



Cloud streamer
Identifies the root cause by drilling down the faults/issues to the device level



Transcript generator

Facilitates AI-driven transcription for quick and accurate transcripts of long calls with different languages



4 key enablers
of Voice Intelligence
framework for advanced
audio analysis

GenAI - powered Insight IQ engine
Enables intelligent analysis of call transcripts to gain in-depth, actionable insights and improve operational efficiency



Impact driver

Provides contact center, digital transformation, and marketing team with insights for data-driven and strategic decision-making

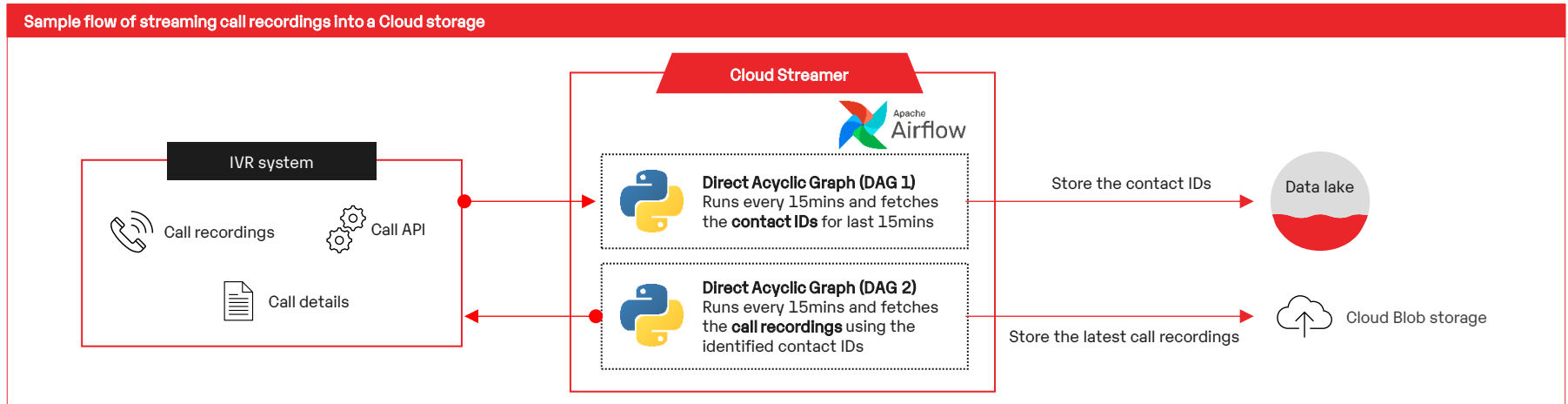


The following slides dive deep into the four key enablers for successful implementation of Voice Intelligence framework.

Cloud streamer: Automatic ingestion of call recordings into a Cloud storage, ensuring scalability and data availability

1 2 3 4

Frequent ingestion of call recordings from the IVR system to a Cloud storage ensures **near real-time availability** of critical data for **quick** and **efficient analysis**. Cloud storage helps service providers handle large volumes of call data, making it easier to **scale** as the number of call recordings increases.



Recommendations

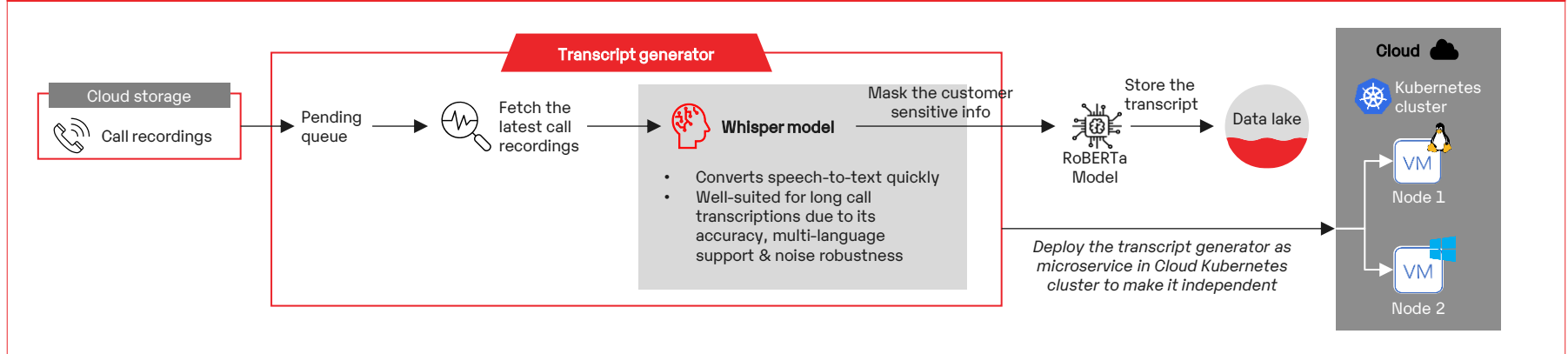
- Develop a **Python** workflow to **automatically upload call recordings** into a Cloud storage, minimizing errors and boosting efficiency
- Implement secure, scalable cloud storage like **Azure Blob Storage** or **Google Cloud Storage**, ensuring real-time data availability for operational insights. This enables faster decision-making and reduces the risk of data loss
- Implement a scheduler like **Airflow** to trigger the Cloud Streamer at regular intervals, ensuring continuous capture and storage of the latest call recordings
- Ensure that the workflow verifies the call IDs with recordings in Blob storage to **prevent duplication** while fetching the latest recordings
- Develop a configuration file in Airflow with queue names to facilitate flexibility and ingest only specific recordings, such as customer-agent interactions, while excluding others, like agent-agent calls

Transcript generator: AI-driven transcription for quick and accurate transcripts

1 2 3 4

Manual transcription of long calls is often time-consuming, error-prone, and complex as they involve multiple speakers, varying accents, and different speaking speeds. Implementing AI-powered transcription helps enhance documentation, streamline operations, and extract valuable insights. It can manage high call volumes and support multiple languages, ensuring consistent and accurate transcriptions.

Sample flow of speech-to-text conversion using AI-driven transcript generator



Recommendations

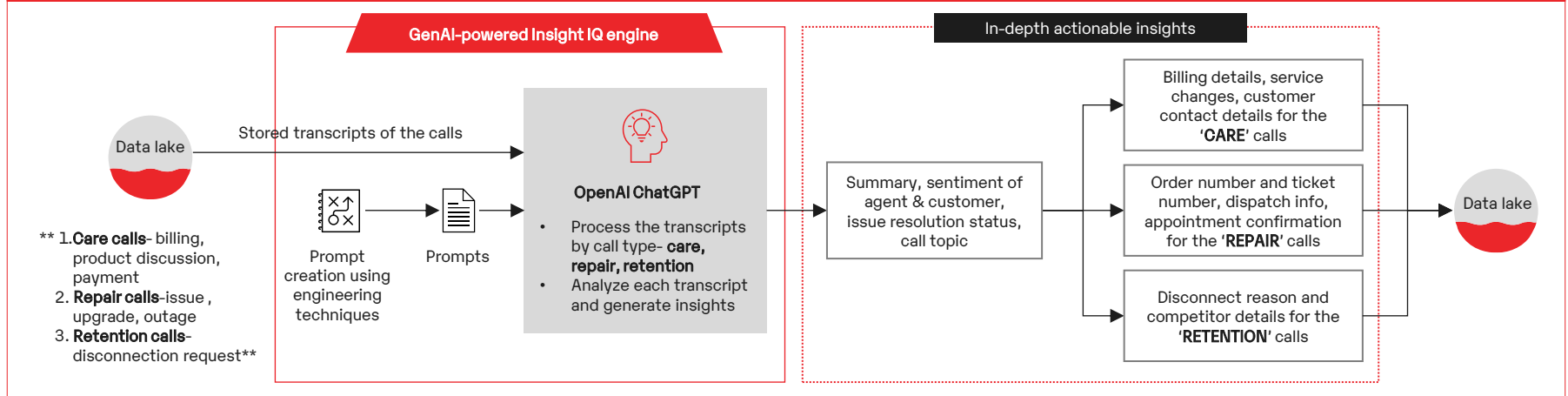
- Implement ML models like the **Whisper model** to effectively convert the call recordings into text, enabling extraction of real-time, more profound insights from the calls
- Maintain a table of pending transcripts in the data lake, ensuring that all recordings are accounted for and transcribed promptly
- Store the transcripts in a centralized data lake like **Snowflake**, for built-in masking, advanced analysis, and reporting
- Deploy the transcript engine as a **microservice** in a **Cloud Kubernetes Cluster** like **Azure Kubernetes Service (AKS)** and **Google Kubernetes Engine (GKE)**. This ensures that the transcription service operates independently, continuing to generate transcripts even if other services are down

GenAI-powered Insight IQ engine: Intelligent analysis of call transcripts to gain deeper insights and improve efficiency

1 2 3 4

Manual analysis of call recordings is inefficient, often leading to missed critical information. The GenAI-powered Insight IQ Engine processes call transcripts to generate actionable insights in real-time, including **customer sentiment**, **call topics**, and **competitor details**. These insights can help the cross-functional teams to initiate proactive customer engagement and tailor customer retention strategies. Using multi-step, modular prompts for analyzing different types of calls, e.g., repair and retention, enable personalized responses that boost customer experience.

Sample flow of deriving actionable insights from transcripts using GenAI-powered Insight IQ engine



Recommendations

- Leverage GenAI tools like **ChatGPT** to generate concise summaries from each lengthy call, highlighting the key insights such as competitor preferences and issue resolutions in real time. This reduces agent workload and improves overall customer satisfaction, increasing operational efficiency and retention rates
- Develop multiple smaller, specialized prompts to improve **modularity, readability, maintainability, and testing**. When a change is required, it can be made to a specific prompt (e.g., care prompt) without affecting the entire structure

Impact driver: Facilitate cross-functional teams with insights for strategic decision-making

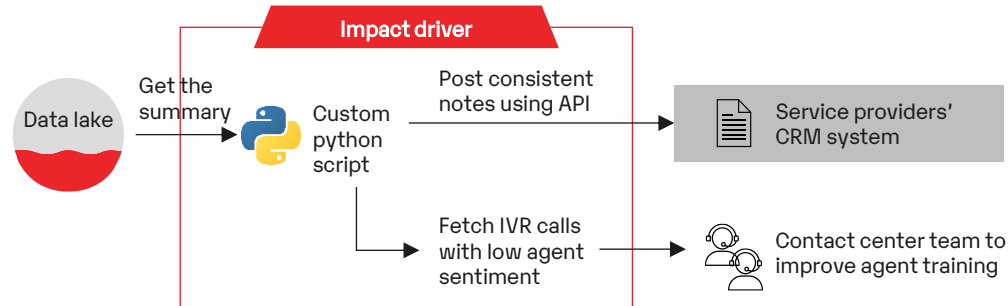


Incorporating the insights from call recording enables contact center, digital transformation, sales, and marketing teams to make data-driven decisions that align with customer expectations and business goals.

Recommendations

1. Provide contact center team with insights to improve training of the service agents

- **Automate posting call summaries in CRM:** Leverage impact driver to automate the extraction and integration of call insights into critical systems like CRMs using an API. This eliminates the need for agents to manually input notes, saving up to **60 seconds per call**, allowing them to handle **~10%** more interactions per shift
- **Facilitate efficient auditing:** Design a **scorecard** to assess agent performance on key metrics, verify the provision of mandatory information, and monitor offer disclosures during customer interactions. This will aid in **efficient auditing**, identify **top-performing agents**, and highlight **training opportunities**
- **Improve consistency and accuracy:** Ensure every call is documented, capturing comprehensive details consistently. This minimizes human error and ensures that no critical information is overlooked
- **Enhance customer experience:** Ensure agents have prompt access to previous call details to deliver more efficient support during customer follow-ups



Impact driver: Facilitate cross-functional teams with insights for strategic decision-making

1 2 3 4 A B

Incorporating the insights from call recording enables contact center, digital transformation, sales, and marketing teams to make data-driven decisions that align with customer expectations and business goals.

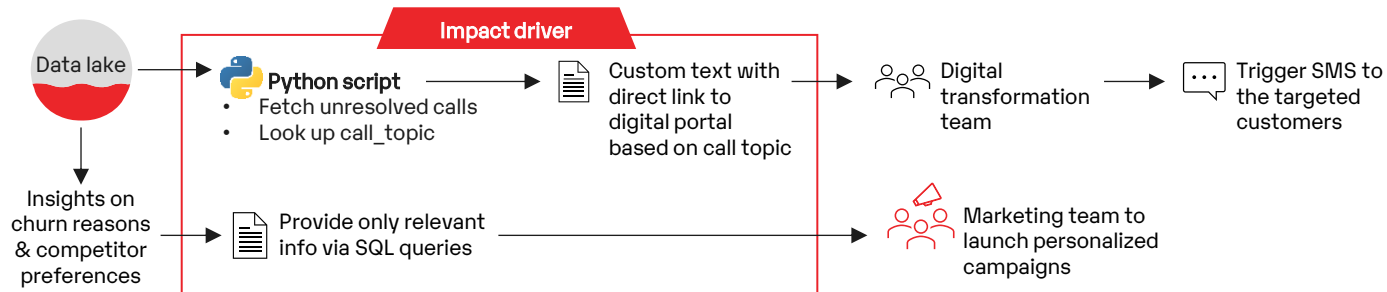
Recommendations

2. Enable digital transformation team with insights to trigger relevant text and guide customers to digital channels

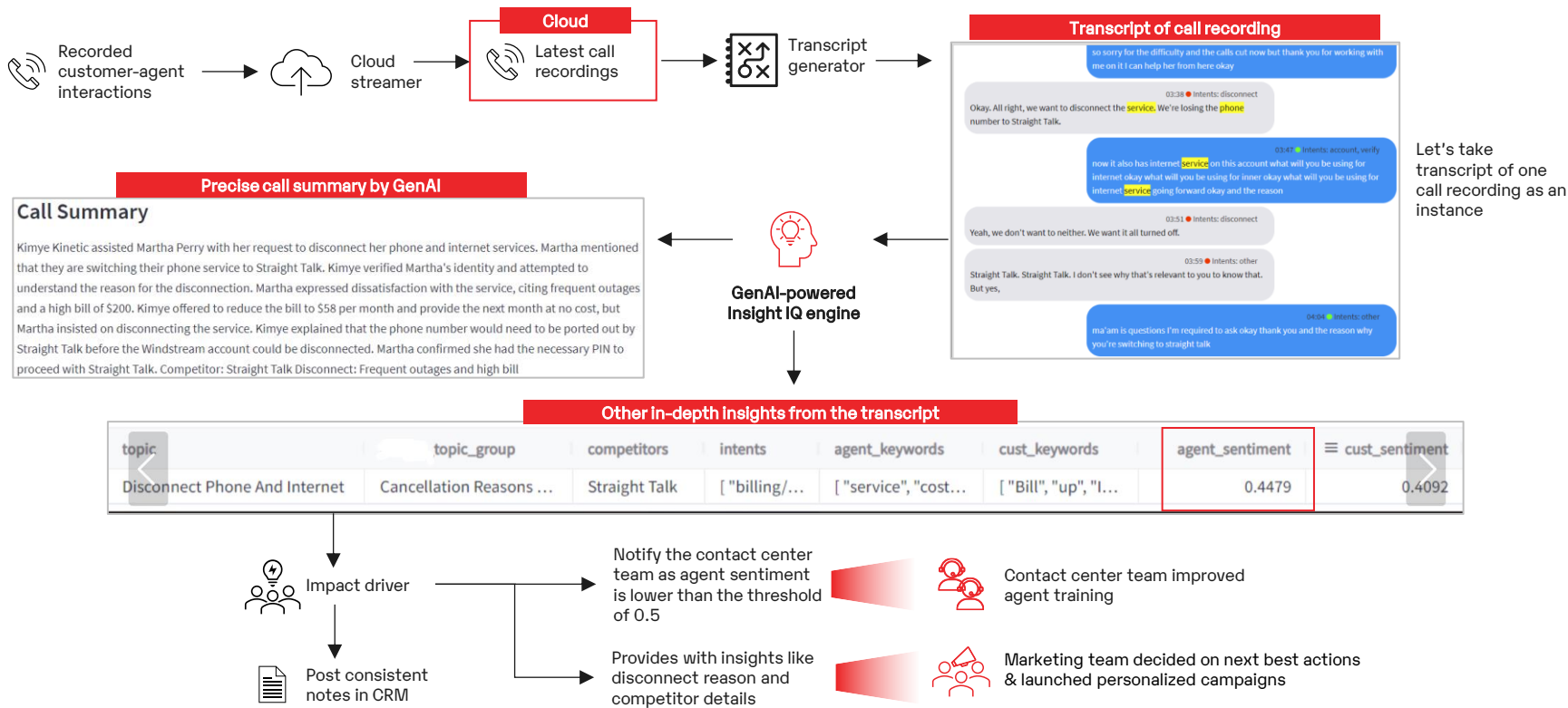
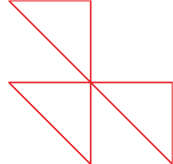
- Leverage insights like **"Issue resolution status"** and **"Call topic"** to target customers with unresolved issues and drive them toward digital platforms. Addressing unresolved issues through digital channels helps to enhance customer satisfaction and reduce the load on the contact center
- Identify customers who did not achieve first-call resolution and suggest digital solutions as an alternative

3. Facilitate marketing team with insights to launch personalized campaigns

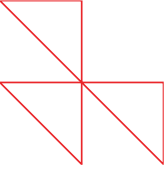
- Facilitate marketing and sales teams with key insights like **disconnect reasons**, **competitor details**, **chosen plans**, and customer locations, offering a deeper understanding of customer preferences and behaviors
- Analyze competitor and plan data to curate **customer retention plans** and launch **targeted campaigns** that address the customer needs more precisely
- Roll out **trial-based** and **area-specific campaigns** based on customer responses. Evaluate the effectiveness and adjust the strategy as required, maximizing the impact and improving retention rates



Sample use case: GenAI-driven speech-to-text conversion and advanced analysis of call recording for a leading service provider in Americas



Business benefits achieved by a leading service provider post successful implementation of Voice Intelligence framework



Implementing the four key enablers as discussed in this insight, resulted in the following benefits.



Achieve First Call Resolution rate by reducing the repeat calls by up to **85%**



Achieve cost savings of **~\$3.3million** per year



Reduce call handling time by **~18k hours** per month



Access to **in-depth insights** from over 300k monthly calls



Thank you

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