

Online retailer's executive team enables growth through data-driven strategic decisions using AI-enabled conversation analytics.

Situation

For one of the fastest growing business sectors, online retail, customer experience remains one of their top challenges. Given the online nature and the high use of social media by customers and competitors alike, every interaction with the customer has the potential to dramatically influence the company's viability in the marketplace.

One such retailer had started to see a drop off in monthly revenue numbers without a clear reason as to why. The executive team was quickly looking for a way to gain a complete view of their customer interactions which occurred daily across multiple communication platforms. Strategically, they also wanted to test market insights and enable better and faster decision making to avoid these lagging and costly revenue impacts.

Use Case

- Mine for opinion & business sentiment
- Test market insights
- Catalog organizational insights
- Determine KPI performance results

Solution

CallCabinet's AI-driven conversation analytics was deployed across all departments to monitor voice, videoconferencing, email, social, and text interactions. With this conversation data aggregated into one solution and engaged with through a single user interface, the company had all the data intelligence they needed.

Using custom business intelligence dashboards that visualized every metric specified, the leadership now could quickly and effectively identify root causes and expedite their data informed decisions.

The ability to understand customer and employee sentiment and emotion trends across every conversation, whether a one-to-one call, within departments, or across the entire company, quickly addressed the immediate issues. Keywords/phrases were tagged and immediately routed at-risk customers to managers who could help remedy the situation before revenue or a customer was lost. Real time insights into their customer experience health gave the executive team the ability to increase their agility and secure revenue that would have been previously lost.

