

# Local UK Government Authority improves Duty of Care adherence with AI-driven conversation analytics.

## Situation

As with so many other countries around the world, the district's general population grappled with the reality of rising cost of living on the back of a global pandemic. With it, new considerations in general employee and customer wellbeing were coming to the forefront especially in the contact center environment. Mental exhaustion, financial distress, exposure to trauma and other pressures were taking their toll on both sides.

Serving the population and providing a duty of care comes with many communication touchpoints. The Council required a way to better understand the impact of what was being said and how it was said during all the conversations occurring in the contact center in order to identify and develop specialized ways to support both its community and staff. Interactions now had to take into account grief, anger, frustration and many more emotional cues.

## Use Case

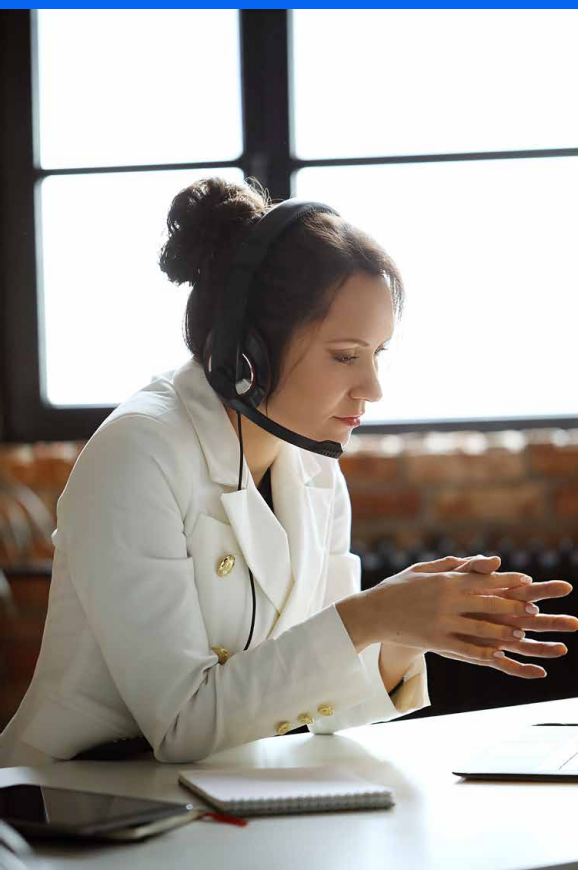
- Multiple data stream recording and analytics.
  - voice, social media, email and chat
- Visibility and insight into 100% of conversations.
- Increased responsiveness to customer requirements.
- Executed proactive Duty of Care measures.

## Solution

CallCabinet's AI-driven Conversation Analytics provided the Council with a single recording and analytics solution that actively stored, monitored and processed conversations across their communication data streams including voice, email, chat, and social media.

By analyzing every interaction for sentiment, emotion, pace and tone, the Council was now able to keep a finger on the pulse of both their own representatives' wellbeing as well as that of their citizens. Doing so allowed them to make rapid adjustments to their service and delivery in order to provide best practice support to those that require it most.

Now being able to better accommodate the needs of both their citizens and employees, the Council was able to increase their employee retention rates significantly while being able to better serve the public.



MKT\_Use\_Case\_Duty\_of\_Care\_2023