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.