

TAKE YOUR FIRST STEP TOWARDS A DIGITAL VOICE CHANNEL



Intent Capture and Analysis (IC&A) uses Google Cloud's Contact Center AI to uncover reasons for calls into the contact centre. By capturing customers intents and categorising the reasons for calling, you build rich insights to help support business decisions.



SET UP WITHIN DAYS



UNBIASED AND UNPRECEDENTED INSIGHT



UNLOCK THE VOICE OF YOUR CUSTOMER



MAP EVERY CUSTOMER INTENT IN 8 WEEKS

WHY WE RECOMMEND IC&A

Voice is now a digital UI, and innovative businesses are digitising the voice channel to help them meet their strategic goals for customer service – including automation.

To deliver effective automation through AI companies must build foundational data on why customers are contacting them. Pre-conceptions around why customers call can be misleading. It's best to start with a blank model

HIGH LEVEL PROCESS

- We review real world caller reasons and bucket these into intent groups
- We deep dive these high level intents multiple times per week to drill downs
- We train the engine as well as repeating the deep-dive analysis multiple times per week

OUTPUT

- Develop granularity of customer intents to pinpoint specific reasons for calls and what drives demand
- Identify patterns and trends to highlight where service can be optimised
- Collect data to support business decisions whether operational or technological for improving efficiency
- Build foundation data to support your AI (or Automation) strategy

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Our focus is on providing customers with the ability to self serve when it's the best option for them and for our business. This allows our contact centre team to spend more time on conversations that require a human touch.

Barry Webb, BGL Group



BGL CASE STUDY:

Using IC&A helped BGL to better understand customer intentions and provide self-service through the voice channel. Within days BGL found that 1.5% of calls were about roadside assistance, not insurance and were rerouted away from the contact centre, providing immediate playback on IC&A and supporting internal momentum towards digital voice.

WANT MORE? READ THE FULL CASE STUDY