

Higher customer satisfaction with AI

5 practical applications for call centers

Efficiently serving customers results in higher satisfaction and quick turnaround times

Call centers process large volumes of text, voice, media and data every day.

Text and speech recognition as a tool

Specific AI applications such as text and speech recognition enable call centers to automatically process all this data, analyze it, and link the right actions to it. This makes serving customers more efficient.

In this white paper you will find 5 practical applications of these AI techniques that are specifically relevant to call centers.



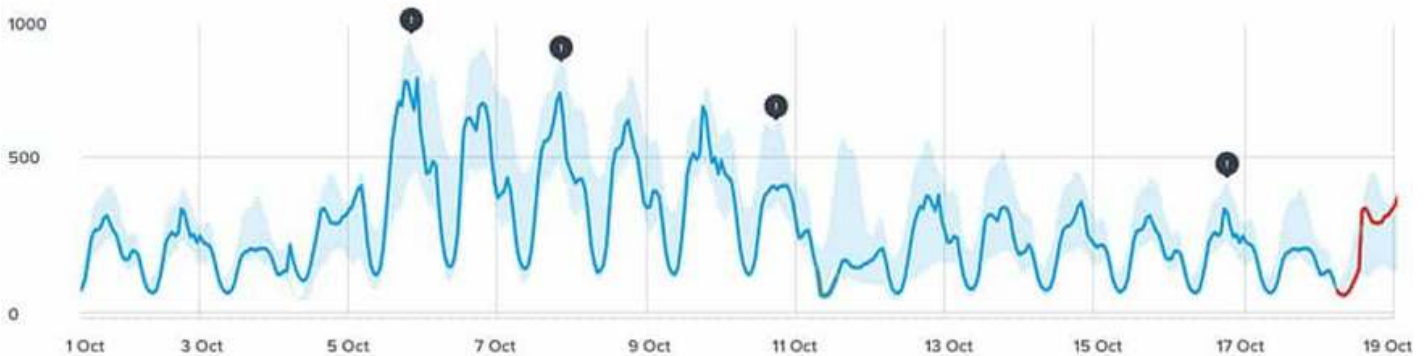
1. Advanced prediction

Detecting difficult to predict events is very difficult for call centers. Think about increased activity with a specific customer, or sudden cancellations of subscribers or customer contracts.

Text and speech recognition technology provides valuable insights about business processes and customer feedback.

Visualize insights from analyses

Processing all speech and text manually, however, is a hopeless task and classic IT tools fall short here. With various advanced analyses that visualize these insights, you can take further action, automate action or automation of certain process components.



2. Automate customer service

Supporting customers is crucial but often labor-intensive as questions from different types of customers flood support departments.

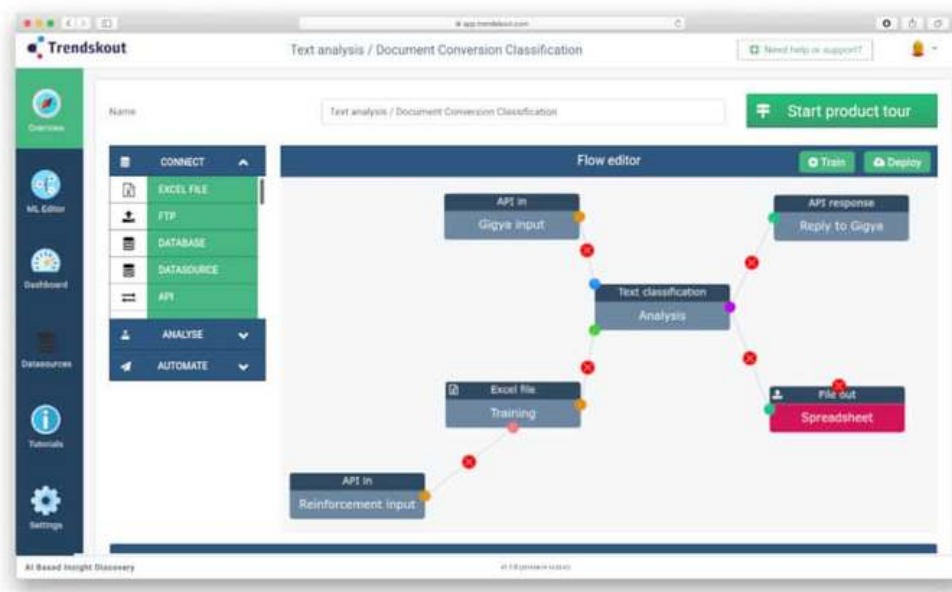
Automatically handle mail and responses and streamline your help desk

Offer your customers the best service with automated support flows, including speech and text recognition. This technology converts conversations into text in real time and helps to interpret, filter and respond to e-mails and interactions on online channels.

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The payoff: control over communications and new customer insights

This way you avoid time-consuming manual work and keep full control of your lines of communication with your organization. In addition, the analyses provide new customer insights and help determine the strategy for further streamlining the helpdesk.



3. Impact analysis.

Expose the underlying drivers that drive your business processes. What is the best follow-up action to achieve an upsell?

Expose hidden patterns

Text and speech contains valuable insights about processes, customer feedback and your entire organization. However, processing all speech and text manually is a hopeless task and classic IT tools fall short here.

Visualize insights

AI software includes various advanced analytics that visualize these insights, upon which they can then be deployed for further action or automation.



4. Processing of documents.

Speed up administrative processes and let AI categorize your documents, bundle them and perform the appropriate workflow actions on them.

Use AI to categorize the influx of documents in your organization and link them to the right workflow. Think of requests that you first need to screen manually after which you can determine the appropriate follow-up action.

Text and speech technology quickly automates the various variations on these applications.



5. Financial forecasting.

Predict financial KPIs such as cash flow, gross margin and more. Based on pre-existing data, text and speech technology enables you to take proactive action and make adjustments.



Operational efficiency and service to new heights in IPG call center

IPG is the largest call center group in Belgium and a European pioneer. In order to build better customer relations, the company was looking for an even better understanding of the factors behind an optimal customer relationship.

What quality and performance drivers are critical in a typical customer contact?

To map this out, IPG called on Trendskout's AI software. It was deployed to analyze huge amounts of structured data, voice recordings and employee contact notes and identify hidden insights.

The result

The insights used Trendskout to set up automated workflows set up. The result is even faster service for customers and shorter turnaround times!





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IPG



Also getting started with text and speech recognition?

Do you see opportunities for your call center for text or speech recognition but was the large investment holding you back?

With the Trendskout AI software platform you can set up advanced AI use cases quickly and cost-effectively.

Contact us directly for a free demo!

**Free
Demo**

