

Contact Center Interaction Analytics



BENEFITS

- **Automate post-call work**, such as reason disposition
- **Find and smooth friction points** across the customer journey by replacing post-call surveys
- **Improve key CX metrics** like CSAT, effort and NPS loyalty (while reducing survey spend)
- **Optimize self-service** experiences to deflect calls
- **Measure quality** of customer service across channels
- **Detect and prevent** compliance issues and churn
- **Increase revenue** through better cross-sell and up-sell
- **Improve operational performance metrics** like first contact resolution

Digital transformation is changing the way customers interact with companies, which directly impacts customer experience and satisfaction. Customers say they want self-service, but does the new chatbot understand human requests? Does the interactive voice response (IVR) system frustrate customers? Is there service continuity across channels so that customers are not repeating information? Is the quality of service the same across channels?

The answers to these and many more questions are embedded within the thousands of daily interactions your agents have with customers on calls, chats, social media, private messaging, emails and more.

Clarabridge Interaction Analytics uses AI-powered Natural Language Understanding (NLU) to analyze all conversations your agents and bots have with customers over audio and digital channels.

"Analyzing the thousands of customer conversations from chat and phone calls play a key role in knowing what our customers are thinking. Clarabridge extracts the topics and emotional tone from the thousands of daily customer interactions."

 | GM FINANCIAL

We analyze the actual voice of the customer – the words they use in conversations – to automatically derive contact reasons, emotions, effort, loyalty (NPS), quality of service, and satisfaction. These insights at the aggregate level help you understand contact drivers, discover trends, drill into anomalies and root cause, prioritize areas of improvement, and measure the impact of changes.



KEY FEATURES:

- Robust connectors to analyze every interaction
- Best-in-class Natural Language Understanding, with 150+ industry-tuned topic models
- Automated enrichment of interactions
- Patent-pending Intelligent Scoring to super-charge decision making and prioritization
- Root cause, driver and outlier analysis
- Interactive dashboards to distribute insights, with alerts for notification and escalation

ABOUT CLARABRIDGE

Clarabridge is the undisputed leader in Contact Center analytics solutions. This year, we were the only vendor included – and recognized as a Leader – in both the Forrester Wave™ AI-Based Text Analytics Platforms Q2 2020 and Forrester Wave™ Customer Feedback Management Platform Q1 2020 reports, setting Clarabridge apart as the dominant provider of Customer Experience Management (CEM) solutions for the world's top brands.

[Request a Demo](#) →

Interaction Analytics in the Clarabridge Platform

Getting actionable business insight from massive volumes of interaction data is simply not possible without Clarabridge's superior AI-powered text and speech analytics, tuned for over a decade to understand customer service conversations in 22 languages. Load call recordings, chatbot conversations, private messaging and live chat interactions into the platform. View conversation flow enriched with NLU-derived attributes and other metadata.

View the conversation flow between participants overlaid with:

✓ **NLU-derived attributes such as topic, intent, empathy, emotion, sentiment, call reason, conversation outcome**

✓ **Channel-appropriate metadata such as silence, over talk, and hold times**

✓ **Playback audio**

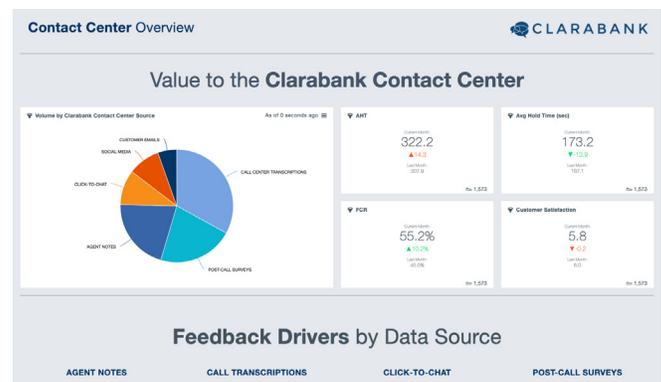
✓ **Filter and search**

Combine with operational data and feedback from surveys and online ratings and reviews to assess the entire customer experience. Track and trend performance and risk metrics and share insights with key stakeholders across the organization to drive improvements.

✓ **Track and trend customer service metrics across both digital and audio channels**

✓ **Explore contact drivers and root cause of efficiency, quality, CSAT, and performance issues**

✓ **Share insights across the organization and solve problems where they occur**



Easily upload transcribed calls and digital interactions through Clarabridge Connectors:

