

Customer Multi-Channel Engagement Analytics

Improve customer retention by analyzing the customer interactions using machine learning (ML) and natural language processing (NLP) techniques

About Customer

- Leading global business process outsourcing and contact center solutions provider
- Provides multi-channel customer engagement services
- Having more than 2000 agents in 3+ countries
- Serving fortune 500 corporations

Business Drivers

- Build customer loyalty
- Improve customer retention
- Deliver quality of service
- Reduce agent training costs
- Monitor key trends

Approach and Deliverables

- Implemented capptixAI product developed by us for multi-channel engagement analytics (speech and chat)
- Product offers various features like topic mining to understand the trending topics, agent scoring to identify the training areas and sentiment analysis for improving customer retention
- Integrated with active directory and provided custom roles
- Provided scheduled reports to business users

Outcomes/Benefits

- Cost savings of 18% decommissioning redundant systems to help reduce cost and increase efficiency
- Discounting and pricing optimization, improved profits by 1%
- Identified and developed reusable assets within the organization that are leveraged by different consumers

