**Problem Statement**

Our team Eminence Analytics choose to solve problems by leveraging the analytics and data insights that can be drawn from the data that the system is producing.

We closed down to solve this problem as “**Customer Satisfaction**” is important for any business because it helps retaining customers and extracts more value from them.

We want to create a **WIN-WIN** situation for not only the business but also customers who are avaling the services as well using the latest Artifical Intelligence techniques to measure and monitor various KPIs such as call data quality, customer sentiment, Call Hygiene, customer satisfaction etc.

**Solution Proposed**

1. Convert speech recordings into text for various Indian Languages

We are using Azure Cognitive Service .

Call recordings with mixed languages such as Hindi + English, English + Marathi, etc. will be converted into Text files.

1. Provide sentiment analysis from the call center recordings

We are using Azure AI service for performing the sentiment analysis for the call recording which we have stored in the form of text files which is present in our Azure Synapsis Warehouse.

1. Centralized dashboard for Bank to understand different KPIs for customer satisfaction

We are using business Intelligence tool for visualisation of different KPIs such as call data quality, customer sentiment, Call Hygiene, customer satisfaction etc.

ARCHITECTURE

