

How to provide phenomenal customer experiences using conversational analytics

Web analytics and predictive analytics show customer behavior insights, “but how do we know customers are having a great customer experience (CX) and have high customer satisfaction (CSAT)?”

Conversational analytics is a new approach to evaluate customer experience and customer satisfaction by using speech analytics and natural language understanding to determine your customer’s sentiment, and level of satisfaction.. Understanding a customer’s attitude combined with their intent allows hyper-personalized experiences, interactions, and solutions to enhance your sales and service. While our technology can help in improving new customer sales, it also helps with retaining customers and ensuring best customer service.

GoVivace’s VIVI, a conversational AI voice driven virtual assistant, provides intelligent dialog agents that connects with existing customer data and applications to capture responses and provide requested information. The dialog and responses are analyzed to produce an intent, sentiment, tone, and satisfaction profile. This sentiment includes an emoji analysis for chat interfaces. This profiling can be used in real-time to adapt the dialog based on the customer sentiment and intent profile. For example, If an existing customer's profile determines they are irate and their intent is to stop using your service, we can connect the call to a live agent or automatically offer a discount or solution for quick and effective resolution and then we determine if the call is satisfied through a questionnaire and tone of response. And, If a customer expresses happiness after a product purchase then the AI can respond with an upsell offer and collect more effective feedback for future customer journeys for higher CSAT.

VIVI's Conversational Analytics Platform

