



How a top utility company targets customer concerns at their source



ABOUT THE COMPANY

A leading natural gas provider that serves 7 million+ customers across the northern USA and Canada leverages USAN's AI Contact Analytics to gain insight into previously unknowable customer issues and trends in their contact center. This helps the company improve operational efficiency, customer satisfaction, and agent experience.

WHAT IS USAN'S AI CONTACT ANALYTICS?

Built on Amazon Bedrock, AI Contact Analytics provides a unparalleled level of analysis of customer interactions. The platform provides a look at total call volumes, agent and customer sentiment and performance, detailed and searchable reasons for customer contacts, and uses GenAI to build customized agent coaching plans. This platform can be used across departments to create customer-driven improvements.

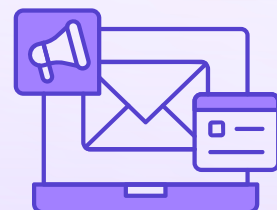
SOLVE CUSTOMER CONTACTS BEFORE THEY HAPPEN USE CASE: INCREASED CALLS REGARDING BILLING



AI Contact Analytics alerted the company to a **30% increase in calls about the Energy Supplier** on customer's bills.



The platform **identified common themes and pain points** from these customer conversations.



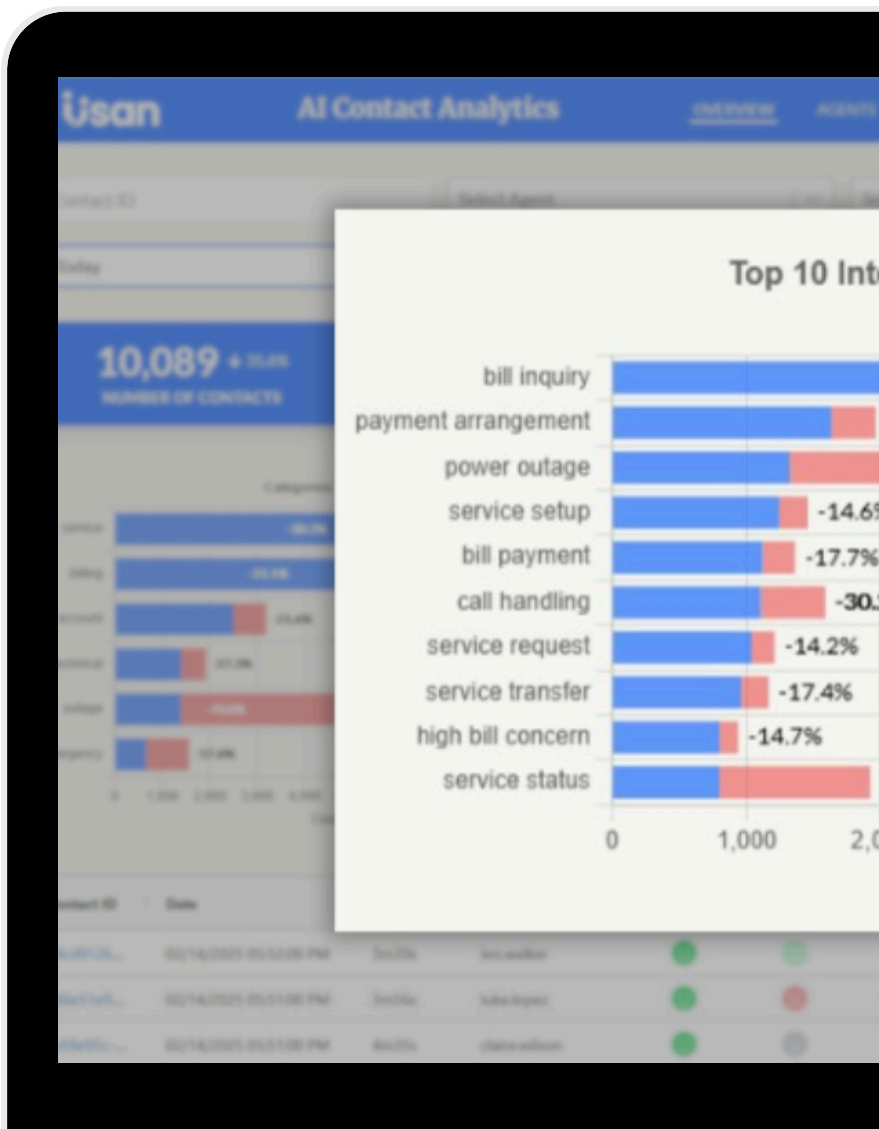
The utility company used this data to:

- Quickly **coach agents to effectively respond** to customer customers
- **Proactively communicate** to address customer concerns at the source, eliminating the majority of the 30% increase and reducing customer frustration.

TRANSFORMING DATA INTO ACTION

With AI Contact Analytics, companies like this major utility provider have more visibility into their contact center than ever before. But to make sure leaders don't get stuck in analysis paralysis, AI Contact Analytics presents data in a way that makes it clear what actions should be taken. Some examples include:

- Customer intents are surfaced without any pre-programming, meaning you can unlock hidden insights into reasons why your customers are calling.
- Understand what customer intents drive the most contacts and focus your time solving these issues with guided self-service, process changes, or targeted communication campaigns.
- The dashboard also shows how often certain customer intents occur so you can understand how reasons for contacts are changing. Intents with high growth rates may indicate service issues or technical glitches that you can work to eliminate.
- GenAI-powered agent coaching plans make it easy to guide agents to provide a stellar customer experience.
- Drill down into low customer satisfaction calls to investigate drivers of customer frustration.
- Time spent on calls allows leaders to understand the best ways to optimize processes and reduce hold times.



Ready to revolutionize your contact center analytics?
Request a demo of AI Contact Analytics today at usan.com.