

AI Interaction Analysis for the Contact Center

**Listen.
Understand.
Act.**

*How to turn 100% of customer interactions
into actionable insights, greater efficiency
and new business opportunities*





From conversation to insight

The hidden value of every interaction

Every day, **Contact Centres** capture **thousands of customer conversations**.

Phone calls, chats, emails and messages reveal **needs, issues, expectations, frustrations and purchase intent**.

The challenge

Analysing every interaction manually is impossible

The opportunity

Turn every interaction into a source of actionable intelligence





Beyond the sample, to 100%

How many conversations are you analysing?

Traditional Quality Monitoring often relies on analysing a sample of interactions.

But a sample may not tell the whole story

A problem, a new customer contact, a drop in sentiment or an early churn signal could easily go unnoticed.

With AI
100% of voice and digital **interactions** can be **analysed automatically**, turning every conversation into a potential **source of valuable insight**.

The challenge is not a lack of tools. It is **how those tools are designed, structured and integrated**.

No longer just “What is happening in the sample?”
But “What is really happening?”



Meaning beyond words

How AI decodes customer needs

AI Interaction Analytics **interprets the content and context** of customer interactions, **automatically identifying the signals that matter most.**





When CX drives business

Interaction Analytics enables to **turn what emerges from customer conversations into actionable information** for teams across the business.



Customer Experience

Identify pain points and the reasons behind customer dissatisfaction



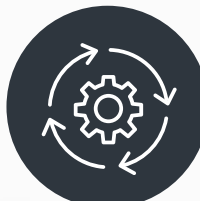
Retention

Detect signals associated with churn risk



Business

Recognise customer needs and buying triggers



Operations

Identify trends, anomalies and recurring issues



Compliance

Identify potential cases of non-compliance

The Contact Center
becomes a source of
intelligence
for the entire business

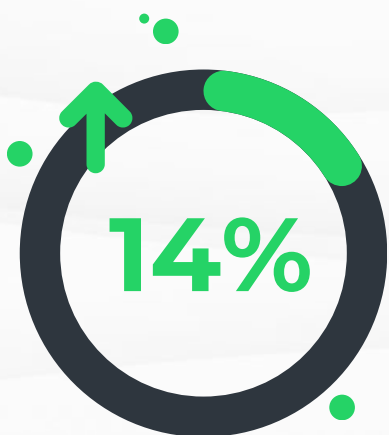


AI as the agent's ally

- Analysing conversations
- Searching for information
- Classifying requests
- Producing summaries

takes time

AI can **automate** part of **these activities** and **support agents throughout** their work.



Average increase in business productivity thanks to access to an AI assistant (+34% for less experienced agents).



The goal

Enable **agents to focus on** what requires:

- ***Experience***
- ***Interpersonal skills***
- ***Problem solving***



The change is already underway

AI and customer care: the numbers behind the transformation



estimated accuracy for a highly automated Quality Assurance process **powered by GenAI**



of organisations **are already investing in GenAI** or plan to do so in the near term



potential **reduction** in **Quality Assurance costs**

AI is no longer simply an emerging technology. It is becoming a **new way of understanding and managing Customer Care.**



The future of the Contact Center

AI & Human Intelligence

AI can analyse millions of interactions, recognise patterns, identify signals and make insights available in real time.

But value is created when **these insights meet the people who can turn them into decisions and action.**

82%

of customers consider it **essential to be able to reach a human agent** when a company uses GenAI in customer service



People to make decisions, build relationships and create value



Find out more

read the full article

- How can Artificial Intelligence analyse 100% of interactions and turn phone calls, chats, emails and messages into a structured source of information?
- How can AI automatically identify intent, topics and sentiment to understand what customers are asking for and how they are experiencing their journey?
- How can you identify churn signals before they turn into customer loss and use insights to take a more proactive approach to retention?
- How can you turn conversations into business opportunities, identifying customer needs, purchase intent and potential up-selling and cross-selling opportunities?
- How can you move from analysis to action, using insights to inform decisions, priorities and concrete actions?



Article online



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