# Solution Brief:

# M miarec

# MiaRec Generative Al-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.

▼ SENTIMENT SCORE			
	-40 🙁	-30 🙁	-50 😔
1	OTAL SCORE	AGENT SCORE	CUSTOMER SCORE
	scored as negative because the customer was fi as unable to provide a satisfactory solution, leadi		not readily available at the hotel, despite being physically
- TOPICS			
Problem with ser	vice (3)		
I talked to two of you	r lobby , I don't see why they're not abl I'm t	totally confused .	
TRANSCRIPT			초 Download transcript +
TRANSCRIPT Agent [0:58]:	Good day, thank you for contacting the rest	ervations here at My name is Daniel	ی Download transcript + How can I assist you today? Good morning.
	How are you? Good morning, Daniel. How are card authorization form. H I talked to two of y and they suggested that I, a person who is disa	you? Hello, can you hear me? I'm good, thank you. I'n rour lobby, well, the two women who are working in t	How can I assist you today? Good morning. In the lobby of your hotel, and I'm trying to gain a credit he lobby area They don't seem to know what the form is orm, which I frankly find to be loufcrous. So I'm hoping that
Agent [0:58]:	How are you? Good morning, Daniel. How are card authorization form. H I talked to two of y and they suggested that I, a person who is disa	you? Hello, can you hear me? I'm good, thank you. I'n rour lobby, well, the two women who are working in t abled and on wheels, come back to the hotel for the f	How can I assist you today? Good morning. In the lobby of your hotel, and I'm trying to gain a credit he lobby area They don't seem to know what the form is orm, which I frankly find to be loufcrous. So I'm hoping that
<b>Agent [0:58]:</b> Customer [1:04]:	How are you? Good morning, Daniel. How are card authorization form. I talked to two of y and they suggested that I, a person who is disa someone in the entire hotel can get me the for	you? Hello, can you hear me? I'm good, thank you. I'n rour lobby, well, the two women who are working in t abled and on wheels, come back to the hotel for the f	How can I assist you today? Good morning. In the lobby of your hotel, and I'm trying to gain a credit he lobby area They don't seem to know what the form is orm, which I frankly find to be loufcrous. So I'm hoping that
Agent [0:58]: Customer [1:04]: Agent [1:48]:	How are you? Good morning, Daniel. How are card authorization form. Italiked to two of y and they suggested that I, a person who is dis someone in the entire hotel can get me the for So you're currently at the property? I am. I'm sitting in the lobby. Yes, ma'am. Oh, well. What I want to advise	you? Hello, can you hear me? I'm good, thank you. I'n lour lobby, well, the two women who are working in t abled and on wheels, come back to the hotel for the f rm so I can complete it and then move on to my next	How can I assist you today? Good morning. In the lobby of your hotel, and I'm trying to gain a credit he lobby area They don't seem to know what the form is orm, which I frankly find to be ludicrous. So I'm hoping that errand.

# **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.