

# Call Center Intelligence Solution Accelerator

Financial Services and Insurance industries

## Transform your call center customer experience

At many call centers, wait times, re-routing, and the human-to-human interactions between agents and customers can make or break the customer experience. Without modern tools like AI and advanced automation, many organizations find it difficult to maintain high customer service standards and improve call center employee efficiency.

The **Call Center Intelligence Solution Accelerator** automates call transcriptions for real-time and previously recorded calls with **Azure Cognitive Services** by using custom speech models, text analytics, and industry-specific natural language processing. Data insights on customer sentiment, topic analysis, and other valuable call attributes are served up in a user-friendly visual dashboard in **Power BI**.

## Challenges

- **Manual data entry** during real-time conversation slows service delivery and creates errors.
- **Labor shortages and high turnover** add strain to call center operations.
- Varied and complex **customer data privacy laws** challenge compliance.
- **Untapped data from historic call records** is a wasted resource.
- **Legacy AI transcription technologies** are significantly less accurate than human transcription.

Organizations that increased use of AI with live call center agents experienced a **61%** increase in customer satisfaction.

## Benefits



**Gain highly accurate call transcription** with automation.



**Generate a wealth of customer insights** to inform training and sales processes.



**Increase efficiency** by reducing average call duration, limiting re-routing, and eliminating customer repetition.



**Ensure compliance and PII protection** with leading security and flexible data warehousing.



**Create better customer experiences** for greater customer satisfaction and retention.

## Automate customer call transcription and analytics for actionable insights

### Custom Speech

Tailor your speech model to recognize specific terminology, accents, and filter background noise.



### Real-time call intelligence

Speech-to-text transcription and text analytics in real-time.

### Batch call ingestion and AI

High-volume audio file transcription and text analytics.



### Visualization

View insights and analytics in Power BI.

## Allstate transforms the customer experience with AI

**Situation:** Allstate found that when auto insurance customers called to report an accident, they provided critical details that agents weren't effectively capturing. The company wanted to improve data capture and remove friction from the claim filing process.

**Solution:** The company leveraged Azure Cognitive Services to create a custom speech model that recognizes insurance vocabulary and to deploy a transcription service that automatically captures customer calls as text.

**Impact:** Allstate automatically ingests all information from a single customer call to initiate the claims process. The enhanced customer experience is creating greater customer satisfaction and brand affinity.



With our transcription work, when a customer reports their accident initially, we're able to take that rich detail and figure out, without involving them, how to process their claim.  
– Olivia Mahler-Haug, Senior Product Owner, Claims, Innovation & Delivery, Allstate



## Start generating faster, smarter AI-driven call center interactions

### Kick-off



Learn more about the Call Center Intelligence Solution Accelerator and see a demo.

### Proof of value



Solution code walk-through and prototype creation for testing.

### Proof of concept



Proof of concept (PoC) is built and deployed with support of the technical specialists and partners.

With demo data create a POV in 3-5 days.

With your customer data and a prep session, create your POC in 3-6 weeks.

## Get started today

Contact your Microsoft specialist for a demo and to discuss prerequisites, next steps, and your questions.