**Article**

**Analyzing Customer Satisfaction from Audio Calls Using Sentiment Analysis**

In today’s customer-centric business landscape, understanding customer satisfaction is crucial. Businesses often rely on audio recordings of customer interactions, such as phone calls, to gauge the effectiveness of their customer service. Traditionally, these recordings would be manually reviewed, but advancements in natural language processing (NLP) and sentiment analysis have enabled automated solutions that provide real-time insights into customer satisfaction.

By converting spoken language in audio calls to text, it is possible to analyze the sentiment of the conversation. Sentiment analysis allows businesses to determine whether the customer was satisfied, neutral, or dissatisfied based on the emotional tone of the conversation.

However, sentiment analysis alone may not fully capture the complexity of customer satisfaction. To address this, more sophisticated methods can be employed, such as tracking sentiment trends throughout the call, identifying specific keywords indicative of satisfaction or dissatisfaction, and considering the emotional shifts in the customer's tone over time.

By combining these approaches, businesses can obtain a more accurate and nuanced understanding of customer satisfaction, allowing them to make informed decisions to improve customer service and overall satisfaction.