

# Customer Insight Analytics

Identify how to improve your products

Get customer insights and **prevent 30 % of unnecessary interactions**. Born Digital platform identifies reasons for customer interactions and determines opportunities for automation and increased productivity. Subsequently, it allows companies to **monitor results of applied changes in real time**.

30%

15%

10%

decrease of unnecessary interactions

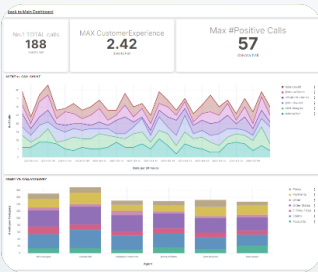
increase of agents efficiency

increase of customer satisfaction

## THE FUTURE OF CUSTOMER EXPERIENCE

The future of customer experience lies in **high-quality insights**. Our platform analyzes all previous customer interactions and shows reasons why customers contact the company.

Based on these data, companies know exactly what to improve and how to **prevent these interactions** in the future.



Thanks to **real-time analytics**, companies can easily evaluate how effective these changes, such as automation, were.

On top of that, the platform helps to identify the potential for process improvement or automation.

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## NO OPINIONS, JUST FACTS



### Consistency in trends

When agents **categorize interactions**, it takes valuable human time, and their judgement is always subjective. **Our neural networks are always consistent** and thus provides exact results for trends evaluation.

### Sentiment Analysis

Our platform **analyzes sentiment** of all interactions and allows companies to compare agents' average sentiment, execute tailored customer satisfaction surveys and many more actions based on **sentiment data**.



### Agents Efficiency

The **platform shows real-time reports** of agents' performance and behavior, **including all statistics** (interactions topics, average calls duration, first call resolution, etc), and sentiment.

Join more than **60 B2B CLIENTS** in **6 countries** who trust us:

  
THE KEY TO MOBILITY