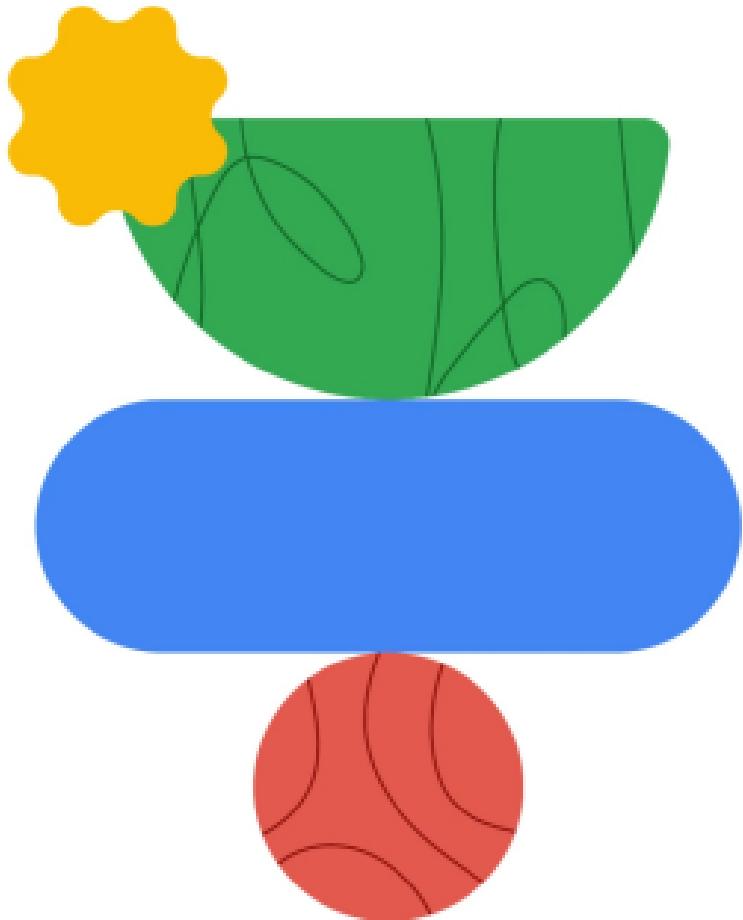
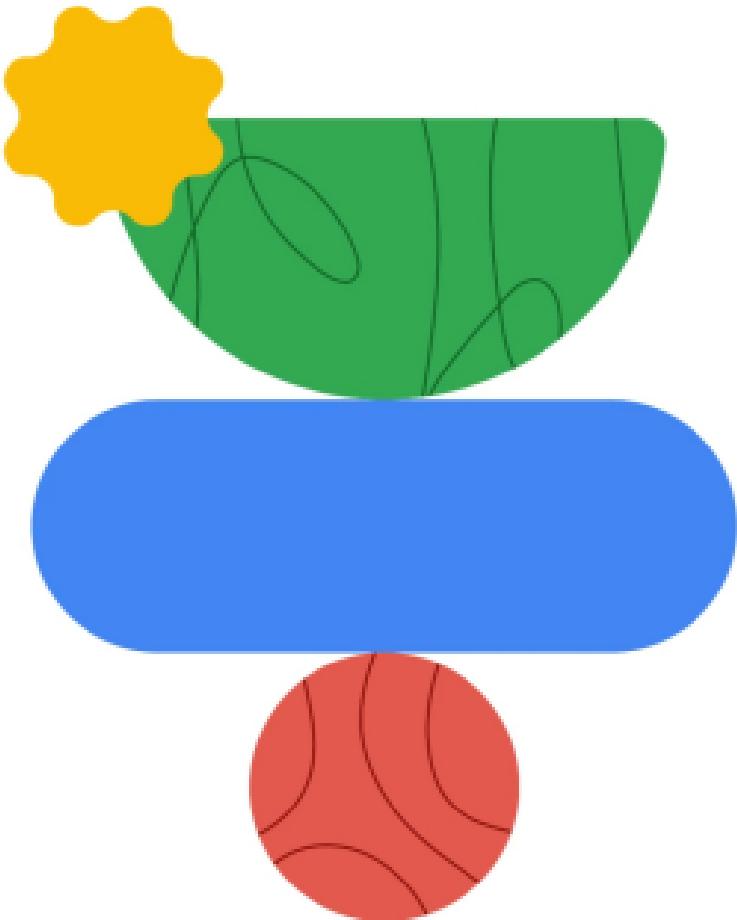


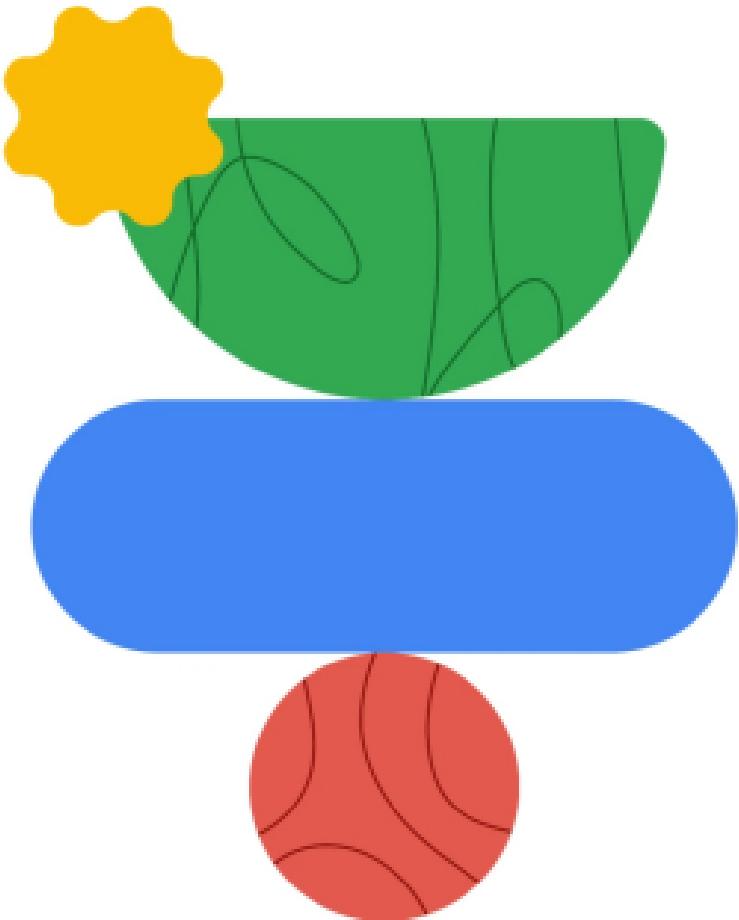
# Planning for Conversational Insights



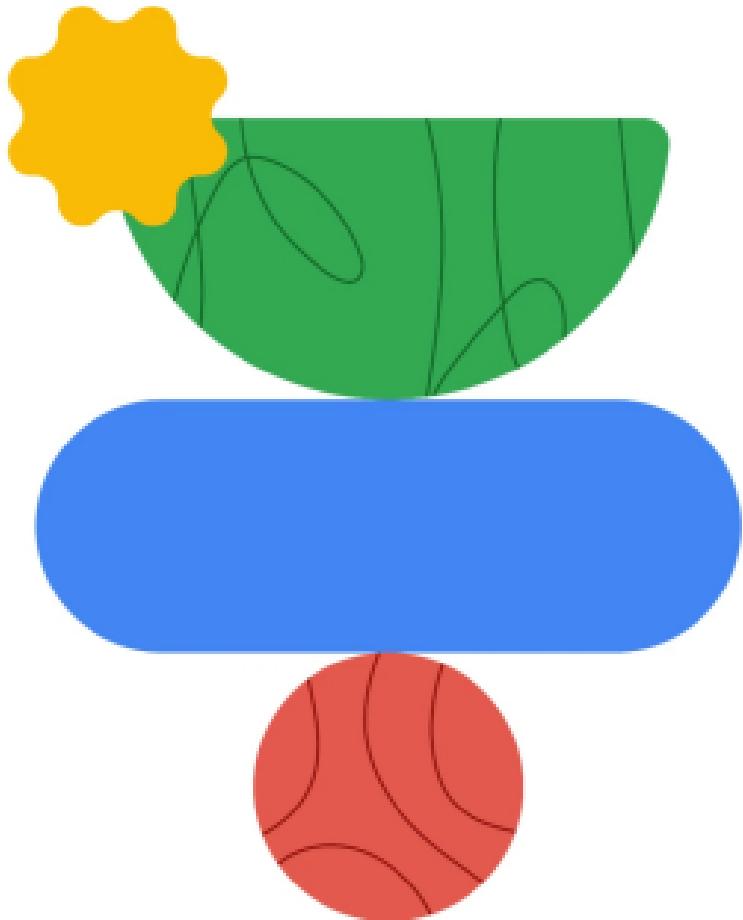
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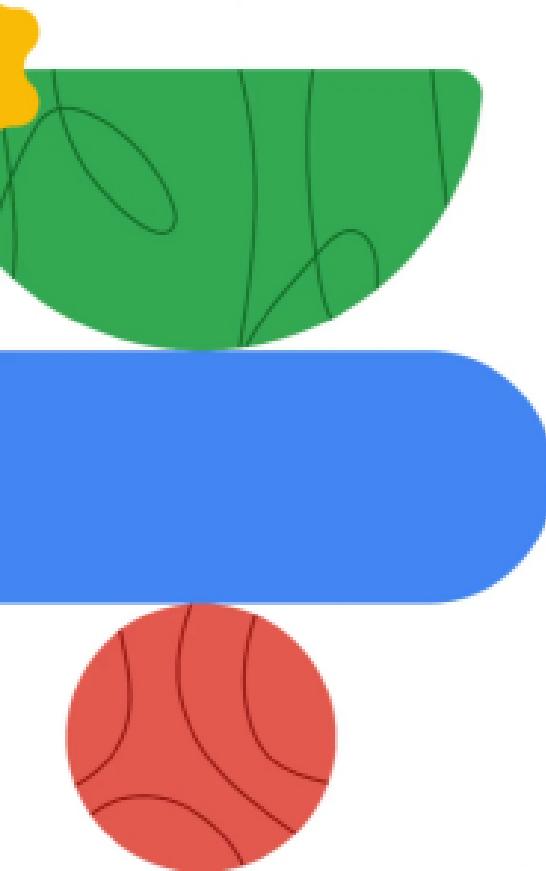


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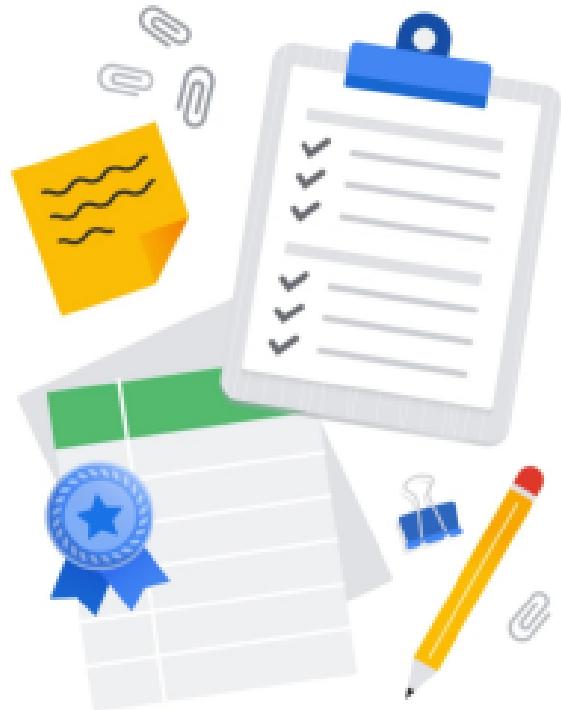


# Objectives

- 01 Explain how to plan for a Conversational Insights implementation.
  - 02 Describe the Conversational Insights key features.
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  - 04 List the target user personas who obtain the most value leveraging Conversational Insights.
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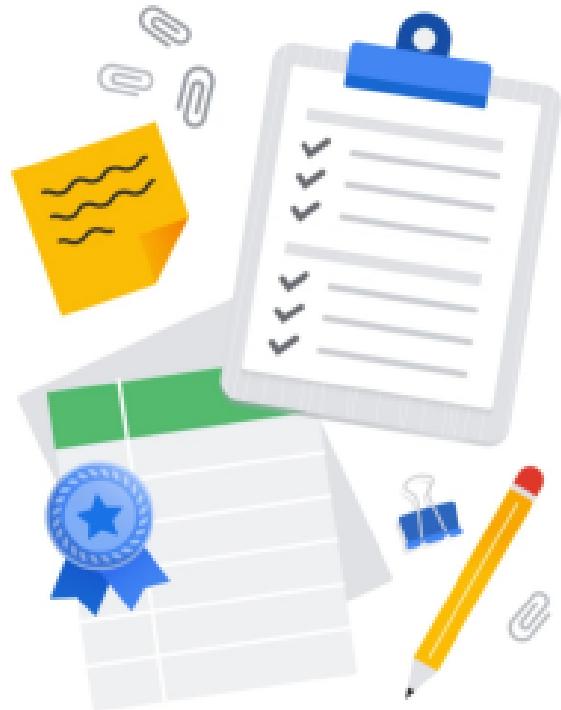
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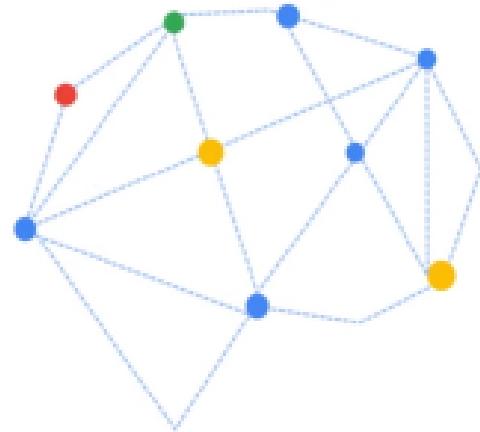
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# Conversational Insights

What decisions need to be made?

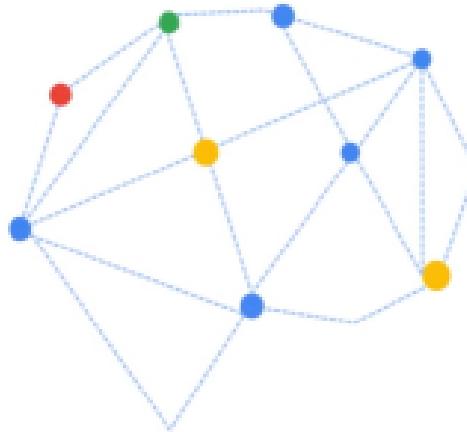
- What problem does Conversational Insights solve for my organization?
- What features will be most valuable for my use cases?
- How does Conversational Insights integrate with other Google Cloud components and CES solutions?
- Which user personas does Conversational Insights solve for?



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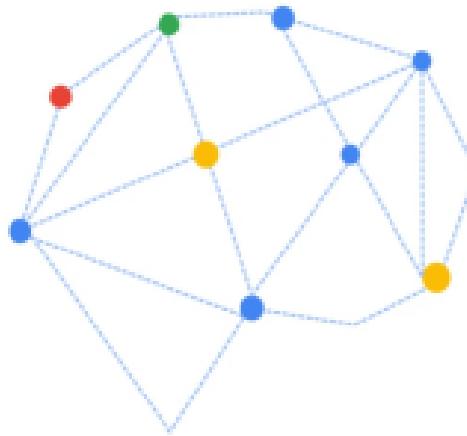
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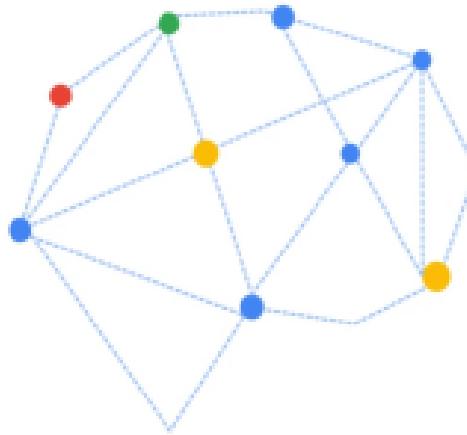
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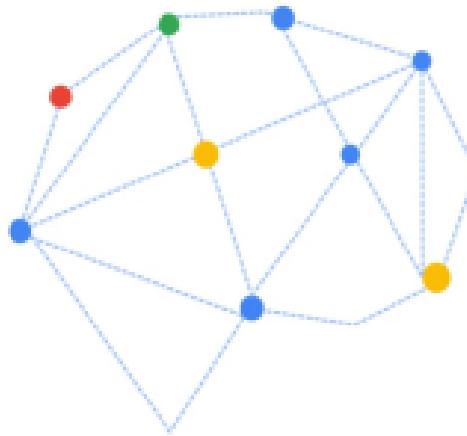
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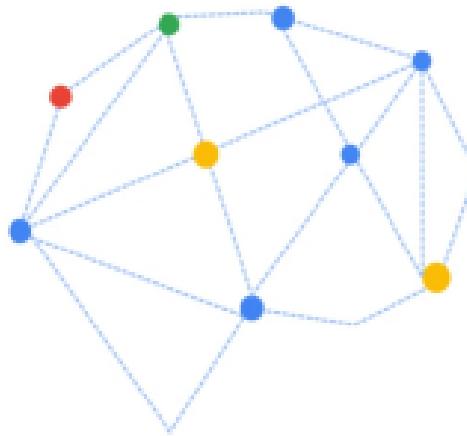
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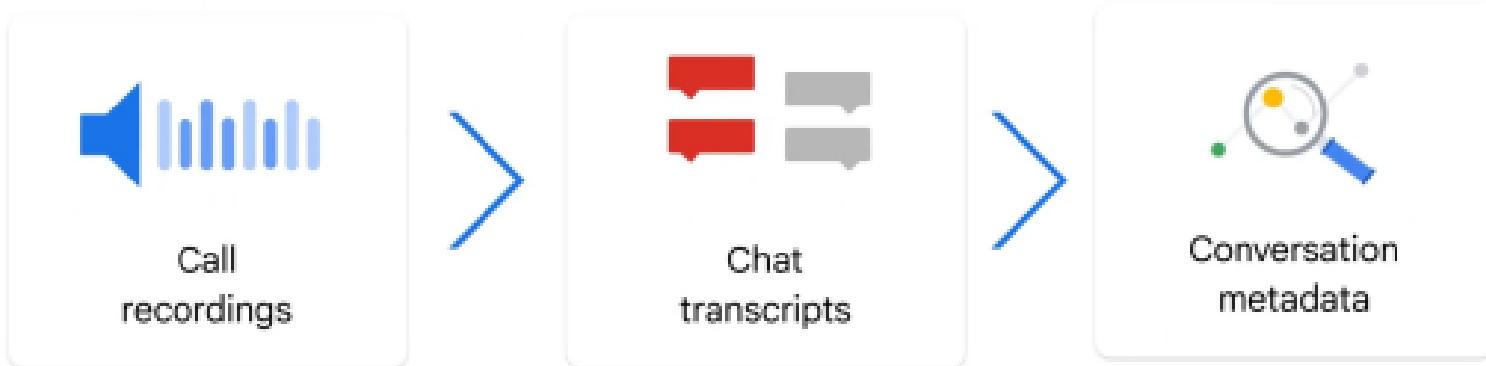
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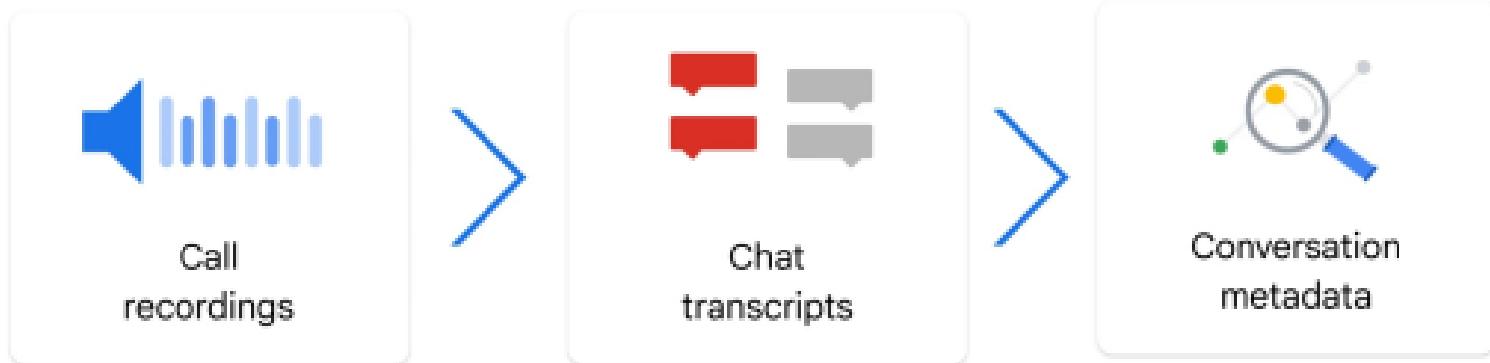
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Contact Centers generate a lot of data. Deriving insights from this data can be overwhelming.



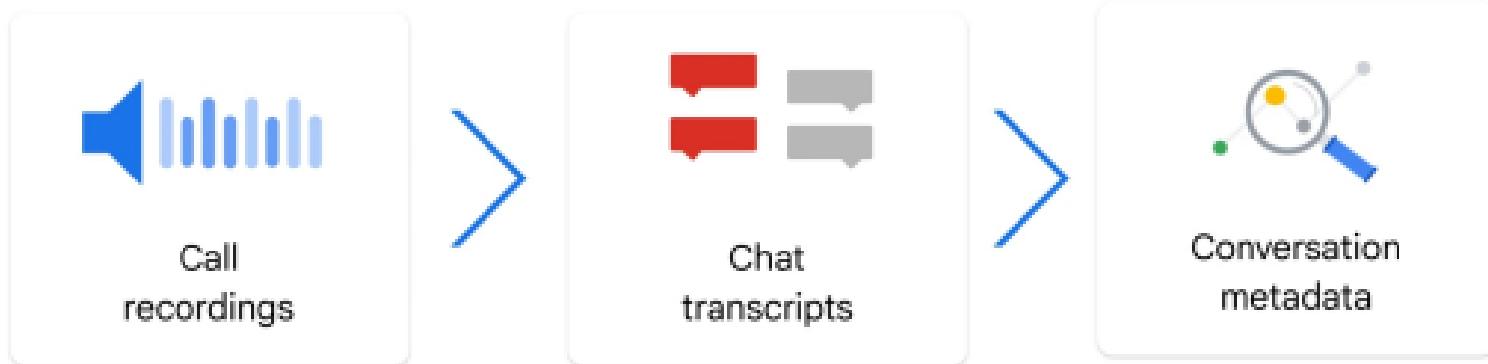
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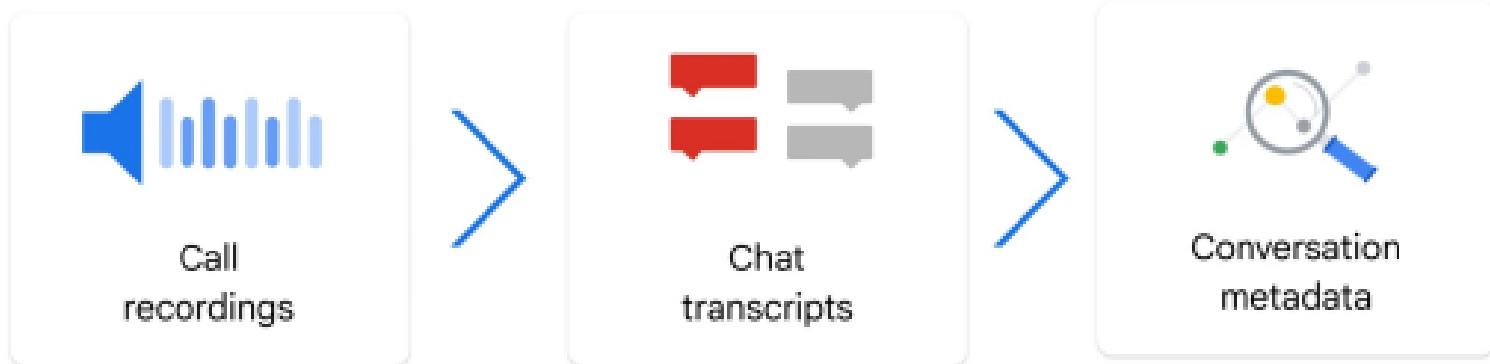
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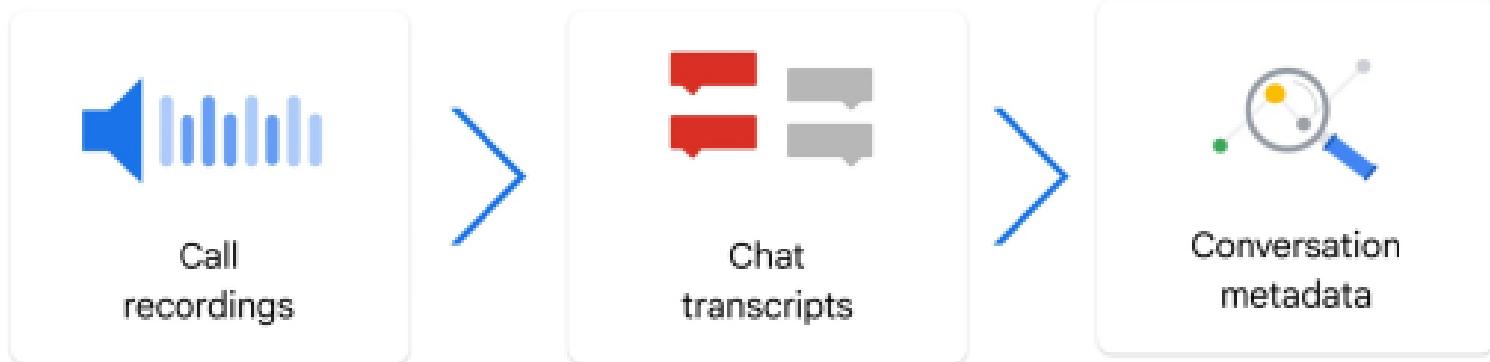
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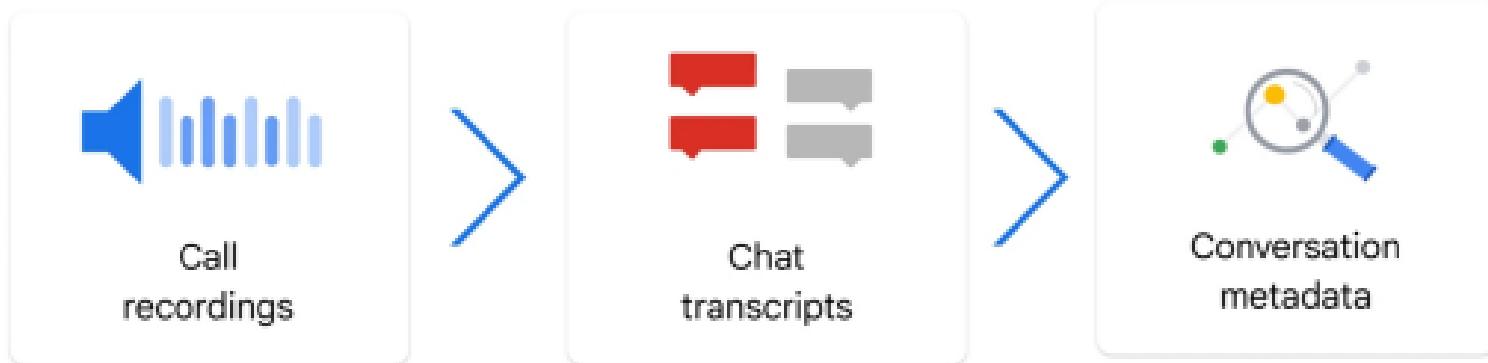
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- Upload dual channel audio files
- Create redacted transcripts

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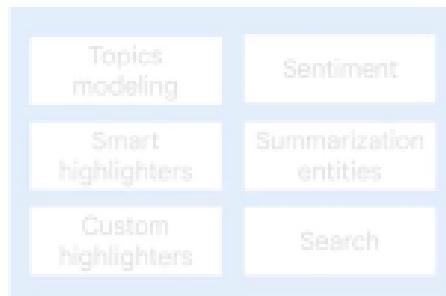
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Smart highlighters	Summarization entities
Custom highlighters	Search

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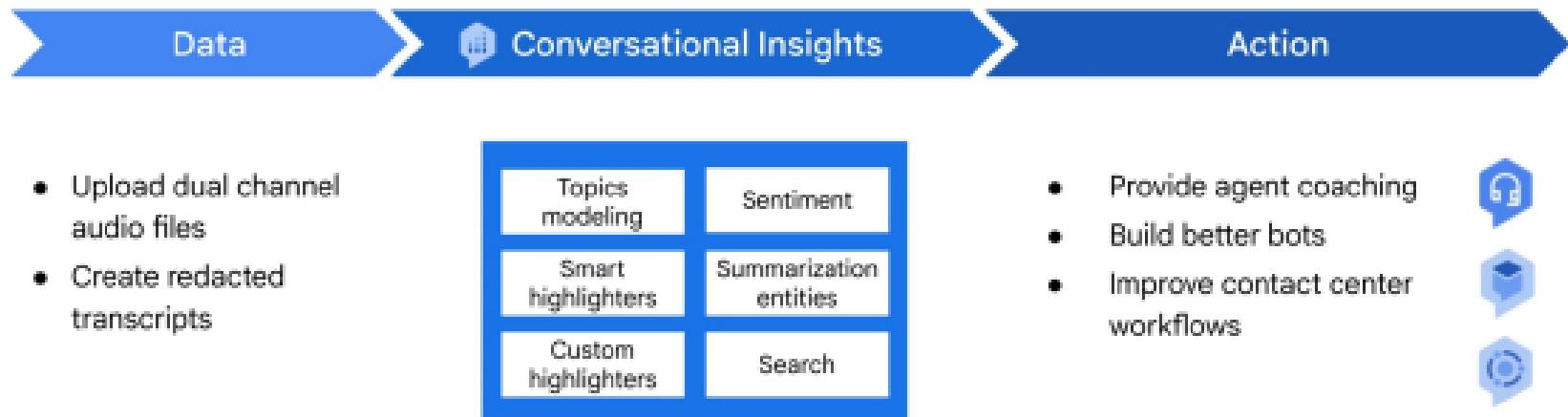


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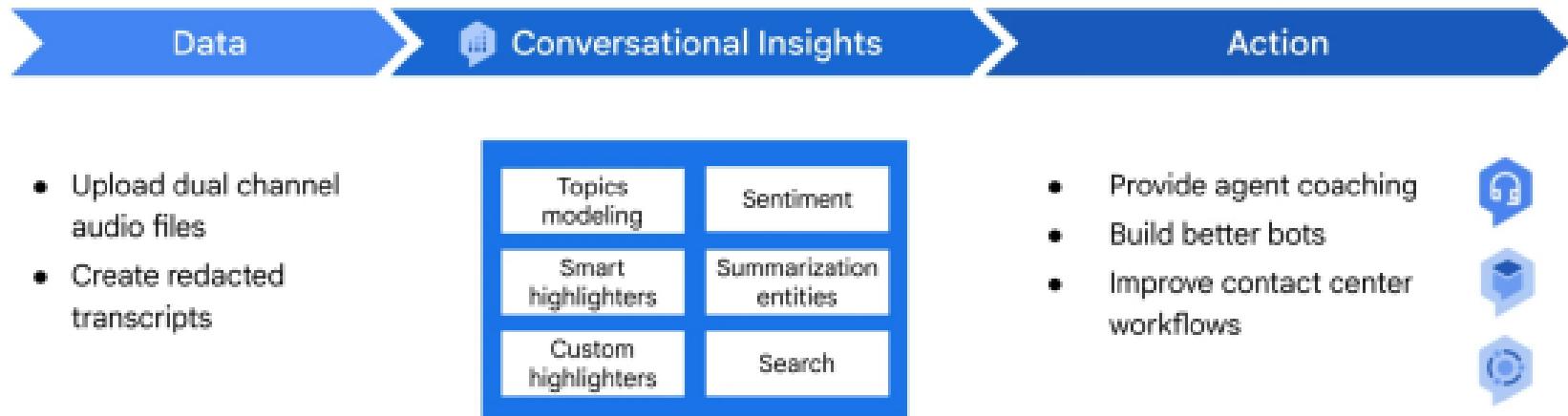
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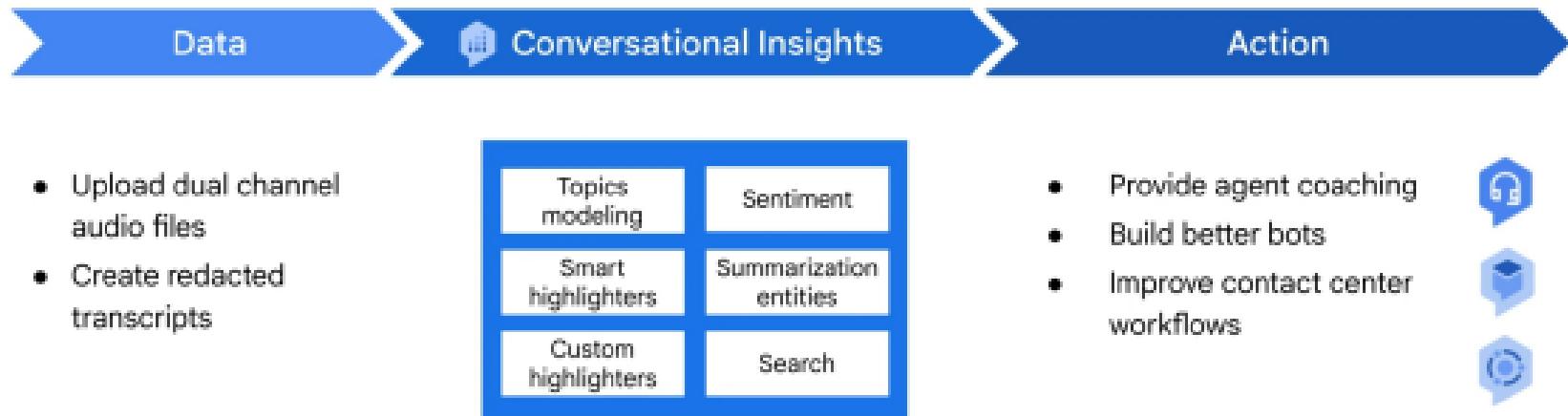
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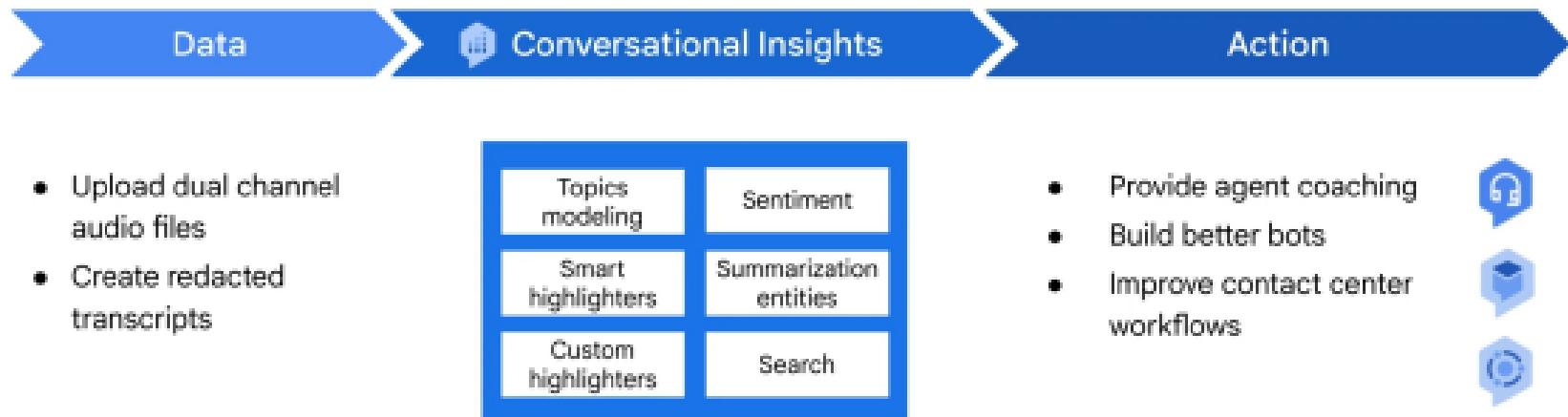
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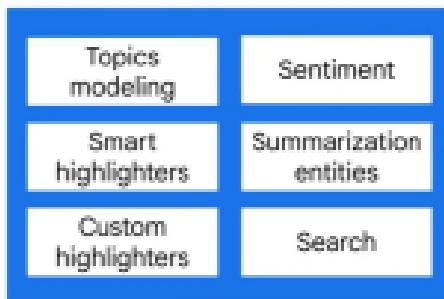
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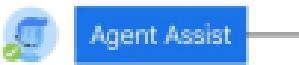


- Provide agent coaching
- Build better bots
- Improve contact center workflows



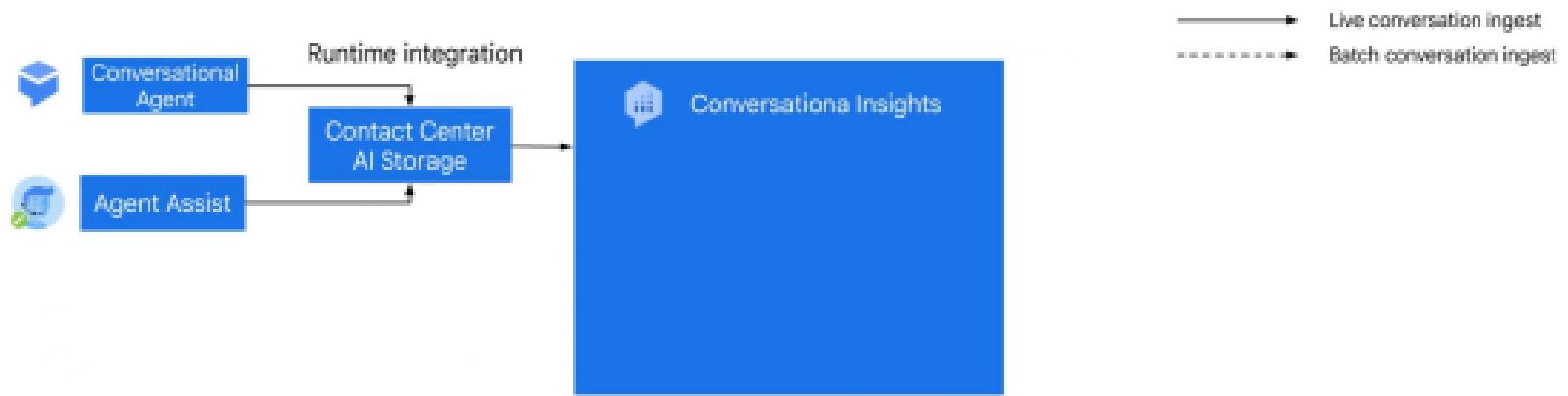
## Conversation

There are multiple ways to use LLMs in your contact center.



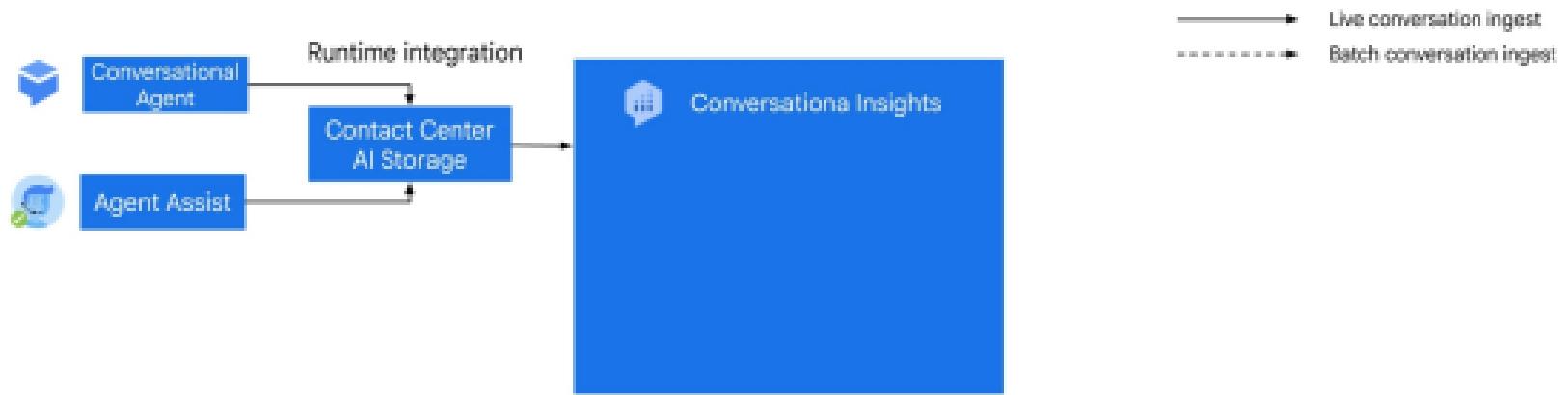
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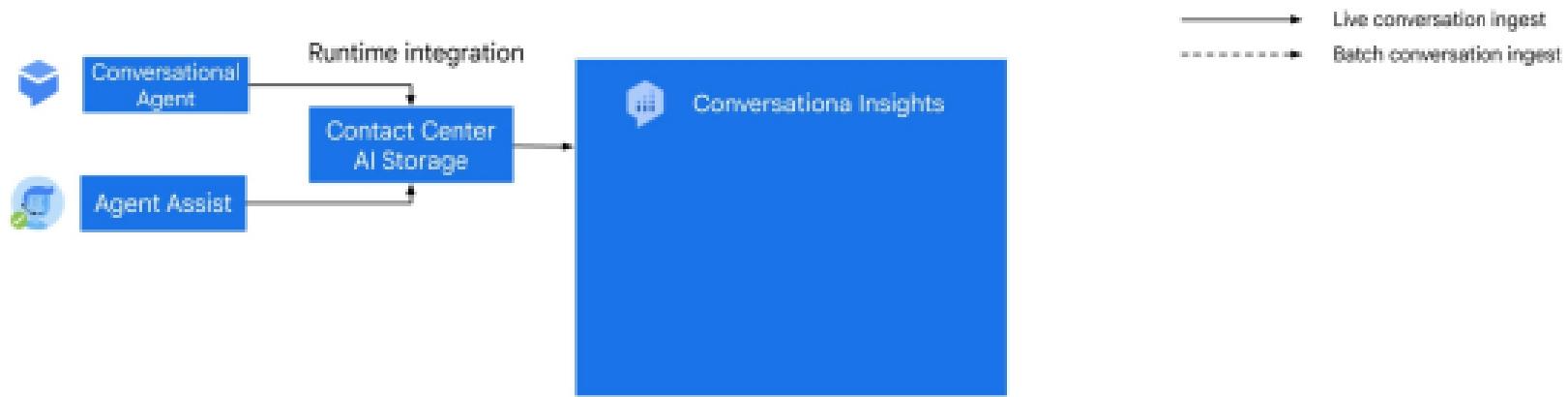
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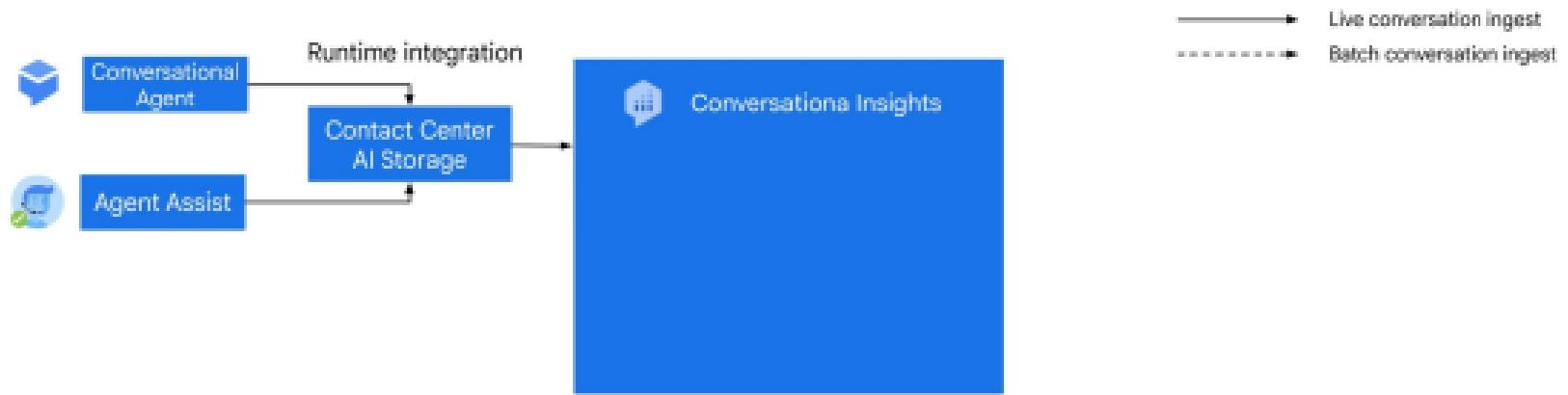
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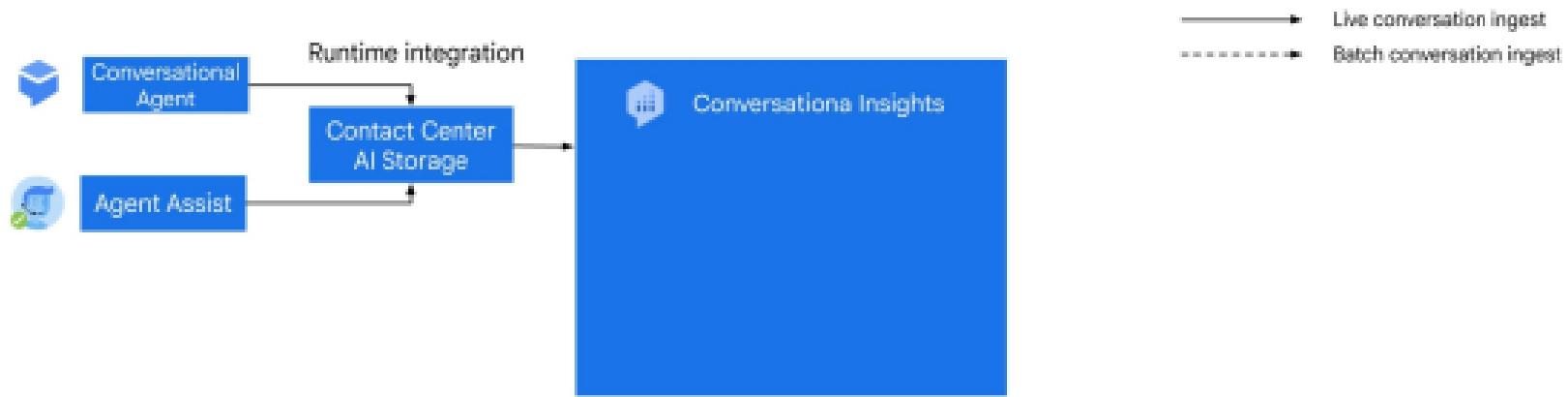
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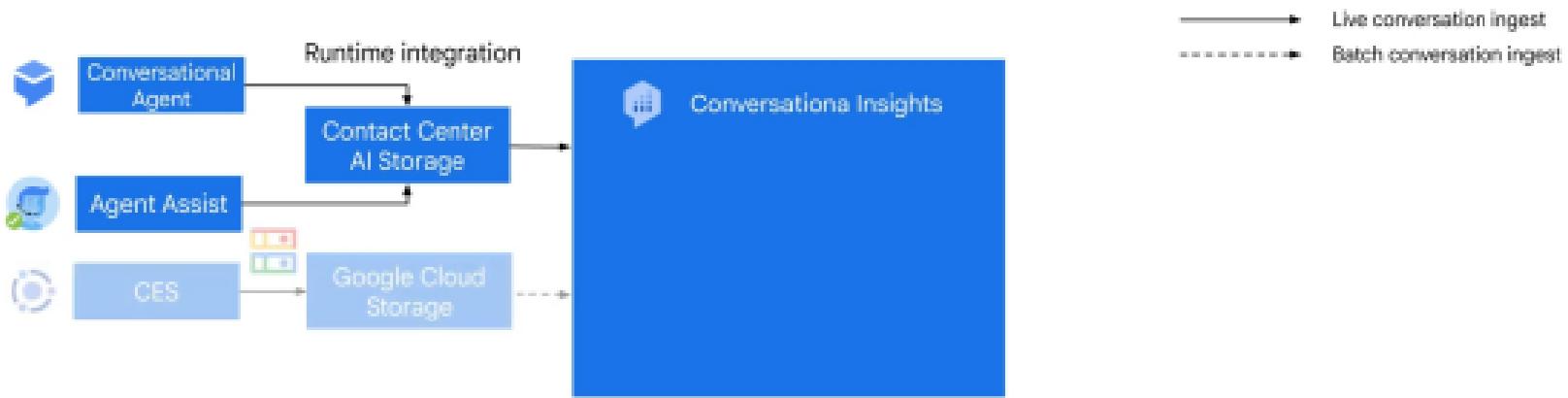
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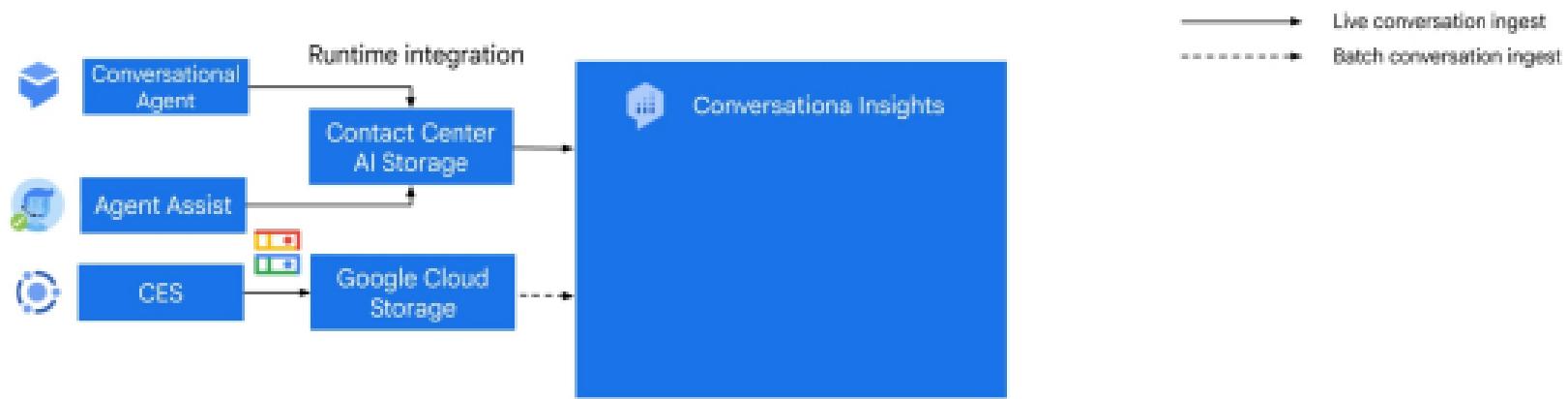
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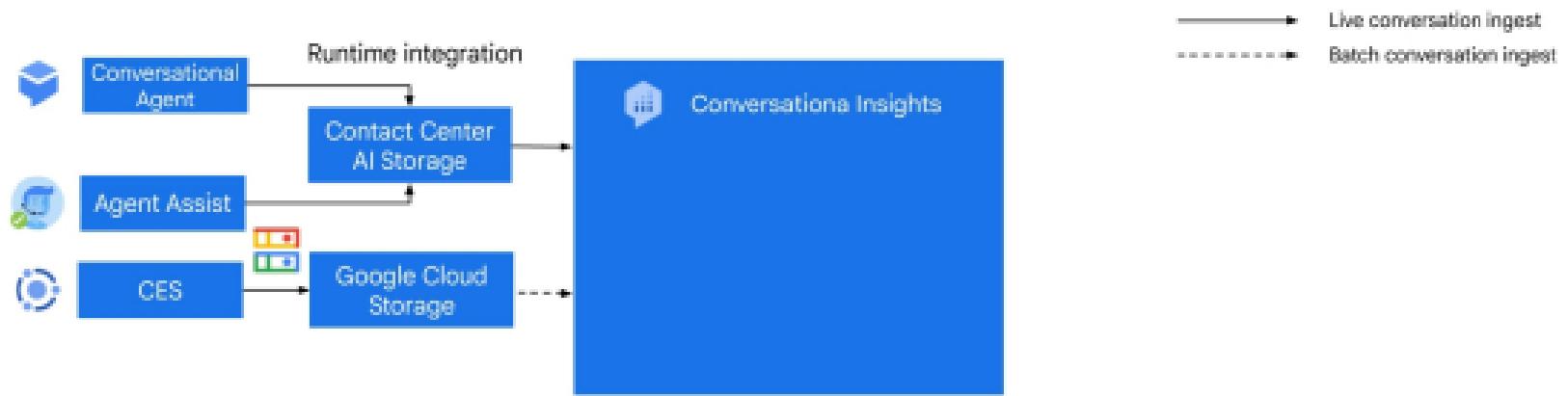
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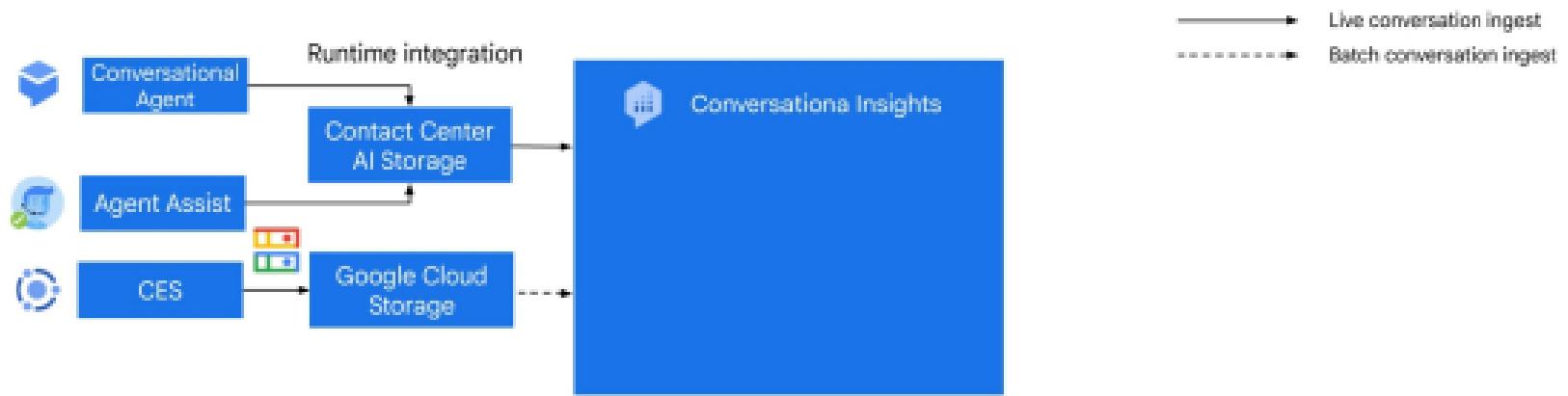
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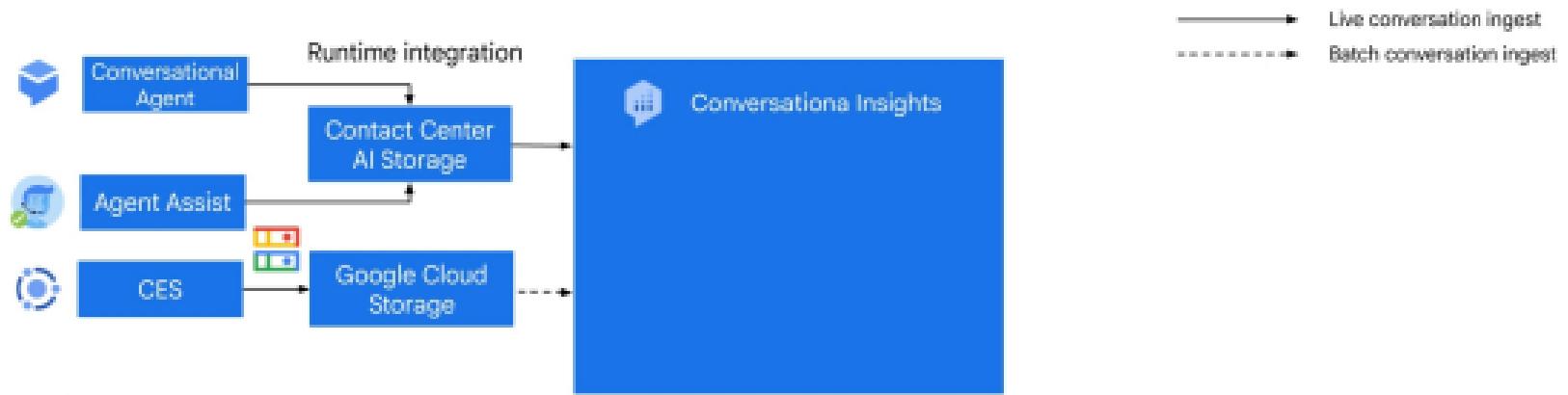
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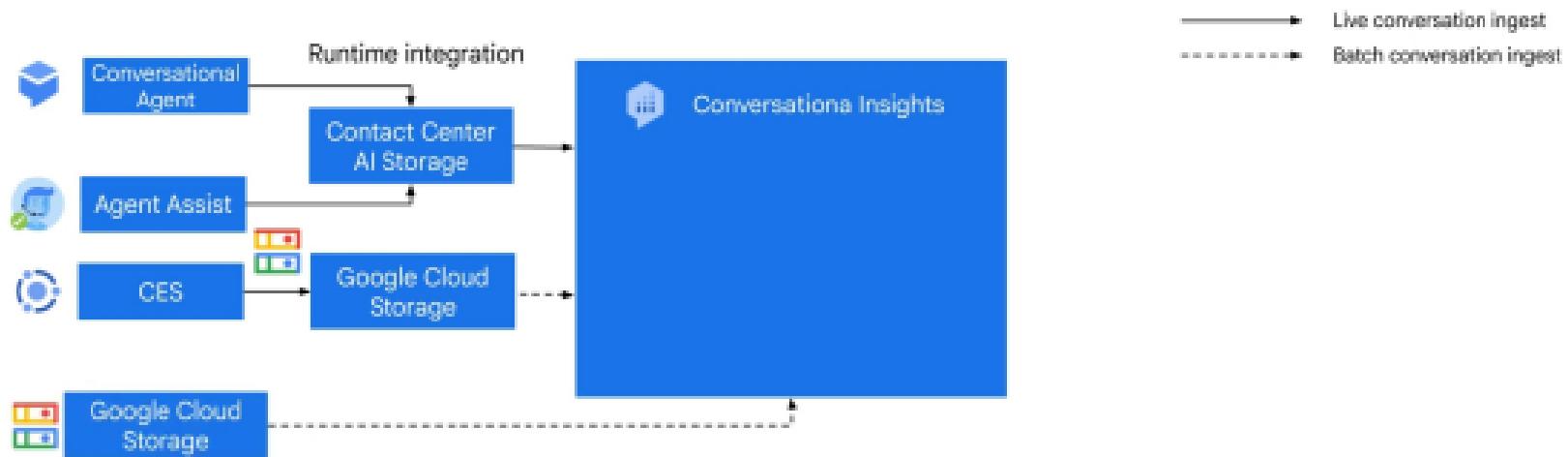
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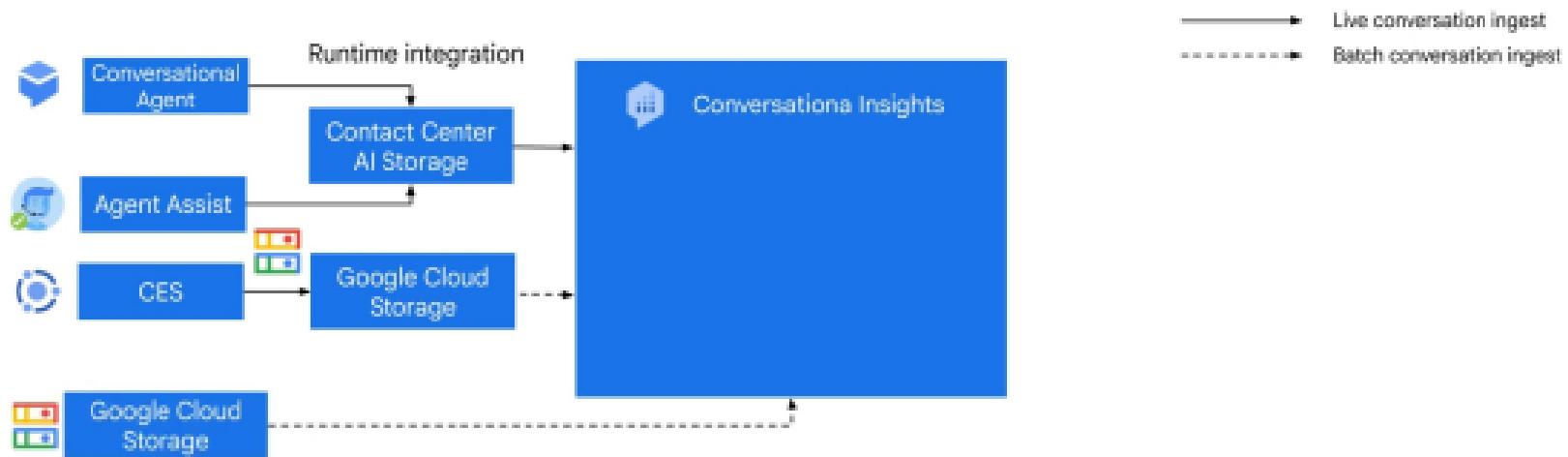
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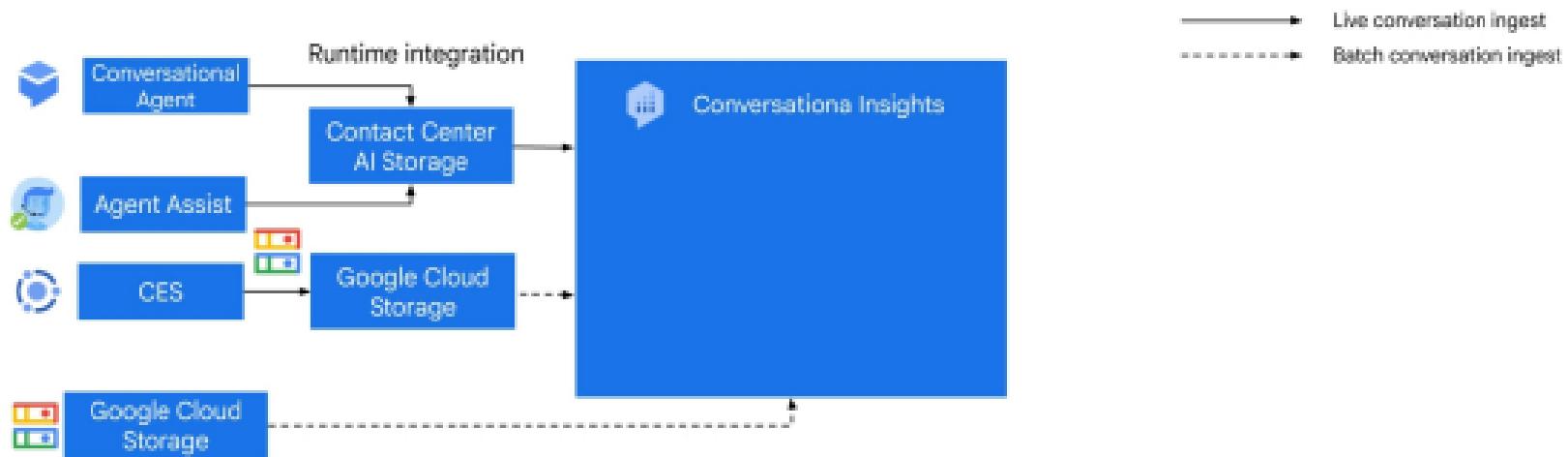
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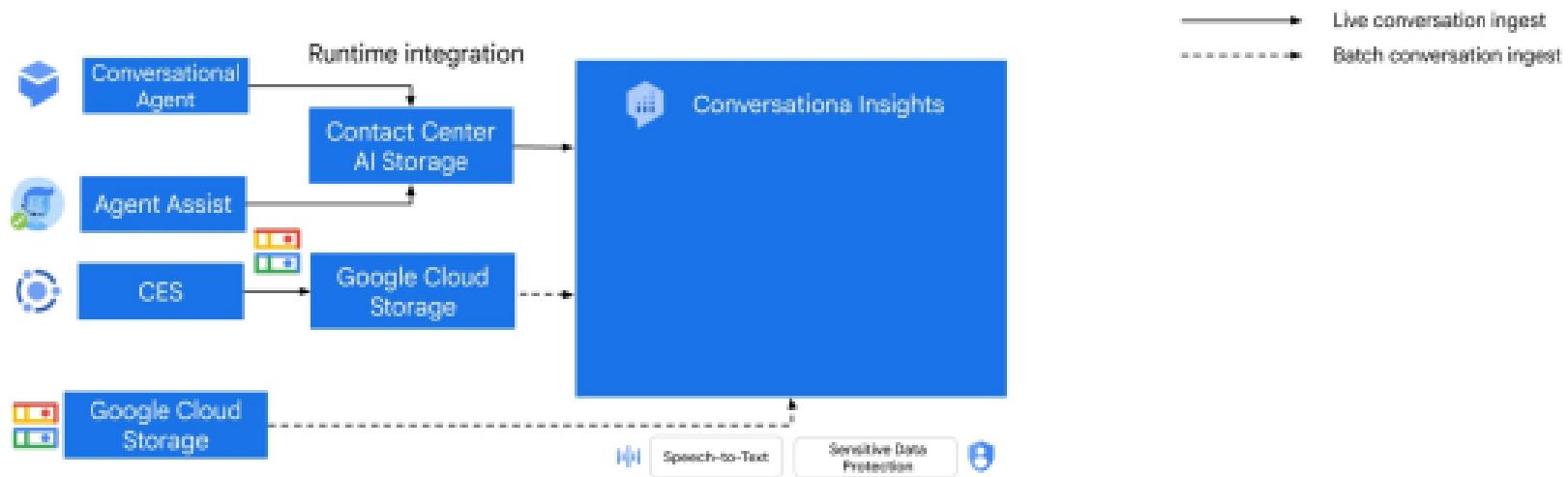
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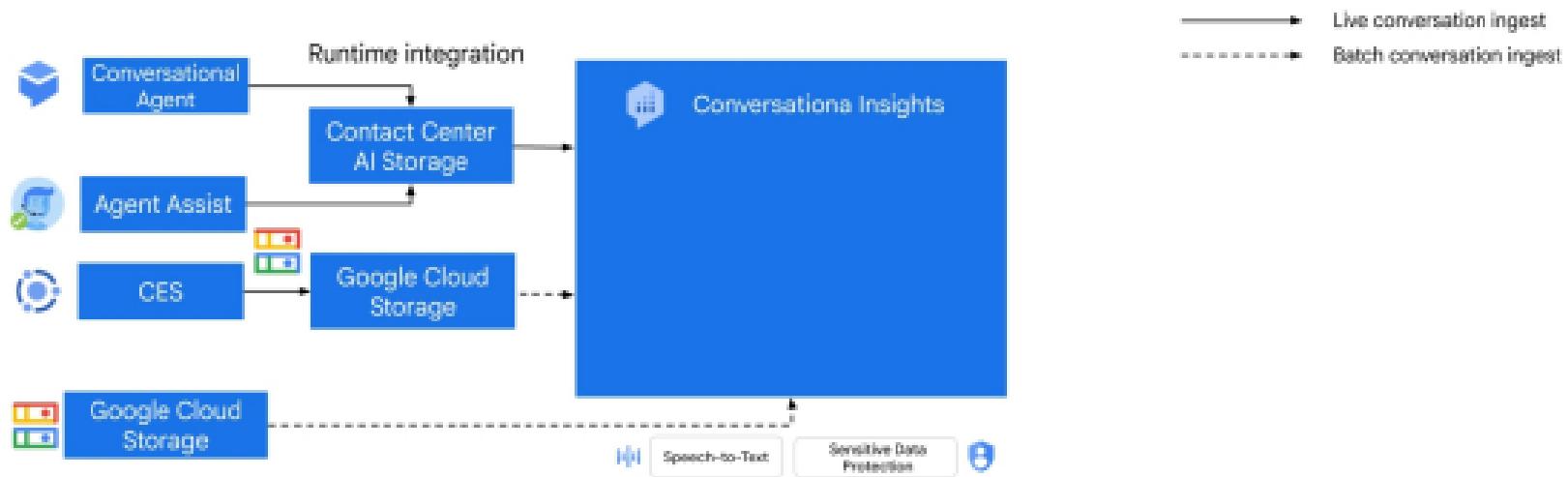
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Google Speech-to-Text and Sensitive Data Protection are used for transcribing and redacting conversations in all paths to ingest conversations

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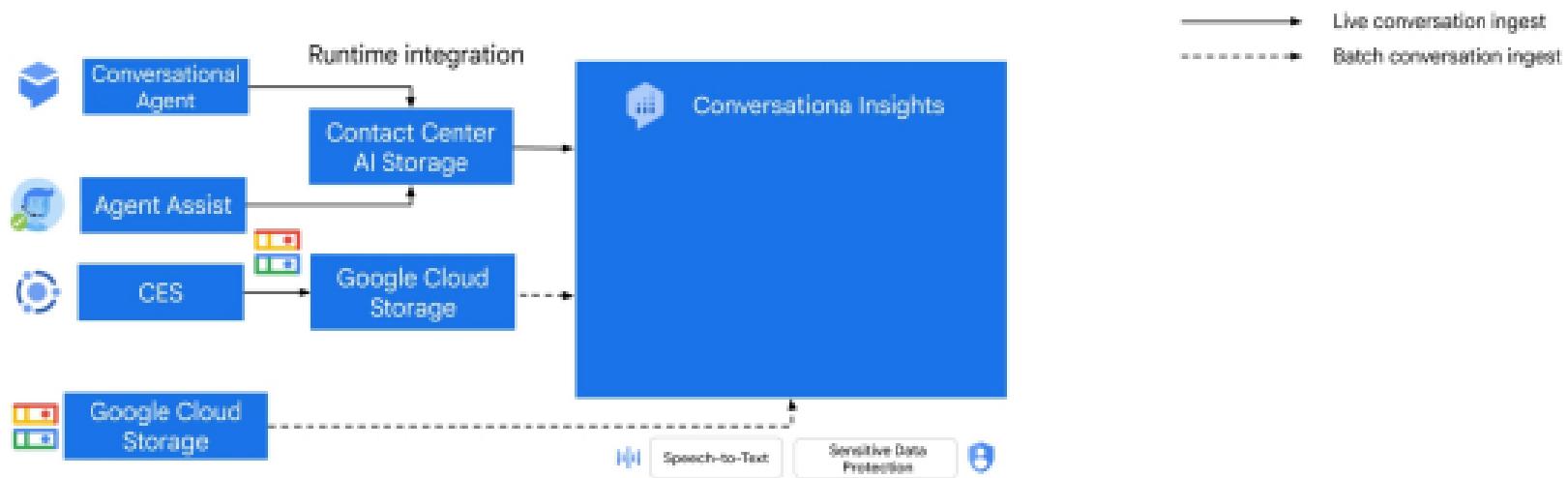
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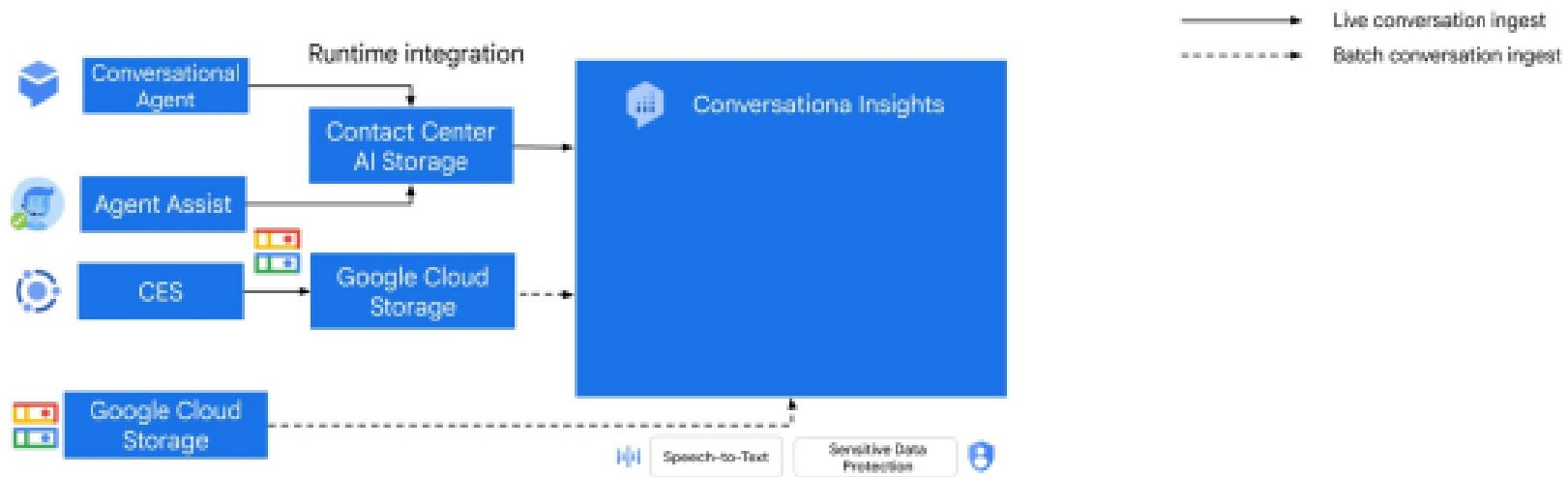
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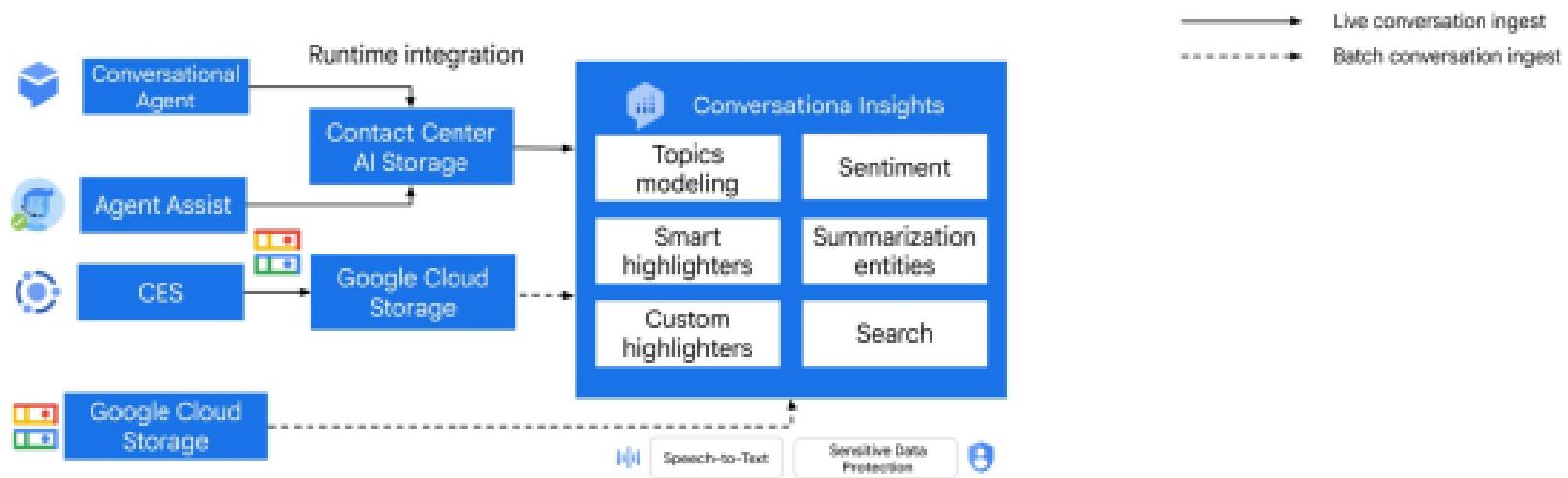
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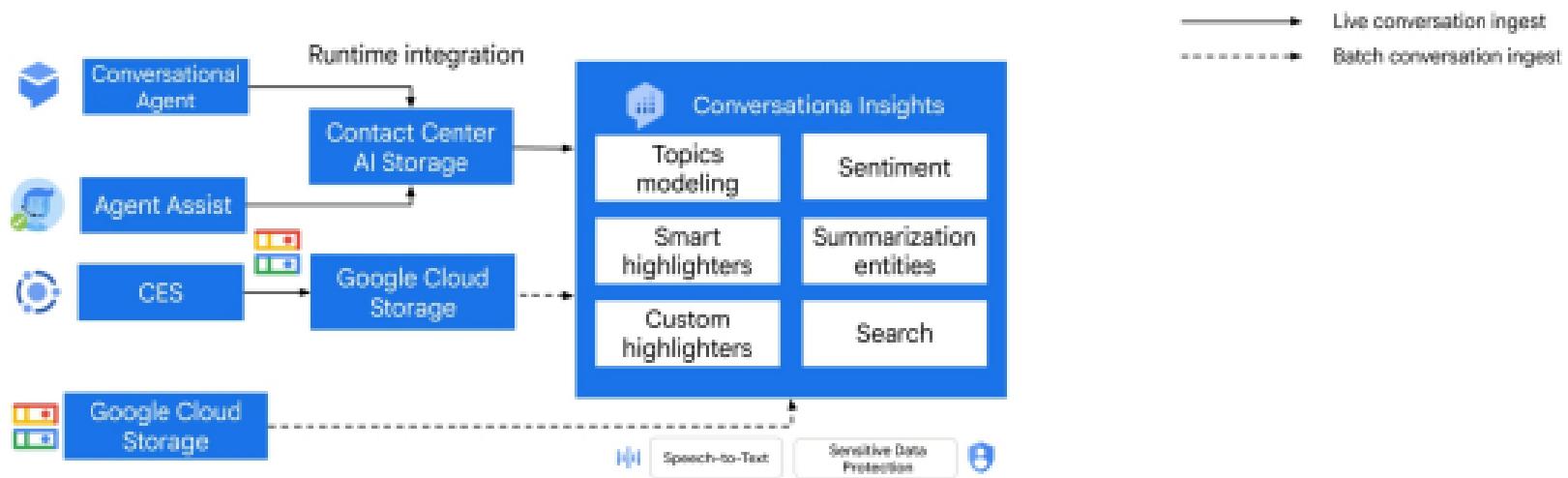
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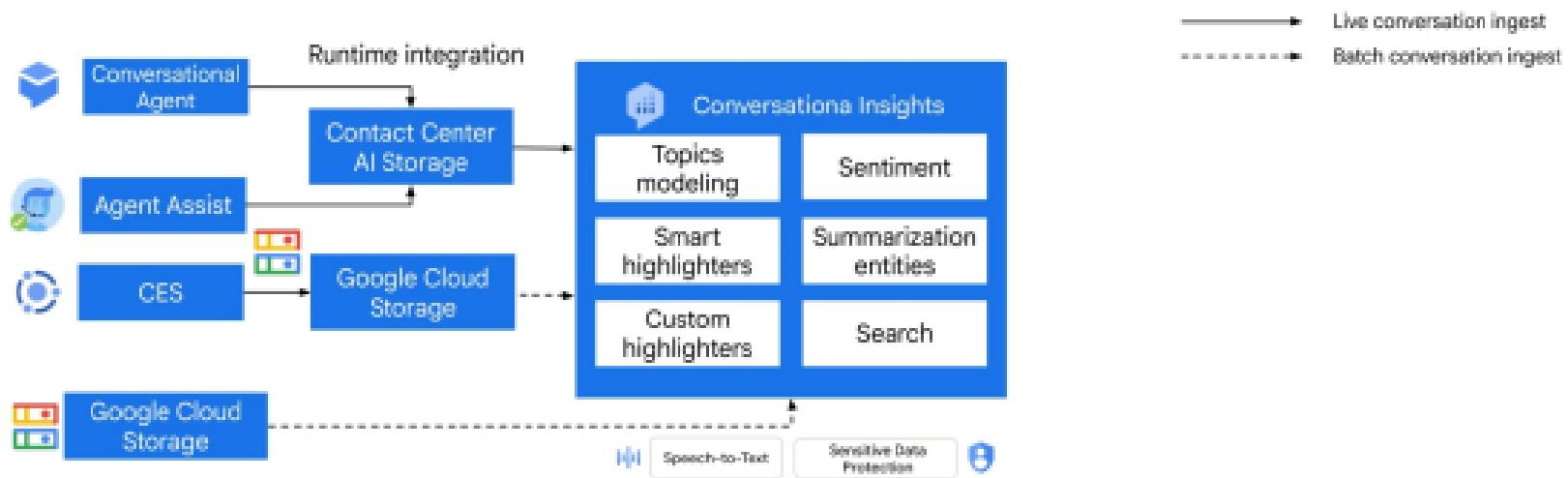
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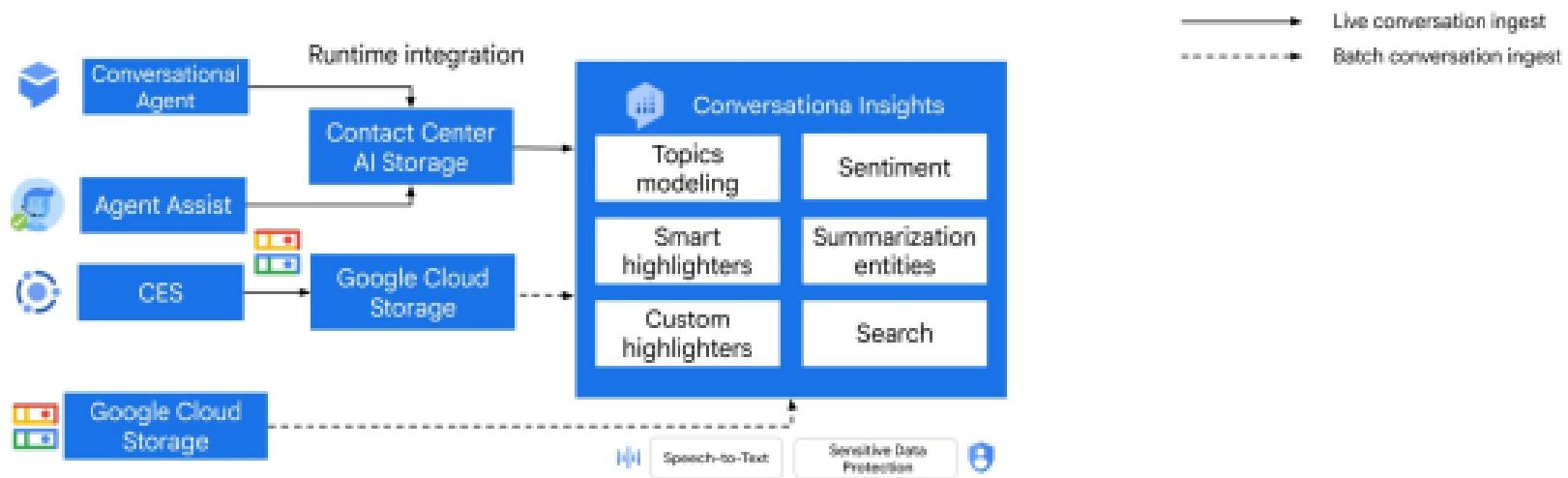
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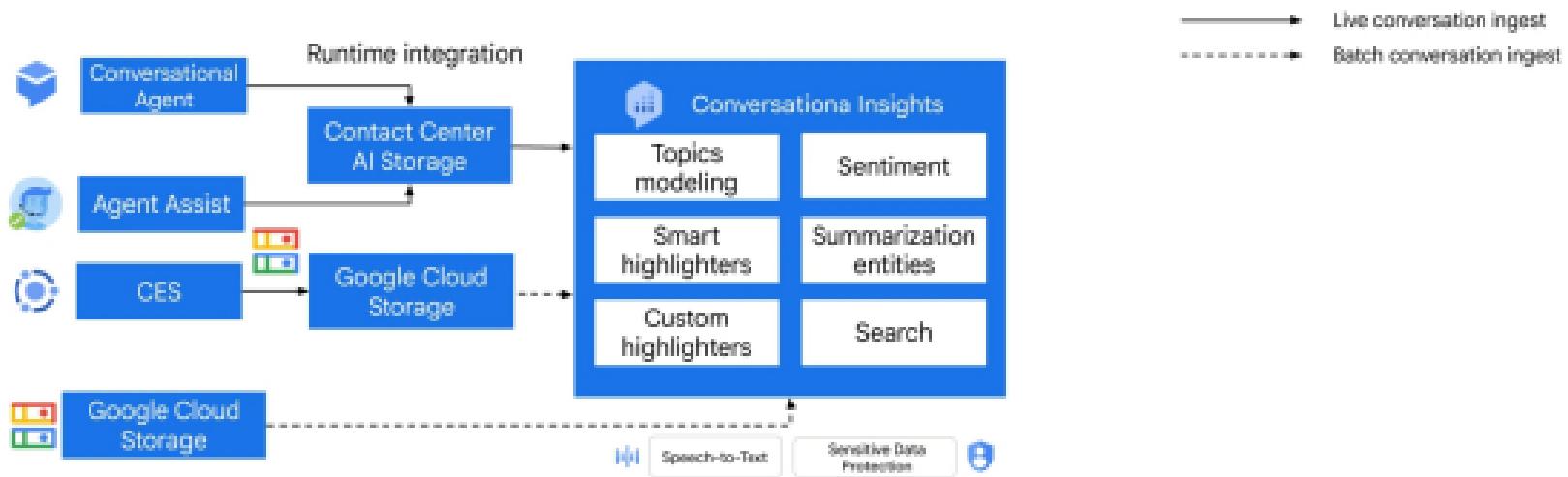
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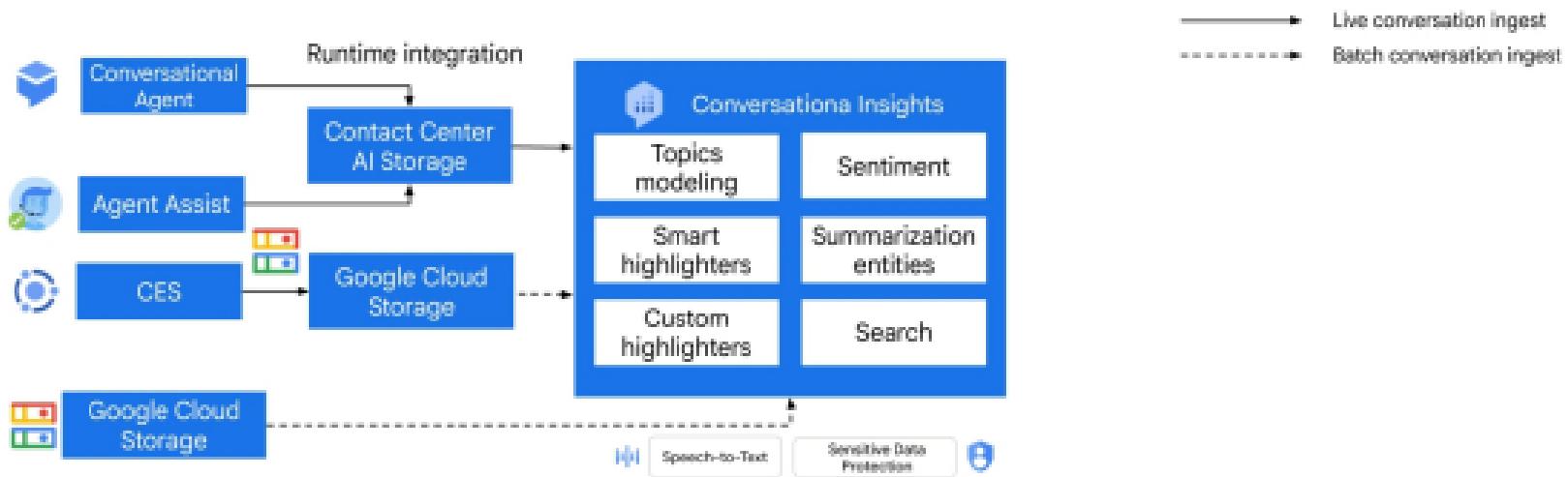
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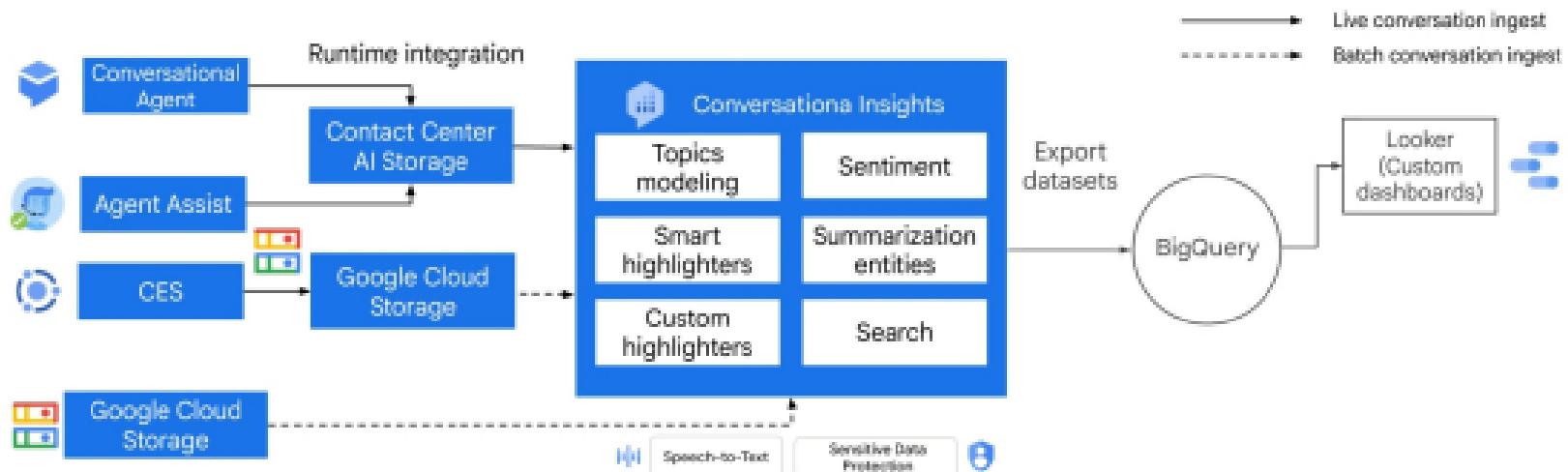
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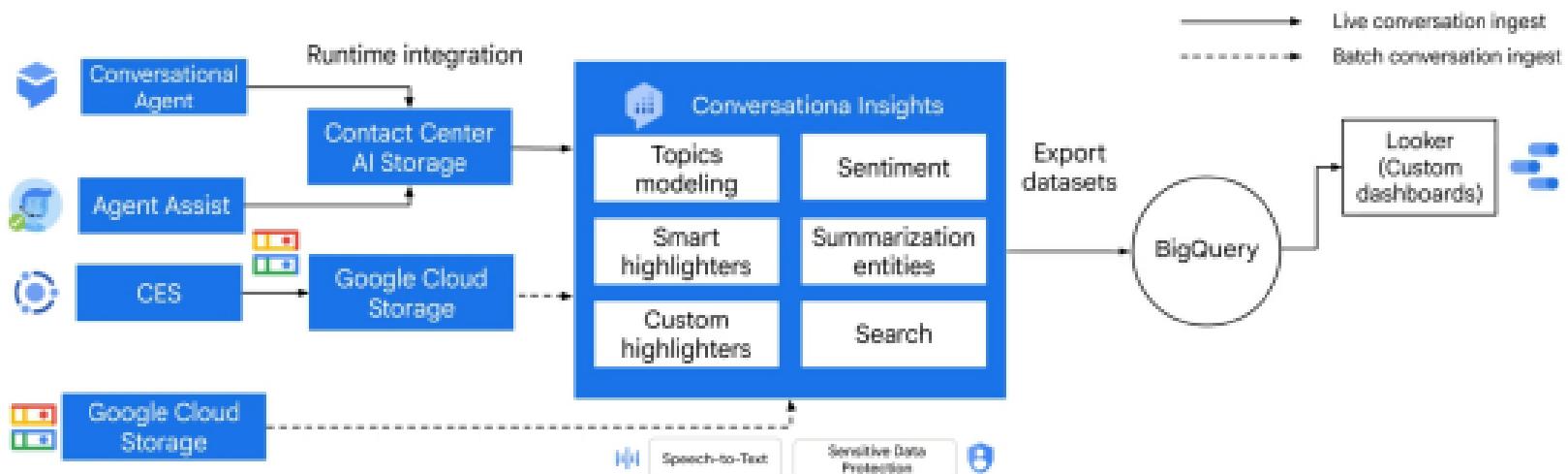
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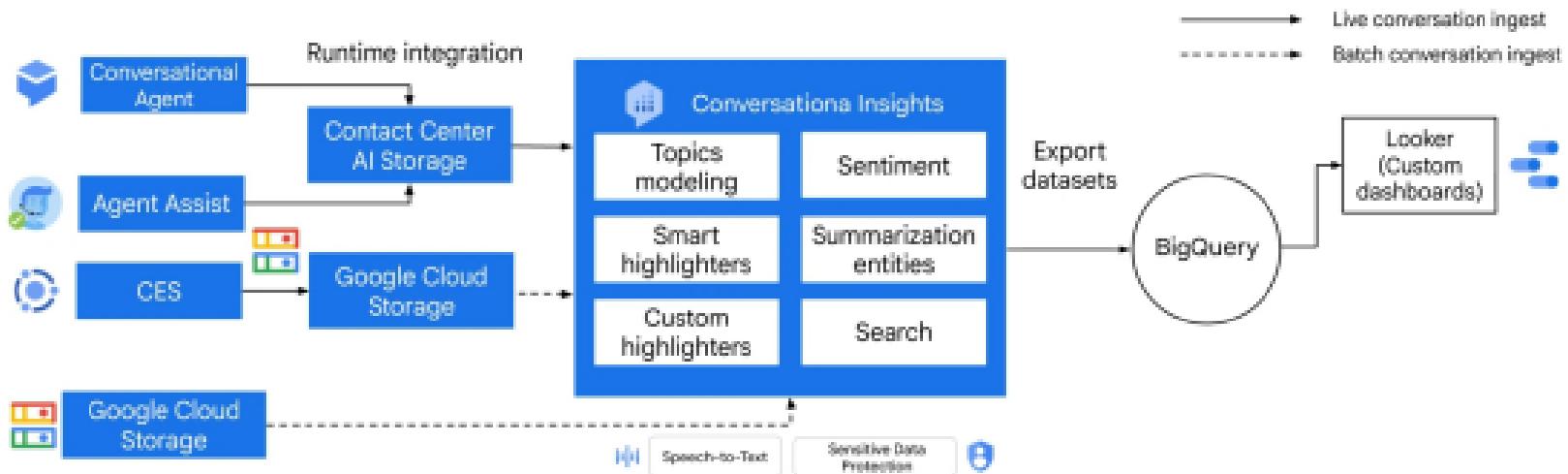
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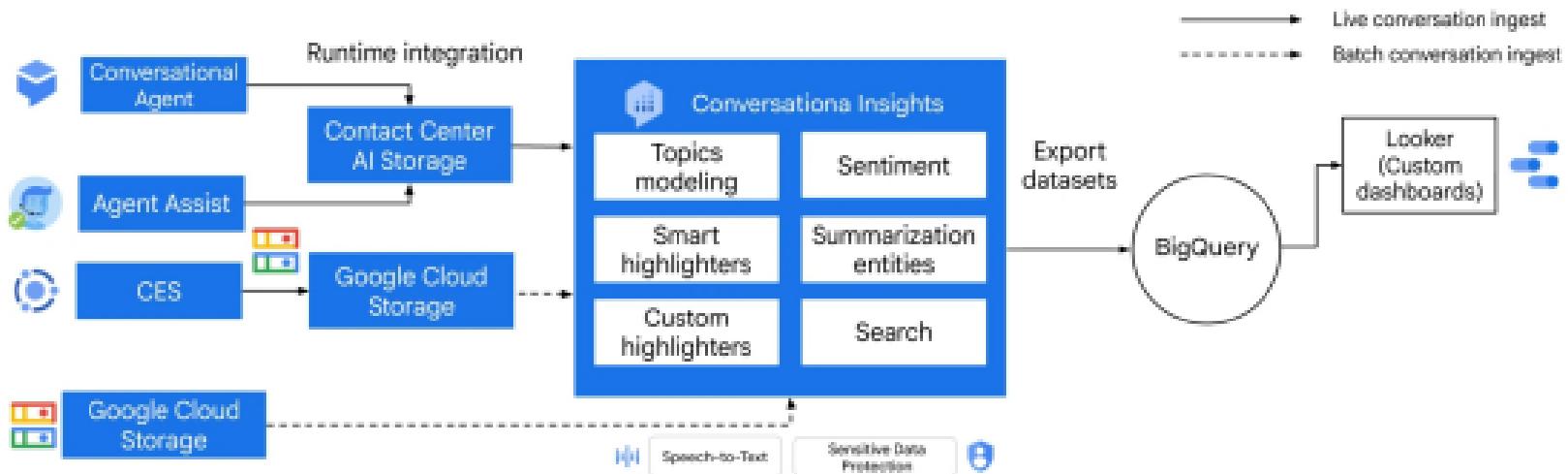
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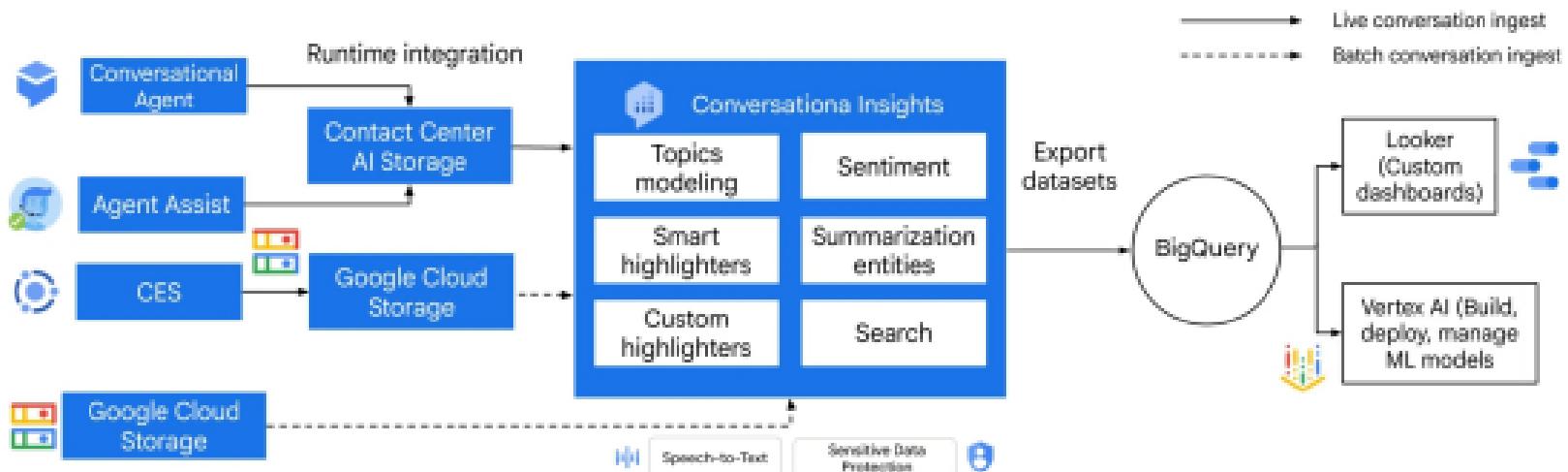
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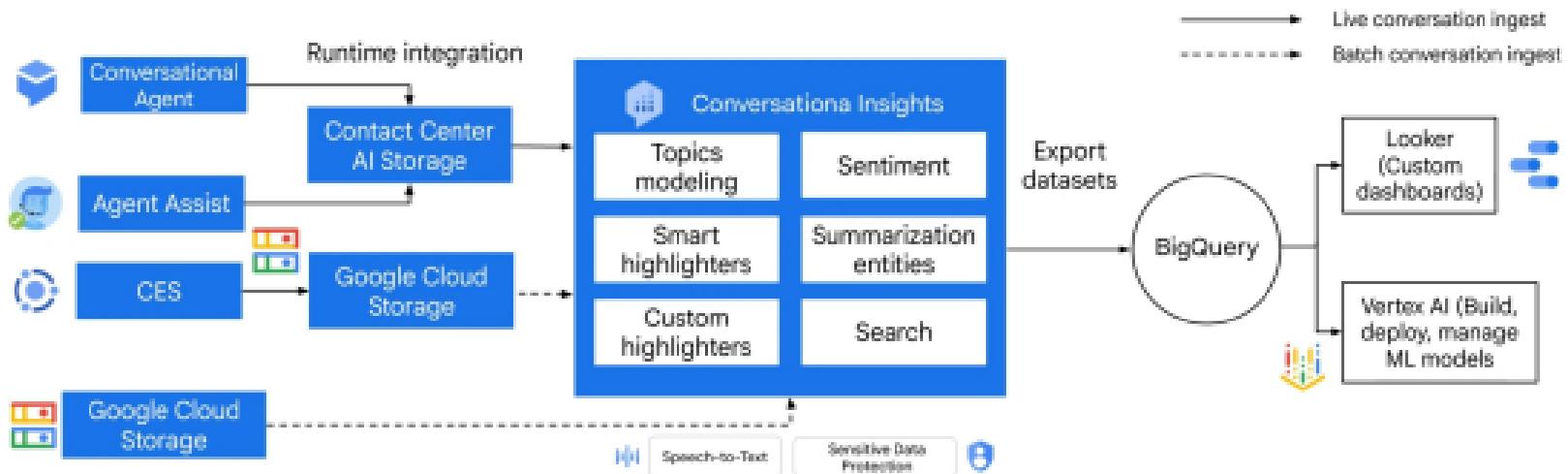
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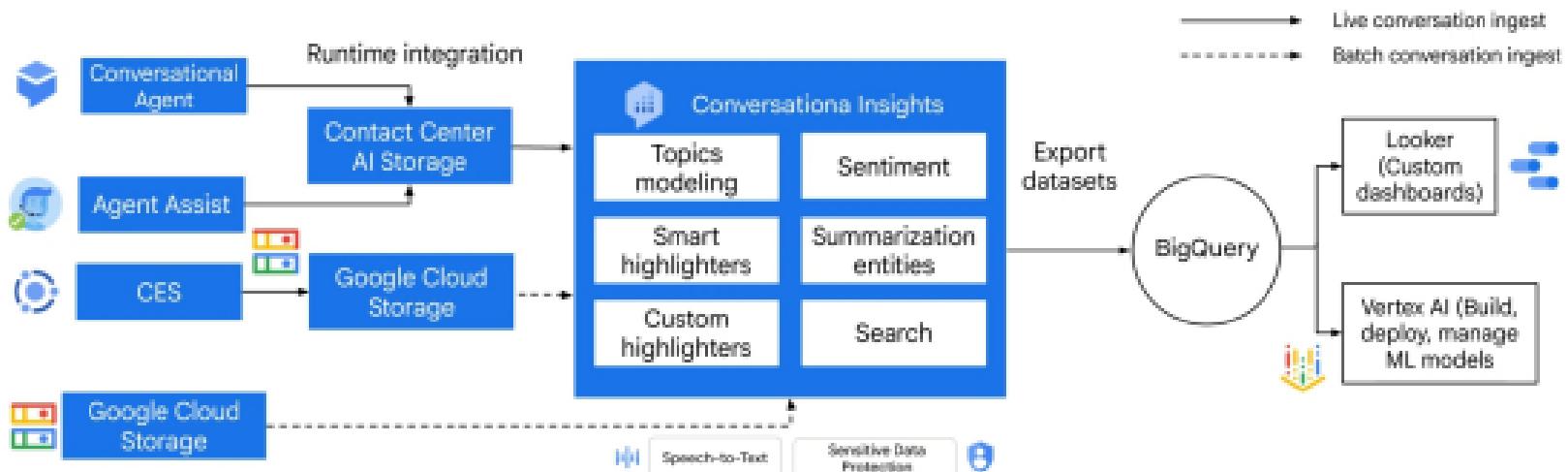
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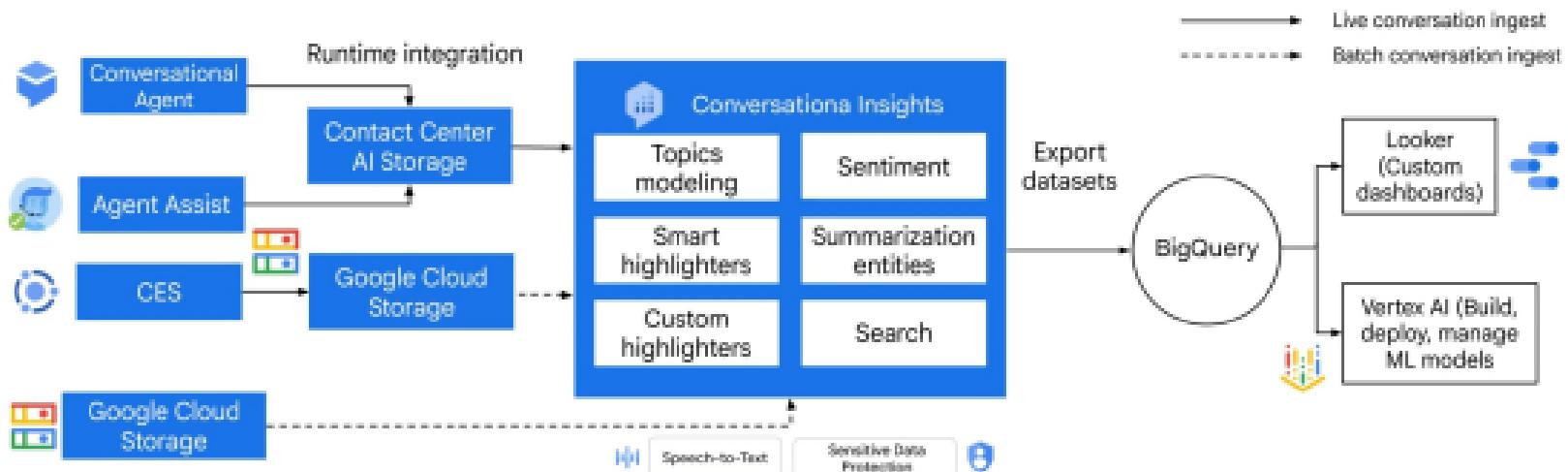
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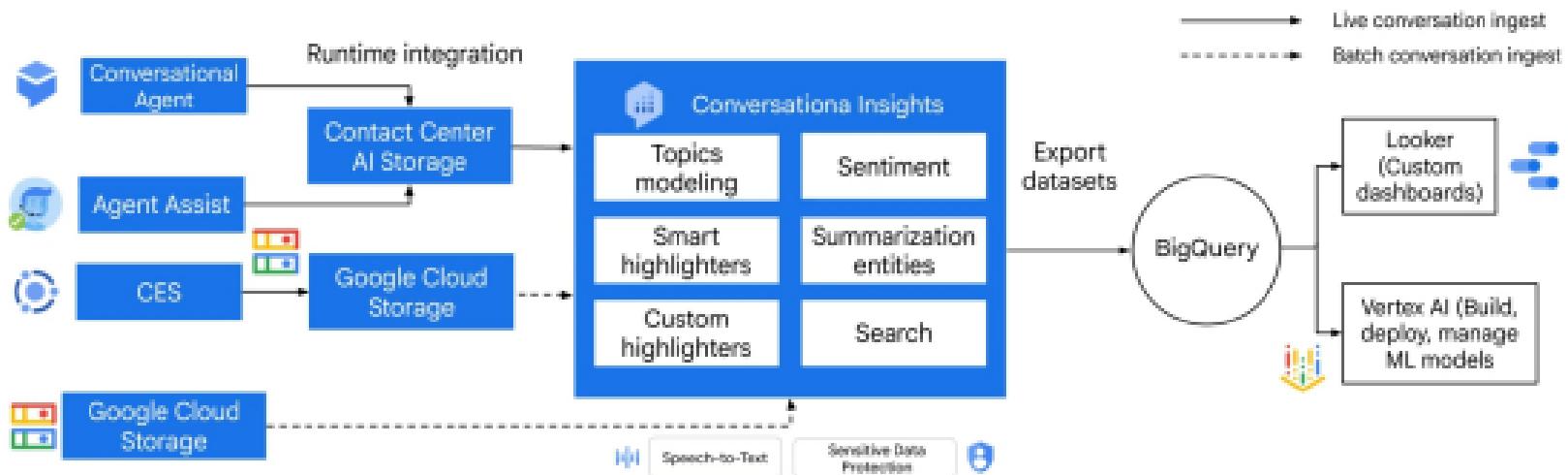
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**Goal:** Predict workforce needs and ensure staff and tools are in place to handle call center volume and objectives.

**Pain points:** Forecasting and scheduling.

**Desires:** Use precise AI based planning to reduce burnout, and assign courses to people correctly.



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