

AUTOINSIGHTS: UNDERSTANDING WHY AND WHAT CUSTOMERS CALL ABOUT



Executive Overview

It is common for businesses to not know why customers are calling. One example of 'old tech and process' is for call centers to rely on Interactive Voice Response (IVR) queues to categorize calls for automation, operational or CX opportunities. However, the 80:20 rule applies—while calls can align with the selected queue, a significant number do not, due to customer confusion, overly broad options, or simply a desire to speak to an agent directly. This discrepancy means traditional IVR data often provides only a partial and inaccurate picture of why customers are calling.

AutoInsights

Bridges this gap by combining advanced post-call analytics with intuitive categorization, filtering processes, and actionable visualizations. By extracting two topics per call, applying refined categories and subcategories, and layering this with contextual filters (e.g., industry-specific metadata like brand, model etc), AutoInsights provides a comprehensive, accurate, and trendable view of why and what customers are calling about. This insight empowers organizations to drive better decision-making for automation, optimize customer experiences, and refine their operations.

The AutoInsights Framework

The "Why": Categories, Subcategories, and Topics

AutoInsights uses a structured approach to categorize calls:

- **Categories and Subcategories:** Broad themes (e.g., Licensing, Drone Operations) are broken into specific subcategories (e.g., New License Applications, Drone Registration Renewals).
- **Topics:** Key points extracted from call conversations (e.g., "forgot password," "license renewal issues").
- **Actionable Insights:** These elements combine to quantify, visualize and trend the true reasons why customers contact your business.

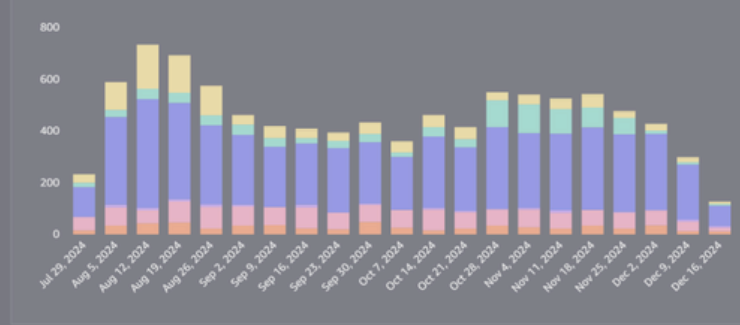
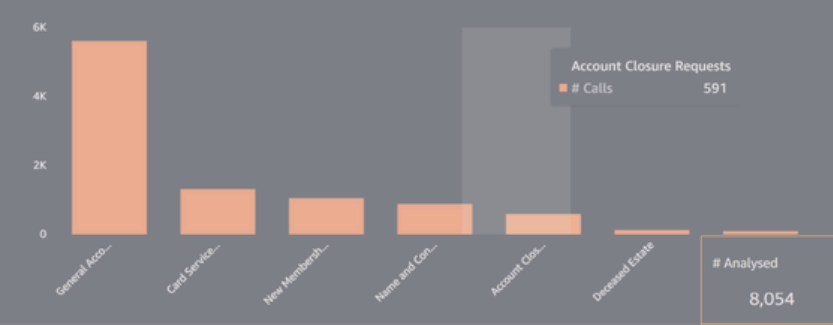
The "What": Filters and Queue Metadata

To enhance accuracy, AutoInsights incorporates:

- **Filters (AI generated):** Contextual markers like product type, service tier, or industry-specific details (e.g., car brand/model, loan type).
- **Queue Metadata:** IVR queue data is overlaid for added context, acknowledging it as helpful but often not fully reflective of true intent.

Call Summaries

Every call is summarized concisely, providing an easy-to-digest snapshot of the conversation. This combines with extracted topics, categories, and metadata to give organizations a complete picture of customer intent.



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Data Visualization and Trend Analysis

AutoInsights enables organizations to:

- **Visualize Data:** Turn raw call data into clear, meaningful visualizations, such as charts, dashboards, and heatmaps, for actionable insights.
- **Identify Trends:** Track and analyze why customers are calling over time, identifying recurring issues, seasonality, and emerging trends.
- **Drive Improvements:** Use data-driven insights to optimize customer support, refine operational processes, and align business strategies with customer needs.

Why AutoInsights?

- **Unparalleled Accuracy:** Overcomes the limitations of 'old tech and process' like IVR data by analyzing post-call content to determine true call intent.
- **Actionable Insights:** Delivers clear visualizations of customer call drivers, supporting operational improvements and strategy alignment.
- **Customizable Filters:** Adapts to your business needs with filters tailored to your industry and customer context.
- **Scalable Across Industries:** Proven success in industries like financial services and automotive, demonstrating versatility and impact.

See the Bigger Picture

With AutoInsights, you can confidently answer two critical questions:

1. Why are customers calling?
2. What are they calling about?

Transform raw data into actionable insights, identify trends over time, and improve call center operations while delivering exceptional customer experiences.