

Solution Brief:

MiaRec Custom AI Insights

In today's fast-paced environment, contact centers struggle with overwhelming amounts of unstructured data, leading to missed opportunities for optimization and growth. While traditional analytics tools struggle to deliver the actionable intelligence necessary for strategic decision-making, a transformative solution has arrived. By harnessing advanced analytics technologies, contact centers can now unlock the full potential of their data, driving optimization and fostering unprecedented growth opportunities.

Overview

MiaRec's Custom AI Insights empower organizations to truly leverage their data. Gain access to concrete benefits, like full visibility into why your customers are calling, key insights about those interactions, customizable data tailored to your needs, and much more. Powered by Generative AI and LLM-based technologies, contact centers can transform raw data into actionable intelligence that drives informed decision-making and tangible results.

AI INSIGHTS 8	
Booking Info:	
Call Type:	Customer Service
Churn Risk:	High
Customer Status:	Customer
Issue Resolved (Y/N):	No
Issue Resolved Explanation:	No. The customer's issue regarding the delayed package was not resolved during the first interaction. The agent initiated an investigation into the shipping delay and promised to escalate it as urgent, but the customer did not receive a definitive solution or confirmation that the package would arrive before the wedding. Follow-up actions were suggested, including keeping the customer updated on the progress of the investigation.
Likelihood to Close (Sales Calls Only):	
Next Best Action:	<ol style="list-style-type: none">1) Escalate the investigation with the shipping department and mark it as urgent.2) Document the customer's concerns and the agreed-upon resolution in the CRM.3) Set a reminder to follow up with the customer before the wedding on Saturday.4) Prepare a potential compensation offer (e.g., refund of shipping fees or store credit) based on the investigation outcome.5) Send a confirmation email to the customer summarizing the conversation and next steps.
Product:	Amazon Delivery Service
Reason for the call:	Issue with delivery

Benefits



Unlock Hidden Insights

Uncover and analyze the valuable data hiding in call recordings to extract actionable insights and trends with ease.



Enhance Sales Performance

Identify calls where there is a high probability of prospects purchasing your products or services.



Operational Efficiency

Identify inefficiencies and areas for improvement, and streamline processes to boost results.



Enhanced Decision-Making

Take advantage of data-driven insights and AI generated "Next Best Actions" to make informed, strategic decisions.



Key Features



MiaRec IMetrics

Automatically calculate critical metrics like CSAT, NPS, NES, and more.



Targeted Coaching & Feedback

Gain targeted coaching and feedback from AI Assist after each interaction.



Detect At-Risk Customers

Let AI tell you which customers are at risk of cancelling or churning based on their conversation with your agents.



Custom Reporting

Build custom detailed reports to visualize key information.

CSAT: 4.55

CSAT Score Details:

Summary:
The customer interaction involved confirming travel details for an upcoming train trip. The agent efficiently verified all necessary information, processed the payment, and provided additional information about the journey, leading to a positive customer experience.

Factor Analysis:

- Issue Resolution Score: 5/5 (All travel details confirmed and payment processed without issues)
- Agent Performance Score: 4/5 (Professional and courteous, but minor communication errors noted)
- Customer Engagement Score: 5/5 (Customer expressed appreciation and satisfaction throughout the call)
- Efficiency Score: 4/5 (Handled the call efficiently with no transfers, but slight delays in communication)
- Extra Mile Score: 4/5 (Provided helpful information about wi-fi and future discounts)

Final CSAT Score Calculation:
Calculation: (5*0.4) + (4*0.25) + (5*0.15) + (4*0.15) + (4*0.05) = 4.55

Justification:
The high score reflects the complete resolution of the customer's travel arrangements, the agent's professionalism, and the positive tone maintained throughout the interaction. The customer felt valued and appreciated the assistance provided.

Improvement Recommendations:
The agent could improve by ensuring clearer communication to avoid minor errors in speech. Additionally, offering proactive suggestions for future travel discounts could enhance customer engagement.

NES: 3

NES Score Details:

Justification for NES Score

- Issue Resolution: The customer's issue was resolved in a single call, with the agent confirming all necessary details for the upcoming trip.
- Customer Effort: The customer did not have to repeat any information, indicating a smooth flow of communication.
- Agent Responsiveness: The agent was clear, polite, and proactive throughout the conversation, providing all necessary information without delays.
- Time Taken: The call was efficient, with no excessive hold times or delays noted.
- Customer Satisfaction: The customer expressed appreciation for the agent's help and indicated that the call was beneficial, stating they would have been in trouble without it.
- Overall Experience: The interaction was straightforward, with no complications or frustrations, leading to a very easy experience for the customer.

NPS: 9

NPS Score Details:

Key Factors:

Positives: - Customer expressed appreciation for the agent's help. - Smooth and efficient resolution of the ticket confirmation. - Agent demonstrated professionalism and empathy throughout the call.

Negatives: - No significant negative indicators present.

Critical Moment: - Customer's remark about being in great trouble without the agent's call indicates a high level of appreciation for the proactive service provided.

Justification:
The customer expressed gratitude multiple times and acknowledged the importance of the agent's call, indicating a high likelihood of recommending the service. The call was efficient, with no issues or frustrations noted, leading to a strong positive sentiment.

Improvement Suggestions:

- Continue to maintain high levels of service and proactive communication to ensure customer satisfaction.

USER	DATE/TIME	CALL DIRECTION	CALLER PARTY	CALLED PARTY	DURATION	REASON OF CALL	TOPICS	SENTIMENT SCORE
Paula Meza	Jul 5, 2024, 6:13:49 PM	Inbound	12204353004 (Andrew Nelson)	14085079957 (Paula Meza)	5:35	Issue with placing order	Resolution Indic... (1) (90) Payment language (2) (90) Order cancellati... (3) (90) Agent Insecurati... (4) (90)	90
Paul Smith	Jul 5, 2024, 6:11:49 PM	Outbound	14086422175 (Paul Smith)	12904316873 (Andrew Nelson)	4:54	Book a train ticket	Resolution Indic... (7) (90)	90
Monica Burke	Jul 5, 2024, 5:50:11 PM	Inbound	12611072234 (Aaron Marquez)	14081156233 (Monica Burke)	5:13	Schedule a phone consult...	Resolution Indic... (1) (90) Subsequent (repe... (2) (90)	90
Carrie Ramirez	Jul 5, 2024, 5:43:07 PM	Inbound	12225187068 (Aaron Marquez)	14081670668 (Carrie Ramirez)	5:09	Shipping time inquiry	Shipping (11) (90) Resolution Indic... (10) (90) Broken Trust (1) (90)	90
Kelly Garcia	Jul 5, 2024, 5:31:54 PM	Inbound	12057949246 (Aaron Marquez)	14085943858 (Kelly Garcia)	4:49	Extended warranty inquir...	Resolution Indic... (7) (90) Payment language (7) (90) Broken Trust (1) (90)	90
Paul Smith	Jul 5, 2024, 5:07:48 PM	Inbound	12637934204 (Mark Serrano)	14089787862 (Paul Smith)	5:34	Purchase kitchen gadgets...	Shipping (13) (90) Payment language (6) (90) Resolution Indic... (5) (90)	90

Unlock the full potential of your data with MiaRec's Custom AI Insights and MiaRec IMetrics. Contact us today at sales@miarec.com to schedule a demo and discover how we can help you transform your analytics into actionable intelligence.

About MiaRec

MiaRec offers Automated Quality Management and Conversation Intelligence solutions for contact centers worldwide. Our platform is designed to automate workflows, save cost, boost efficiency, enhance customer experience, grow revenue, and drive digital transformation. With MiaRec, contact centers gain full visibility into their performance and can transform inaccessible call center data into valuable customer insights, all while ensuring compliance.

Founded in 2013, the Silicon Valley-based company serves more than 500 healthcare organizations, insurance firms, retail companies, financial services institutions, and other customer-first companies worldwide. Learn more at www.miarec.com.