

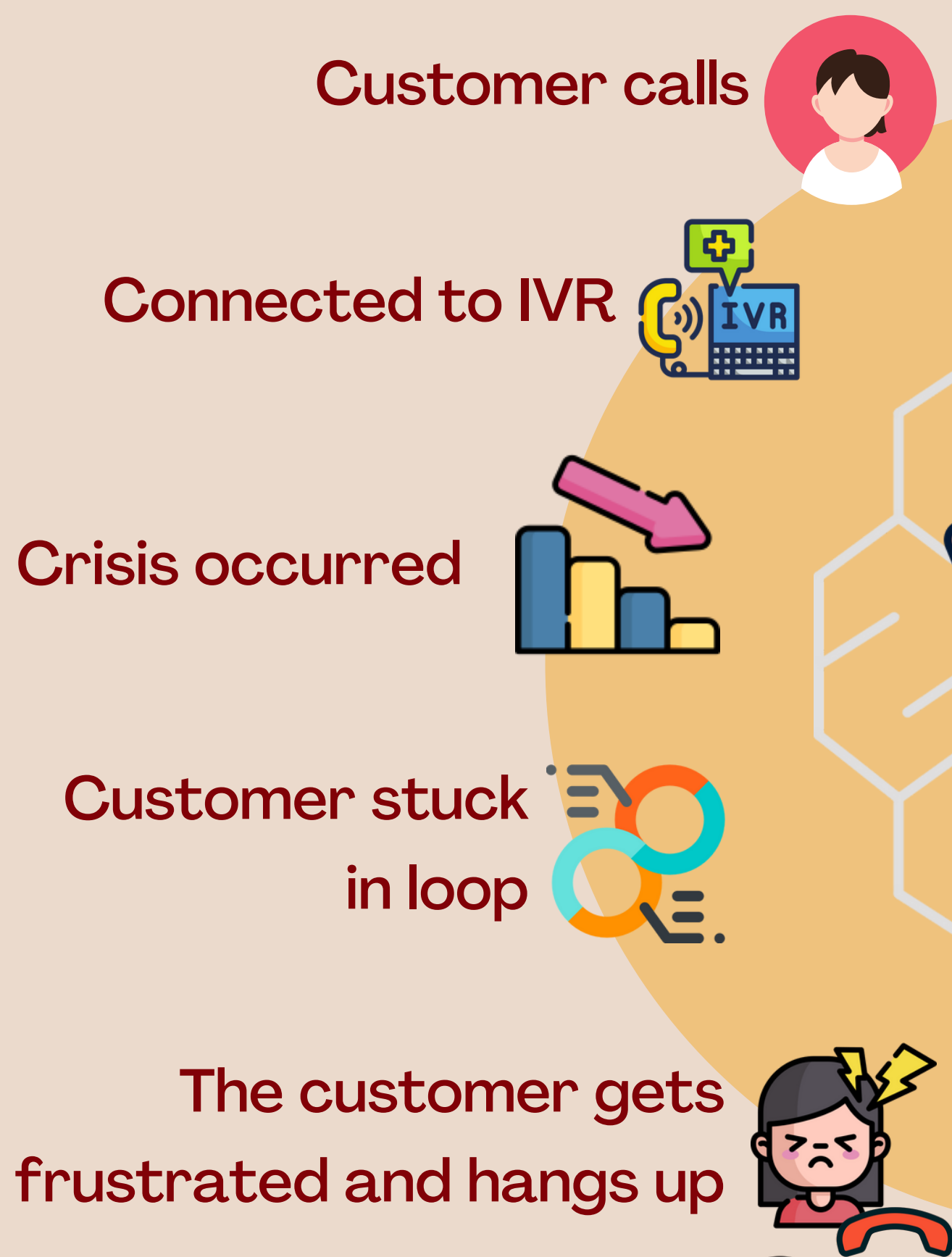


# COMPREHEND

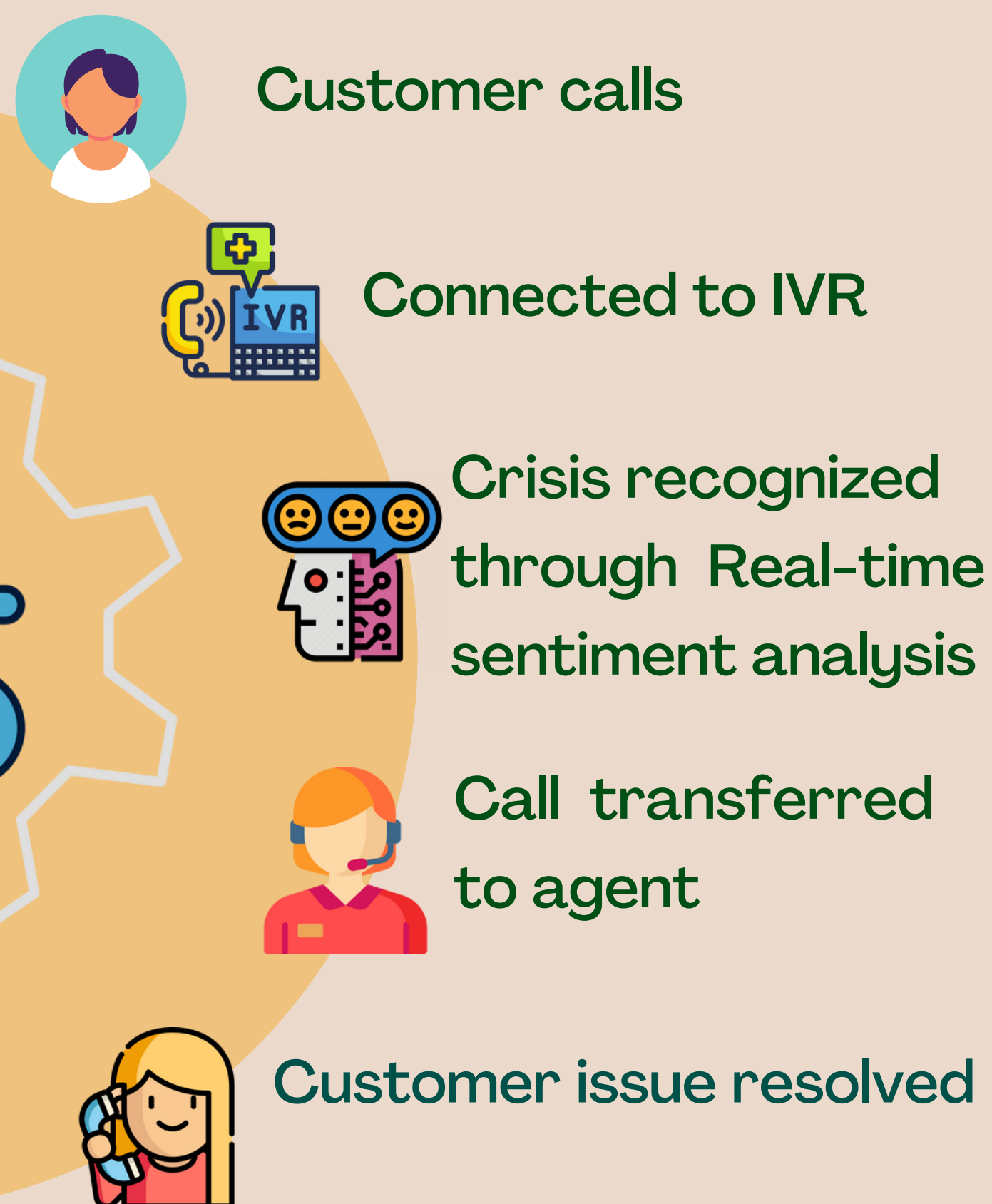
## A REAL-TIME SENTIMENT ANALYSIS ON IVR

GROUP  
12

### Current IVR



### With Comprehend



### WHERE ?

#### FINANCIAL SERVICES

- Recognizing the urgency and customer frustration in the event of fraud

#### HOSPITALITY & RETAIL

- Minimizing human intervention while enhancing the customer experience

#### GOVT & PUBLIC SERVICES

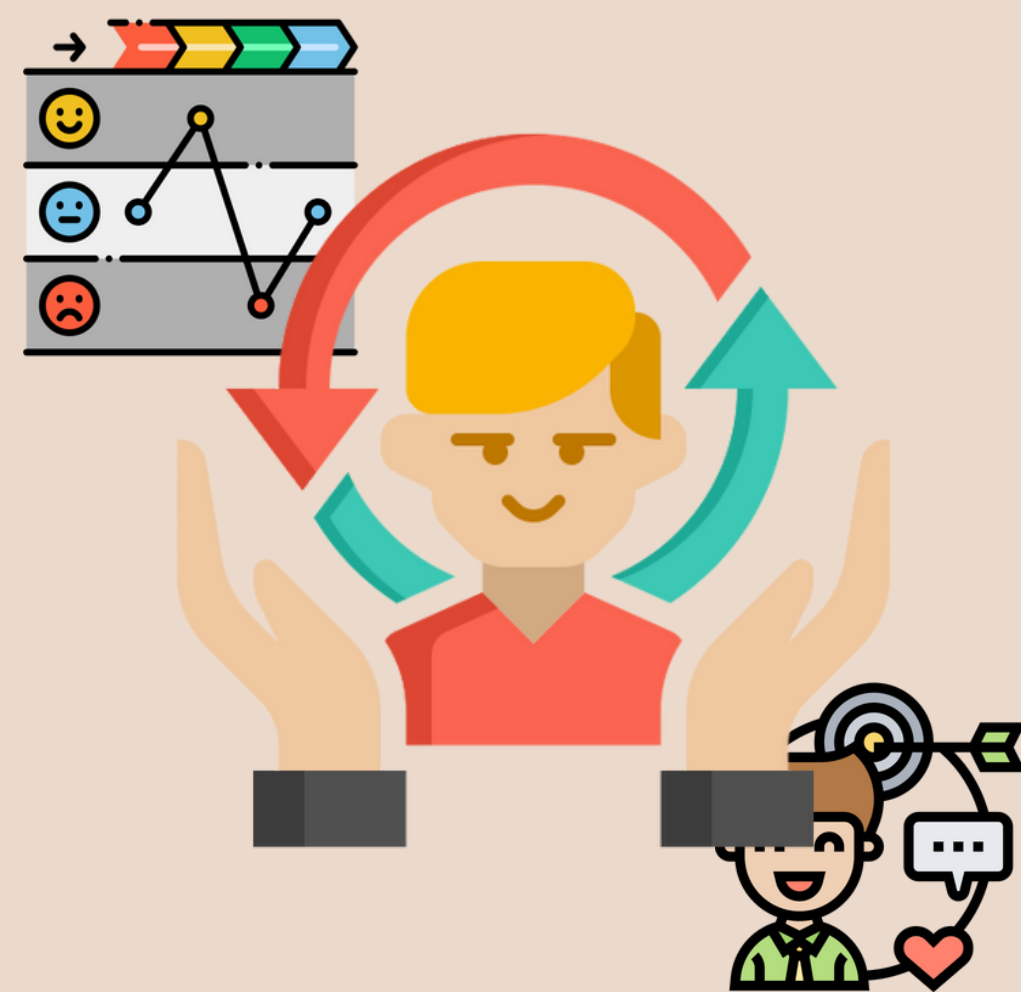
- Improving public grievance redressal through real-time sentiment analysis

### BUSINESS IMPACT

- LEAN, FLEXIBLE, AND EASY TO IMPLEMENT
- MINIMIZED CALL CENTER AND LIVE AGENT COST
- CUSTOMER SATISFACTION AND RETENTION
- PROMPT AND REAL-TIME DECISION MAKING

# Why is Customer experience so important?

- Bain & Company research suggests that increasing customer loyalty by just 5% can increase profits by 25% to 95%
- 33% of Americans consider switching companies after just one instance of poor customer service. (American Express, 2017)



1\$



10 BILLION PHRASES EXTRACTED  
10 BILLION ENTITIES RECOGNIZED  
10 MILLION SENTIMENTS FLAGGED

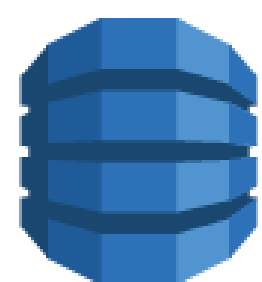
Enabling AWS Contact Lens  
for Post-call Analysis

Integrating CRMs for real-time  
sentiment analytics dashboard

Implementing targeted sentiment  
analysis

Enabling data redaction to mask  
PII and PHI

## AWS Services employed



amazon  
DynamoDB



Amazon  
Lambda



Amazon Comprehend



Amazon Connect



amazon  
KINESIS



WEBSITE



ADDIT  
ANWAR



AMLENDU  
KUMAWAT



LEPAKSHI  
GANTA



RITHWIK  
SIVADASAN



SHUBHAM  
MIDHA