

# Next-Gen Customer Analytics

Be in control of customer experience & agent performance

Get **next-gen insights** and see exactly what your **customers' pain points** are. Our platform helps you **monitor and classify** customer issues, identify their root causes and put forward **effective solutions**. In addition, Born Digital's platform allows you to **monitor and analyze emotions**, and measure your **agents' overall performance** (e.g. whether they **are trying to upsell**, how fast they talk, and so much more).

## Use next-generation sentiment analysis

The unique combination of our natural language processing (NLP) model and the latest technology allows you to:

- ✓ Analyze **feelings** of gratitude, anger, relief, confusion, frustration, etc. ...
- ✓ Monitor sentiment of **both** your **customers and your agents**
- ✓ Analyze how all participants' emotions **change** during the conversation.



1-2 DAYS



Sentiment accuracy comparable to a human

To implement

No need for training data

Client Sentiment Start - End

