

# Retail conglomerate leverages AI-driven conversation analytics to gain a competitive edge.

## Situation

The world economy has remained unpredictable over the last 2 years. With global supply chain issues as well as increasing consumer demands, the retail industry has been left having to face unprecedented challenges. To keep their operations supported through tough times, this retail chain knew they had to start being more innovative by leveraging technology in a different way.

The stores had already deployed CallCabinet's Advanced Analytics across their many contact centers, brick and mortar lines, and service desks. The initial intention was to extract valuable business insights from all customer conversations, focusing solely on CX and EX optimization.

Through the monthly consultation with the CallCabinet BI lead, they expressed the need to uncover additional insights that would identify areas for improvement leading to increased revenue not being captured currently.

## Use Case

- Custom business intelligence dashboards
- Monitor metrics relevant to your business
- Optimize recorded data utilization
- Gain competitive advantage

## Solution

Following the discussion with CallCabinet's analytics lead, new data analysis opportunities were identified. While the retailer kept an eye on competitor names mentioned to compare customer experience levels, the management team expanded key words and phrase tagging around this to gain competitive information.

In many of the customer conversations, they found that customers often openly compared products, services and pricing with that of competitors. By building this data into custom dashboards, the conglomerate now suddenly had the competitive advantage and could adjust their market strategy accordingly. They could also monitor whenever a new competitive threat came onto the market and where specific regions had to adopt a different approach to accommodate actual market demand.



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