

# CONTACT CENTER INTELLIGENCE SOLUTION

Driven by Digital Paperwork





## Improve customer experience with Sentient Contact centers

Traditionally, Contact Centers are outsourced and not only they help clients handle customer service but also to take on other activities such as telemarketing, debt collection, and billing services.

Long queues, connections to incorrect departments, long call times etc. are some of the issues that customers face when they call a customer care of a company. While management has no/very little

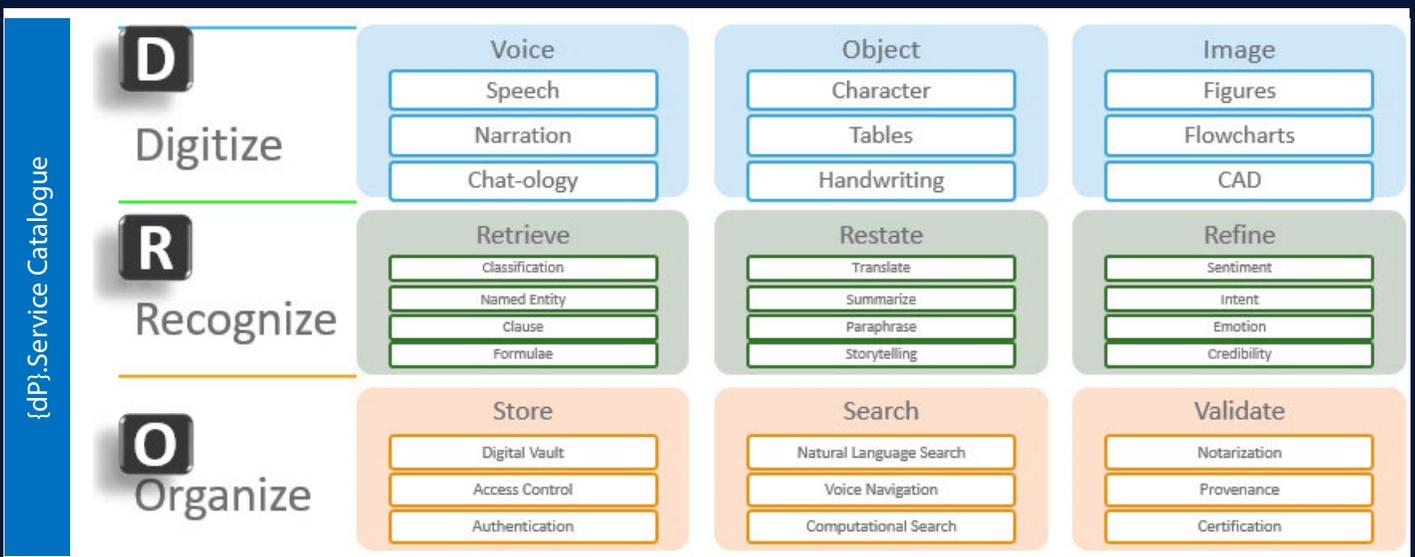
view of what issues are persistent in the contact center, how to measure customer executives' individual performance and why are customers not satisfied with customer care service.

Contact Center Intelligence solution helps solve above problems and much more using AI/ML.

Infosys Contact Center intelligence solution is not only helping the enterprises enhance their customer experience but also improving operational efficiency. The backbone of the solution is built using

Infosys Digital Paperwork. This helps in overall reduction of existing call center product subscription costs and an optimal team of contact center agents.

Infosys {digitalPaperwork} which is an AI Harness with opensource framework built with an organized community of experts, intended to automate most of the paper-based scenarios across business functions which Digitize Non-digital data into digital forms; Recognize insights from digital content; and Organize digital assets in a secure environment for easy access.



1: Digital Paperwork Blueprint

## Solution

## Who all can use this solution:

There are two components to our solution:

### 1. Post Call Analytics:

- a) Contact Center: Any
- b) Reporting tool: Any

### 2. Real time call Analytics

- a. Contact Center: Any contact center that can stream audio via AWS Kenesis Audio stream
- b. Reporting tool: Any

1. The language compatibility is only to English speaking language countries.
2. Medium and Large enterprises with Call Volume > 100k Calls per Year

We leveraged open source solutions for non-trivial and trivial problems using AWS services for hard problems, all of them being various microservices of Infosys Digital paperwork. This methodology helped in reduction of overall subscription costs, faster time to market, and provide the bank the flexibility to work and adopt a configurable solution.

Contact Center Intelligence solution was

designed, configured and developed which addressed the gaps by providing customer insights, conversational analytics, call intent prediction, agent performance analysis, and conversational sentiment analysis to start with. As we navigate the next, the same framework will extend towards building near real-time call intent prediction, live transcription of calls, generate conclusion notes using NLP,

detailed conversational analytics for the agent and the supervisors etc.

With the designed solution, we are able to uncover hidden intents of calls, build a knowledge graph of various intents and customer experience impacts, identify vulnerable customers along with conversational analytics - sentiment, emotion, call data analytics and much more.

## Features:

**Speech to Text:** Transcription of the audio calls, decryption of calls (if necessary), Remove dead air to reduce subscription cost, PII scrubber/extractor

**Call Intent identification:** Analysis of "why" people are calling, Identification of keywords for business decision making.

**Sentiment Analysis:** Customer and partner

sentiment Analysis.

**Conversation quality:** Shift in the sentiment - Negative conversation to positive & vice-versa.

**Customer Vulnerability Analysis:** Customer Vulnerable position analysis like job loss, low income, health issues etc.

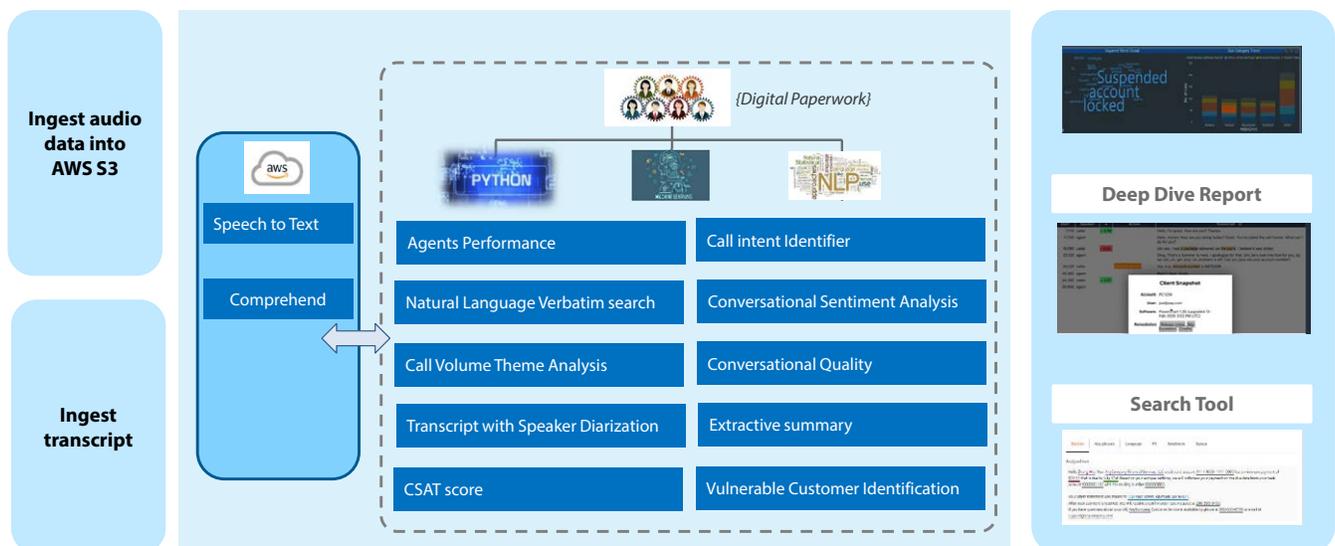
**Customer Distress:** Identify if the customer is

satisfied with the call and the satisfaction level.

**Conversational Analytics:** Metric like Average hold time, Average talk time etc.

**Extractive Summary:** Summary of the transcript for quick understanding of the intent

**Agent Performance:** Determine the productivity of agent based on call metrics.



2: Functional design of Contact Center Intelligence

## Case Study:



**Problem Statement:** A major bank was looking for a solution Due to both regulatory and operational needs for their Contact Center. The data was needed to be digitized, refined, and stored in a searchable format to drive both value and actionable insights. While they want to Improve Customer Experience and reduce Customer Churn Uncover hidden complaint patterns and Customer Impacts



**Solution:** Infosys designed Contact Center Intelligence using Digital Paperwork configured and developed which addressed the gaps by providing customer insights, conversational analytics, call intent prediction, agent performance analysis, and conversational sentiment analysis to start with.

Designed solution can uncover hidden intents of calls, build a knowledge graph of various intents and customer experience impacts, identify vulnerable customers along with conversational analytics - sentiment, emotion, call data analytics and much more.



### Business Outcomes:

Overall reduction of existing call center product subscription costs

Approx. 25-30% improvement in operational cost

Approx. 45-50% improvement in call handling time.

Improve customer sentiment

Improve customer experience with Sentient Contact centers

For more information, contact [askus@infosys.com](mailto:askus@infosys.com)

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