# callcabinet

# Automotive group deploys AI-driven conversation analytics to better align products with consumer demand.

## Situation

The automotive industry knows the value of leveraging technology across the supply chain, from manufacturing to customer sales. However, even with state-of-the-art technology deployed within their operations, this manufacturer still seemed to be missing the mark with customers. They had great vehicles on offer but there always seemed to be an inventory issue – at least from the customer's perspective.

This global automotive manufacturer needed a solution that could monitor all conversations with regional dealers, providing them with real time insight into the regional consumer demands – beyond that of broad market research.

## Use Case

- Map product feedback, risks and gaps
- Identify new product opportunities
- Product/feature request tracking
- Capture sales training opportunities

## Solution

CallCabinet's Advanced Analytics fit the bill with customized business intelligence dashboards and the ability to aggregate conversation data from across the varying communications platforms involved.

The manufacturer now monitors their specific keywords and phrase reporting, pulled from all their recorded conversations. This unlocked a whole new dimension to knowing the voice of the customer, elevating their product inventory management to be in tighter touch with market demand. They could also now more effectively dictate up and down the supply chain to fulfill client demand.

The result? From the very next production cycle since deploying CallCabinet, dealer sales started to increase now that inventory more accurately matched demand identified in the call data business intelligence. There was also a halo effect seen following the CallCabinet implementation. On average the regional dealers Net Promoter Score increased 6%.

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