inteliconvo

Elevating the Customer Experience and Improving Business Outcomes with Shyena's Inteliconvo AI Solution

Inteliconvo AI leverages Intel® technology to help businesses improve the effectiveness of their sales and support teams. The solution demystifies unstructured data behind customer conversations to provide data-driven insights that highlight employee performance and customer intent.

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About Shyena

Shyena Tech Yarns Pvt Ltd is a mission-driven company specializing in simplified AI solutions development through reusable frameworks. With over 50 years of cumulative experience in data science, Shyena is comprised of a highly skilled workforce that consistently delivers top-quality work, aiming to ensure the success of every AI implementation. Shyena is renowned for its integrity, technical prowess, and dedication to achieving success in every endeavor. The company stands as a hub of innovation and excellence, simplifying the AI landscape for clients and continuously pushing the boundaries of achievement.

The Power of Speech: Addressing the Puzzle of Customer Behavior

Businesses today navigate a complex landscape of customer interactions, where each conversation holds the potential to unveil invaluable insights into customer preferences and behavior. A study conducted by Zendesk has shown that more than 50% of customers across all age groups typically use the phone to reach out to a service team, making it the most-used channel for customer service and communication.[1]

These frequent interactions contain a wealth of valuable data including

- Customer sentiment
- Feedback on products/services
- Problem resolution time
- Agent performance
- Compliance concerns
- Sales opportunities, and more

Yet exactly how to capture and extract value from such a large amount of unstructured data presents a challenge. Manually deciphering the intentions, sentiments, and overall interest of a potential customer from a single conversation, let alone understanding the broader patterns of behavioral trends, would be impossible. Businesses are turning to AI to provide speech analytics solutions that can help them deepen their understanding of their customers, improve customer service, and enable data-driven decision-making.

In response to this market demand, Shyena introduces the Inteliconvo AI solution – a versatile AI-driven speech analytics platform designed to revolutionize business performance across crucial functions such as sales, collections, customer support, and operational efficiency.

Finding New Value in Customer Conversations with the Inteliconvo AI Solution

With a combination of cutting-edge AI algorithms and Intel® technology, the Shyena Inteliconvo AI solution transforms audio conversations into profound insights, pinpointing leads with the highest probability of conversion and predicting customer behavior based on analyzed speech patterns. Processing and analyzing 100% of recorded customer conversations, this comprehensive analysis provides an unprecedented depth of insight into customers' purchasing patterns, intents, sentiments, willingness to pay, product feedback, and brand perception. The platform also helps improve employee effectiveness, automating compliance monitoring, listing post call actions and follow up times, and offering targeted feedback to bolster agent performance. Together, these features minimize problem resolution times and foster a consistently positive customer experience.

The Inteliconvo AI solution can be implemented on-premise or in the cloud and works by integrating with any preexisting telephone system to capture and upload audio calls for processing. This involves utilizing shared file storage or alternative secure file storage protocols (SFTP) for call uploads. The processing phase involves periodic retrieval of uploaded calls, where various AI models come into play, initiating transcription, and converting speech into text. At this point, conversations are analyzed for tone and intent to categorize calls based on their nature, such as support or sales calls. Automated call scoring evaluates adherence to scripts and highlights any errors as well as capturing sentiment, intent, compliance, and lead probability.

The solution's intuitive user interface equips end-users with analytics, dashboards, and reports, allowing for task creation, feedback for agent coaching, and performance tracking. The solution's architecture also supports integration with CRM data through API, providing a comprehensive and customizable approach to leveraging speech analytics for actionable insights. These insights help companies:

- Automate their workflows
- Enhance team performance
- Expedite sales

- Optimize debt collections
- Elevate the customer experience
- Ensure regulatory compliance

The Inteliconvo AI Solution Featured Models

Inteliconvo AI provides four modules designed to enhance the performance and efficiency of agents and teams, while also contributing to higher quality assurance.

Automated Quality Monitoring: Provides configurable scoring for audio calls based on predefined quality assurance parameters and rules set for key phrases. Specific weights can be assigned to each parameter, and the AI engine will calculate a score for each call. Additionally, the model includes detailed feedback for each agent to inform identified improvement areas.

Agent Performance Insights: Processes and analyzes 100 percent of agent calls to generate individual agent scorecards for soft skills, critical skills, and script compliances. This feature also includes an advanced coaching module to assign improvement areas and track progress, aiding in identifying and enhancing agent performance gaps efficiently.

Outbound Sales Insights: Offers insights on customer buying intent, product feedback, competitor mentions, and win probability. It generates new leads and scores them, aiding the prioritization of high-scoring leads for quicker closures. Comparative analyses of successful and unsuccessful outbound sales calls reveal actionable insights that contribute to sales process enhancements and improved pitch effectiveness.

Customer Support Insights: Categorizes audio calls into query, requests, and complaints, with further sub-categorization for precise issue identification. Granular analysis improves Customer Satisfaction Score (CSAT) and Net Promoter Score (NPS), offering insights into customer sentiments, tone, keywords, and key trends charts to empower support leaders to create effective strategies for bolstering overall customer experience.

End Customer Benefits

Improve customer experience by leveraging advanced speech analytics to understand customer intent, measure Net Promoter Score (NPS) and Customer Satisfaction Score (CSAT), resolve issues more efficiently, and empower service teams with insights that facilitate seamless support.

Enhance revenue and increase sales conversions through data-driven strategies that pinpoint high-potential leads, analyze evolving trends, and foster personalized messaging that align with customer behaviors and preferences.

Improve sales team and employee performance with targeted coaching opportunities specifically tailored for outbound sales scenarios based on identified gaps in communication patterns.

Build brand loyalty and consumer trust with a curated roadmap for meeting customer needs, thus positively influencing the company's NPS score, contributing to the likelihood of repeat purchases.

Building a Competitive Edge with an Investment in Brand Loyalty

Brand loyalty and trust are critical factors for sustained business success as they help differentiate a product or service from competitors. A strong emotional connection with a brand influences the purchasing decisions of 65% of consumers, with 90% of them emphasizing the importance of positive emotions.[2] Companies that go the extra mile to ensure customers feel seen, heard, and cared about increase customer satisfaction and positively impact the buying experience, as well as the business' bottom line. Customers who trust a brand are more likely to become repeat buyers, advocates, and contribute to positive word-of-mouth. However, measuring overall sentiment and how a company performs in the minds of their customers is a challenging task.

Some useful metrics that companies rely on to gauge loyalty and fulfillment is through a Net Promoter Score (NPS) and Customer Satisfaction Score (CSAT). The NPS measures the likelihood of customers recommending a brand to others while CSAT highlights general satisfaction with the product or service. Both metrics provide valuable insights into overall customer sentiment that help organizations boost long-term relationships, reduce churn, and pinpoint problem areas so they can be addressed.[3]

Inteliconvo AI is an effective solution for helping companies enhance their NPS and CSAT by

targeting improvements for customer support, enhancing the understanding of customer concerns for efficient resolutions, and ensuring consistent positive interactions. With insights uncovered through the automated sentiment analysis tool, the solution analyzes call records at scale to identify how customers feel about a brand, product, or service. The solution takes into consideration the entire context of conversation, offering a highly accurate analysis of customer sentiment. This helps businesses understand customer intent, tailor communication strategies, and address discrepancies with the product or service promptly. With a heightened level of service, companies can expect to strengthen loyalty and trust, and foster a positive brand image that encourages customers to choose their brand repeatedly.

Customer Success Story

Challenge: A public sector bank in India faced multiple challenges in managing its outsourced contact center. The primary issues included a lack of comprehensive understanding of customer sentiment, feedback tracking, and monitoring of specific keywords. Additionally, the manual quality assurance process covered less than 2% of the calls, leaving room for improvement in ensuring service quality across all interactions.

Solution: To address these challenges, the bank implemented the Inteliconvo AI solution. After deployment, the solution started processing approximately 8000 calls per day. The platform provided out-of-the-box features such as sentiment analysis, tone analysis, and keyword tracking. An AI-based automated QA scorecard was developed, enabling the QA team to analyze 100% of identified calls. An intent detection mechanism was employed to understand the top call drivers in query, request, and complaint categories.

Result: The implementation of Inteliconvo resulted in significant improvements and positive outcomes for the bank, which included:

- **Digitized QA process:** The QA team could now analyze 100% of the identified calls, marking a substantial shift from the previous manual process.
- **Enhanced customer insights:** The bank gained a comprehensive understanding of customer sentiment, tone, and the ability to measure Net Promoter Score (NPS).
- **Agent performance improvement:** Insights obtained from the solution led to better understanding of agent performance. Subsequent training based on these insights resulted in a 25% reduction in Average Handling Time (AHT) and a 30% increase in Customer Satisfaction Score (CSAT).
- **Improved operational efficiency:** Identification of top call drivers allowed the operations team to collaborate and improve operational efficiency by 20%.

Shyena Partners with Intel to Cut Costs and Boost Efficiency

Intel played a pivotal role in optimizing the Inteliconvo solution for their CPUs, addressing a major pain point for Shyena customers – the prohibitive cost of graphics processing units (GPUs). The partnership with Intel involved the optimization of the solution through the ONXX framework to run seamlessly on Intel® hardware. This resulted in significant cost-savings by eliminating the need for costly GPUs through the use of Intel® Xeon® processors for both model training and runtime inference—transforming the solution into an efficient and accessible tool for Shyena's customers. The Inteliconvo AI solution leverages the following Intel® technology to offer maximized performance while helping cut costs:

Intel® Distribution of OpenVINO™ Toolkit: The high-performance, deep learning inference toolkit provides a full suite of development and deployment tools. The toolkit offers deep-learning models, device portability, and higher inferencing capabilities to offer minimal disruption and maximum performance and enables developers to quickly build, optimize, and scale AI-based computer vision models. This makes it easier to convert modules to take advantage of existing Intel® processor architectures.

Intel® Xeon® Processors: These processors are built specifically for the flexibility to run complex AI workloads on the same hardware as existing workloads. With AI acceleration and optimization that goes silicon deep and ecosystem wide, these processors take embedded AI performance to the next level with Intel® Deep Learning Boost to increase model optimization by up to five times when compared to non-optimized models running on other CPU instruction sets.

Conclusion

Businesses today need ways to extract the value from countless customer interactions. Shyena's Inteliconvo AI solution provides a transformative tool, integrating advanced speech analytics with existing phone systems to unlock impactful business benefits. From improving customer experience and support to driving revenue growth through AI-powered lead generation, the solution elevates team performance and strengthens brand loyalty. With its robust technical architecture, cost-effective Intel® technology integration, and comprehensive approach to actionable insights, Inteliconvo AI is reshaping the landscape of customer interactions. Ultimately, the solution helps organizations thrive in an era where understanding and responding to unique patterns of customer behavior are paramount.

Learn More

To learn more about the Shyena Inteliconvo AI solution visit:

- Shyena Tech Yarns Website

- Inteliconvo Solution Page

To learn about Intel® technologies visit:

- Intel® Optimization for PyTorch Introduction

- Intel® Xeon® Scalable Processors Product Page

- Intel® Distribution of OpenVINO™ Toolkit Product Page

Accelerated by Intel® offerings take advantage of at least one Intel® technology, such as built-in accelerators, specialized software libraries, optimization tools, and others, to give you the best experience possible on Intel hardware.

By taking advantage of acceleration technologies, such as Intel® Advanced Vector Extensions 512 (Intel® AVX-512), Intel® Advanced Matrix Extensions (Intel® AMX), and others, our optimized solution helps accelerate time to innovation and insight.

With Intel technologies and capabilities, a vendor's optimized offering can go beyond the traditional compute and extend to accelerated networking, storage, edge, and cloud. It's all part of helping customers build an optimized infrastructure across the company.

Sources

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2. 70+ Brand Awareness Statistics: Building Trust & Brand Loyalty, Market Splash, 2023

3. What's Your NPS And CSAT, And Why Do They Matter?, Forbes, 2022

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