

# ICONVO Analytics

Turn customer insights into action



ICONVO.AI



## The Voice Of Customer

Organizations worldwide seek a deeper understanding of their customers. iConvo Analytics enables you to uncover the wealth of customer insights flowing into your contact center via analyzing customer conversations and feedback using AI to extract insights such as sentiment, satisfaction, intent and identify emerging trends, converting raw customer feedback into highly usable data—and see issues as they emerge.

This valuable information allows businesses to monitor brand perception, address customer concerns promptly, and build customer-centric strategies that solve challenges and improve products & services.

Call centers, using our NLP engine, will be able to identify the real issues that are causing contacts (calls from their customers to customer service). Tackling this proactively mitigates downstream issues: reducing calls to the contact center, controlling interaction costs, and ultimately leading to higher customer experience (CX) which is extremely important to any business, of all sizes, specially medium & large, in various verticals (e.g. Banking, Telco & Government).

THE AVERAGE  
ORGANIZATION  
TRADITIONALLY ANALYZE  
SAMPLE OF ALL  
CUSTOMER  
INTERACTIONS

**2 – 3%**

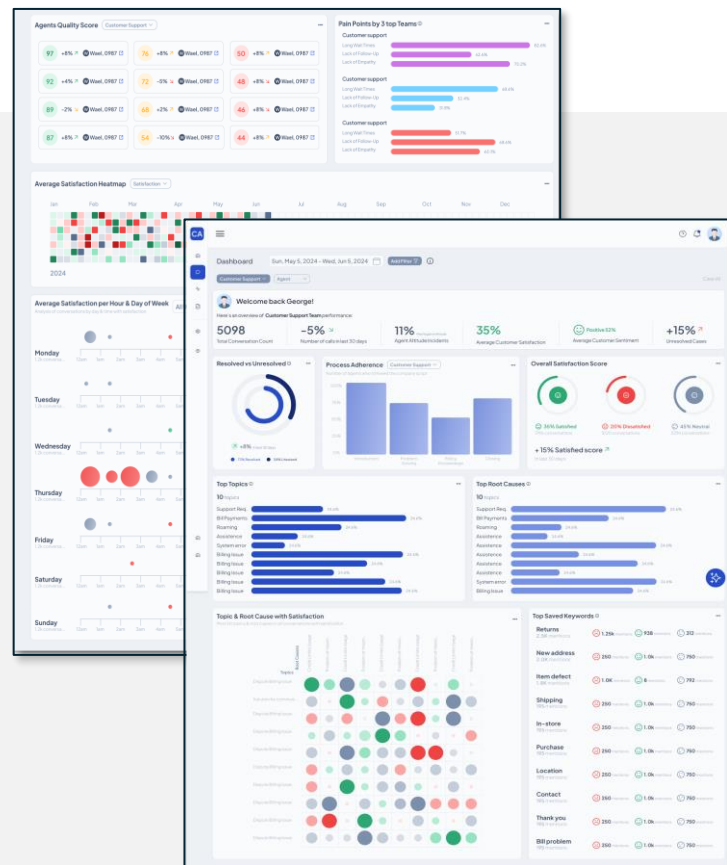
– INACCURATE & TIME CONSUMING



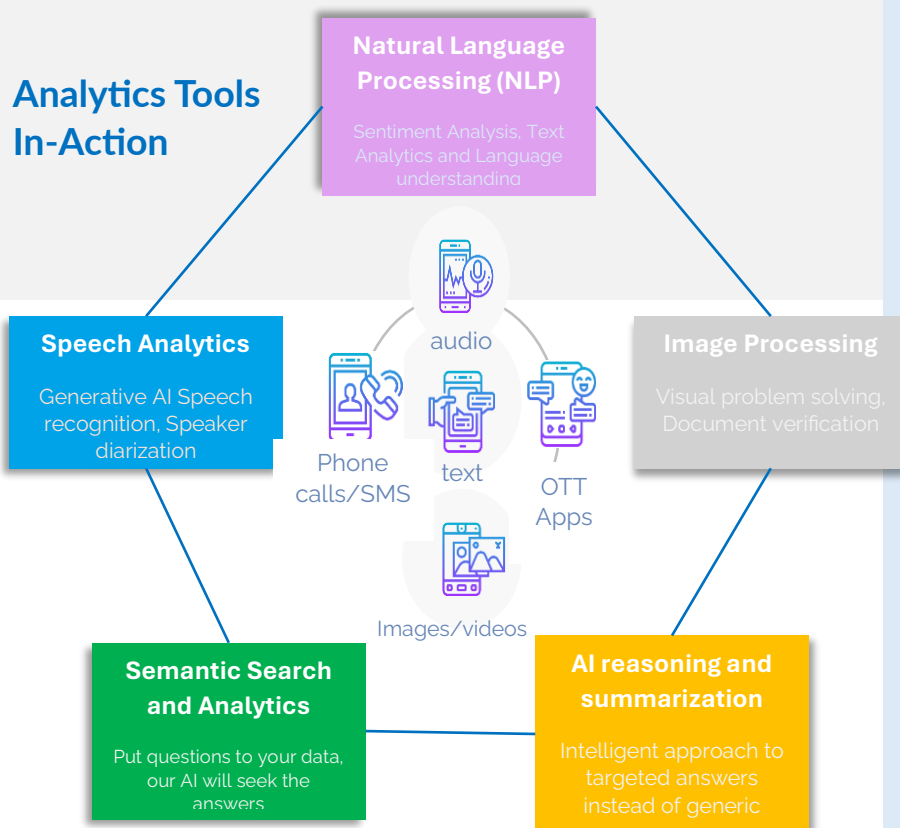
iConvo capture voice, text, and chat communications, the data. Visuals will be tagged/labelled. Speech, as in voice calls/audio recordings, will be pre-processed, and to be converted to searchable transcripts. Fortunately, text-based interactions, as in email, chat, text, social media, etc., are much easier for analytics engines to digest, because they don't require any special phonetic recognition or transcription.

Natural Language Processing (NLP) and artificial intelligence (AI) algorithms process all such data and mines them for words, phrases, and contextual analysis, identifying trending topics and customer interests, and creating a written record and detailed analysis of every conversation.

Advanced predictive modeling, machine learning (ML) and AI drive intelligent predictions and pattern recognition to identify customer behaviour and preferences cross-referencing with existing customer databases and feedback. This enables predictive quality evaluation scoring and predictive NPS for 100% of customer interactions, allowing organizations to take proactive measures to manage agent performance, improve customer engagement, and understands the customer journey.



## Analytics Tools In-Action



On first glance iConvo Conversation analytics can be seen as providing similar information to management information and reporting systems - taking masses of data and making sense of what they mean to the contact center's performance and perhaps even inside the wider business. However, the vital thing to understand about our analytics is that it gives contact centers the answer to 'Why?', not just 'What?'. Why are average handle times so different across agents? Why are customers of this product upset? Why are people calling the contact center?. iConvo analytics solutions offer huge opportunities to gain business insight, improve operational efficiency and develop agent performance, it can assist in:

- customer satisfaction and experience improvements
- increases in revenue and profitability
- improvements in contact center operational performance, and cost reduction, etc.
- agent improvement and quality assurance
- business process optimization
- avoidance of litigation and fines





### Intuitive Interface

View customer journey and uncover trends and insights via interactive dashboards with rich data visualization options like phrase-clouds and interactive charts. Drill down to get a closer look at things that matters to your business-like customer retention, brand awareness, sales opportunities, script adherence and compliance, and more.



### Implementation Support

Our Professional Services team will ensure a smooth rollout.

### Customization Options

We stay tuned in to your changing needs with custom solutions that meets your business evolution.

### 24x7 Support

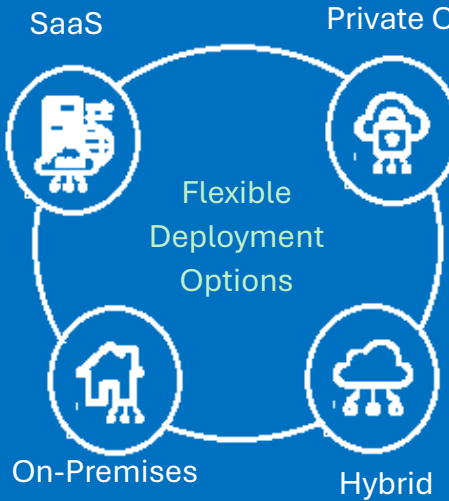
Our Professional Services team delivers around the clock support – just a phone call away.

### Innovation Center

Our subject matter experts continuously explores established best practices and emerging strategies and shares it with you.

### Training

Online or on-site training bring agents and managers up to speed in hours.



iConvo analytics supports various deployment options that perfectly aligns with your infrastructure and goals, without compromising on features, security, or adaptability.



### Security

The data is stored in an encrypted vault on your premises' local network, only accessible by authorized users on selected networks on the client side. The data vault masks sensitive data, ensuring that it is not visible to unauthorized users. If the vault is stolen, the data remains inaccessible by any means. All data access is audited, and all unauthorized attempts are immediately identified and reported.

At iConvo, we pioneer AI-driven SaaS solutions, specializing in AIOps, Advanced Analytics with Hyper automation and Fraud detection. Our commitment to excellence and simplicity defines us. With cutting-edge technology, we architect transformative journeys, ensuring businesses thrive in the dynamic digital landscape.

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