



Streamline Customer Service with Text Mining

Challenge

- QA team unable to:
 - Filter calls effectively
 - Flag for further action
- Call centers produce lots of rich data
 - Much of it is unstructured
 - Hard to analyze
- High volume of unresolved calls and complaints
- Faced tremendous customer satisfaction issues

Solution

- Acquire unstructured data from 3rd party transcription
 - Use as foundation of predictive models
- Unsupervised learning applied to unstructured text
- Call data labeled & reported based on:
 - Region
 - Urgency
 - Topic
 - Volume
- Deployment & automation of models in production
 - Managed with RapidMiner Server
 - Filters and routes calls for human review

Impact

- Reduced customer service complaints by 8%
- Reduced proactive unhappy customer callbacks
 - Labor intensive problem
- Identified problematic call centers and reps
 - Deployed proactive, targeted re-training

Problem type: Text analytics & automation

Universal relevance: Every organization has a 1-800-WE'RE SORRY number. If you manage this customer service hotline proactively with AI, it becomes a competitive advantage instead of a burden.