Root cause analysis using cognitive customer call analysis

Highly interactive Call Centre Trigger predictive model

Opportunity

Generative AI can assist in identifying the root causes of customer issues or concerns. By analysing customer feedback, support tickets, and interaction data, AI algorithms can uncover underlying patterns or areas of improvement.

Solution Description

Building a highly interactive Call Center Trigger predictive model to anticipate call volume and understand changes in response to various events:

- Working with client to identify, verify, prepare, and assemble data for analysis.
- Utilized models to measure the effectiveness of communications initiatives, perform predictive analytics on call volumes, and established conditions for measuring utility notification effectiveness
- Built a predictive call volume model to anticipate daily and weekly call volume
- Visualized advanced customer analytics in Tableau, providing insights on call volumes, customer demographic parameters, call reasons, and customer self-service maturity

Key Benefits

- Optimized customer service processes through detailed understanding of customer behaviour
- Increase self-service rates and reduced call volume
- More comprehensive data for performance evaluation