

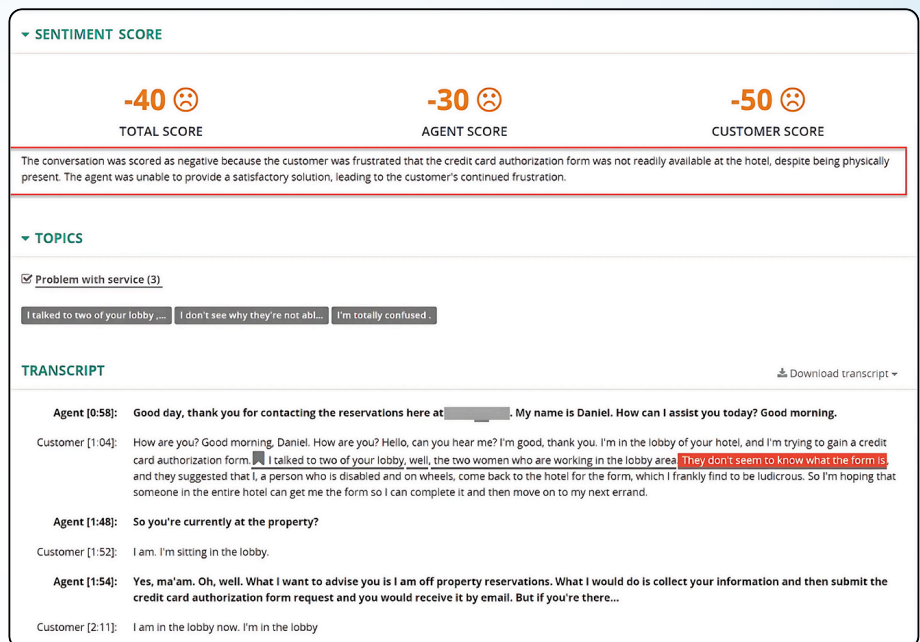
Solution Brief:

MiaRec Generative AI-powered Sentiment Analysis

In today's competitive market, understanding customer emotions and opinions is essential for improving service quality and enhancing customer satisfaction. Traditional methods of analyzing customer feedback can be time-consuming and may not provide a clear picture of overall sentiment, leading to missed opportunities for improvement and strategic decision-making.

Overview

MiaRec's Sentiment Analysis provides an advanced, automated solution for evaluating customer interactions. Using sophisticated Generative AI, this feature evaluates the contents of the transcription for the sentiment of customer conversations, offering valuable insights into customer experiences and perceptions. By delivering actionable sentiment data, MiaRec helps organizations enhance their customer service and drive strategic improvements.



Benefits



Automated Analysis

Automatically assess and score the emotional sentiment of every customer interaction, providing full visibility and ensuring consistent and objective evaluations.



Clear Results

Generative AI-powered Sentiment Analysis avoids ambiguity and mixed sentiments by scoring calls based on the call transcript and entire context of the conversation.



Enhanced Customer Understanding

Gain a deeper understanding of customer emotions and opinions, enabling more personalized and effective service.



Data-Driven Improvements

Identify patterns and trends in sentiment data to inform strategy and improve customer service practices. Also leverage data to develop more targeted training programs for agents.



Key Features



AI-powered Sentiment Detection

Advanced Generative AI analyzes conversations to detect sentiment with incredible accuracy. Each analysis includes a total score and separate scores for the agent and customer.



Context Window

Each sentiment score also comes with an explanation to justify the scores given. Providing further context of the scores empowers users to act upon that information.



Customized Analysis and Notifications

Customize the analysis within the AI prompt to ensure results are tailored to your specific needs. Then create automatic email alerts based on certain criteria, like calls with a sentiment label of "Very Negative."



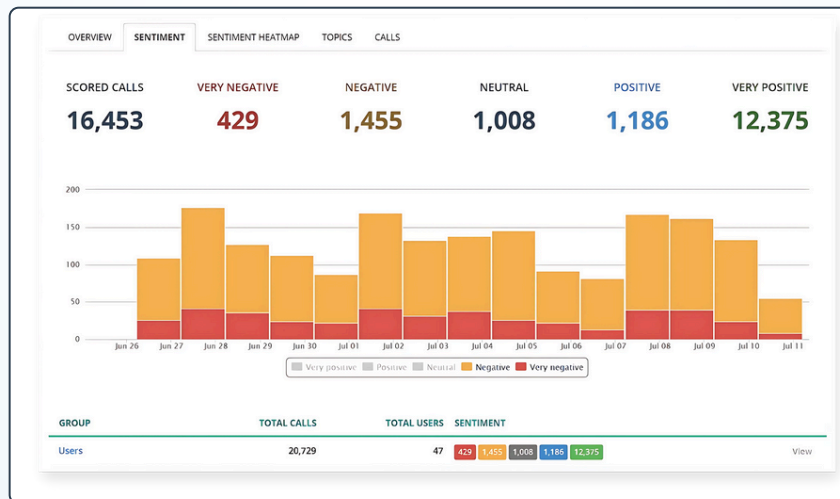
Detailed Reporting

Generate comprehensive reports highlighting sentiment trends, key themes, and areas for improvement, allowing companies to make data-driven decisions, optimize their strategies, and strengthen customer relationships.



Heatmaps and Filtering

Utilize the sentiment heatmap or filter aggregate data by sentiment labels or score ranges to prioritize calls with potential issues for immediate review.



Discover how MiaRec's Customer Sentiment Analysis can transform your CX strategy. Contact us today at sales@miarec.com to schedule a demo and learn more about how our solution can provide actionable insights and drive meaningful CX improvements.

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.