



PRODUCT OVERVIEW

# CATEGORIZE AI Contact Analytics

Enable Gen AI to discover customer intent and improve agent coaching



## Gen AI Powered Post-Contact Analytics

Unlock deeper customer insights with AI-driven contact analysis. The solution leverages Generative AI to summarize the actual results of an interaction – customer and agent performance. The solution also identifies breakout trends, helping you understand the changing customer experience, analyze conversational outcomes, and make impactful changes on the customer journey upstream. Even deeper, unrealized minor customer intents provide CX journey tuning and ultimately track agent and customer performance over time.

With these results, AI Contact Analytics from USAN develops customized AI-based training plans tailored to agent performance, ensuring continuous improvement and efficiency.

## Key Features



- ★ Realize & Trend All Customer Intents
- ★ Measure Customer & Agent Performance
- ★ Provides Custom AI-Based Agent Coaching



**It's Easy to Get Started**  
AI Contact Analytics uses the interactions from Amazon Connect, as well as other contact center systems, to **build the categories and intents without any pre-built guidance**. Whether you're already using Amazon Contact Lens or not, AI Contact Analytics is easy to setup and use.

# AI Contact Analytics uses one, many, or 100% of calls to build out training recommendations with skill summaries, noted strengths, and areas for development

## AI Agent Training Recommendations

### Summary

The agent demonstrates strong professional conduct and excellent communication skills, particularly in explaining complex information and maintaining patience with customers. However, there's room for improvement in gathering preliminary information before transfers, showing more empathy, and attempting to resolve issues directly when possible. Their thoroughness in verification and ability to handle special circumstances are notable strengths, though consistency in these areas across all calls could be enhanced.

### Strengths

- Consistently maintains professional and polite demeanor across all interactions
- Demonstrates exceptional patience, particularly when explaining complex billing systems and programs
- Thorough in verification processes and information gathering when engaged
- Excellent at providing clear, detailed explanations of processes and requirements
- Shows strong ability to handle special circumstances, such as helping vision-impaired customers with specialized solutions

### Development Areas

- Work on gathering essential information before transferring calls - several instances noted where immediate transfers were made without collecting necessary details
- Enhance explanation of transfer process by informing customers which department they're being transferred to and why
- Show more empathy when dealing with customer concerns and frustrations, particularly during billing discussions
- Double-check information accuracy before providing it to customers to avoid confusion (like the lease requirements incident)
- Take more initiative to attempt direct resolution of issues before defaulting to transfers



“USAN helped us discover interaction topics and turned undefined trends into corrective action!”



Request a demo of AI Contact Analytics today on [usan.com](https://www.usan.com) or speak to your USAN representative.