FEEL NICE

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PROBLEM

Improving quality of customer support on text by using text analyzers to identify customer emotions in real-time.

THE STEPS FOR DEVELOPING THE SOLUTION

1. Identifying client satisfaction

We want to analyze client messages using Natural Language Processing techniques and provide a score as an output:

Client: Hi, I'm having an issue with my phone.

Agent: Okay, what seems to be the problem?

Client: Well, my phone keeps freezing up and I can't use any of the apps.

Agent: Did you try restarting it?

Client: Yes, I did, but it didn't fix the problem.

Agent: Okay, well maybe you should try a factory reset.

Client: I don't want to do that. I have important data on my phone and I don't want to lose it.

Agent: Well, that's the only solution I can offer you. If you don't want to try it, there's nothing else I can do.

Client: Can't you just send someone to fix it for me?

Agent: No, I'm sorry. We don't offer that service.

Client: This is ridiculous. I paid a lot of money for this phone and it's not working properly.

Agent: I understand your frustration, but there's nothing else I can do. Is there anything else you need help with?

Client: No, I guess not. Thanks for nothing.

```
fear: 0.08695652173913043
anger: 0.13043478260869565
anticip: 0.0
trust: 0.08695652173913043
surprise: 0.13043478260869565
positive: 0.13043478260869565
negative: 0.17391304347826086
sadness: 0.08695652173913043
disgust: 0.08695652173913043
joy: 0.043478260869565216
anticipation: 0.043478260869565216
```

2. Analyze results

- Based on the score, if the client has negative feelings, we will use AI to analyze the agent's part of the conversation.

```
fear: 0.08695652173913043
anger: 0.13043478260869565
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positive: 0.13043478260869565
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joy: 0.043478260869565216
anticipation: 0.043478260869565216
```

3. Report

- The AI will create a report on what was lacking in the interaction:.

These sentences are an example of bad customer support for the following reasons:

1. Lack of empathy: The agent is not showing empathy towards the customer's frustration and is simply repeating the same solutions without addressing the underlying issue.

2. Limited solutions: The agent is only suggesting two solutions, restarting the phone and doing a factory reset, and not exploring other potential solutions.

3. Negative tone: The agent's tone is negative and dismissive, which can further frustrate the customer.

4. Choosing a NLP and building and training the model

We chose ChatGPT to help with the generation of the report (which can always be manually checked if necessary)

Our mission is to collaborate with the company NICE and provide exceptional support in delivering high-quality and innovative services to their customers.