

CSAT Improvement

Information Technology Industry - **TP** interact lite



About the Client

The client is an American multinational technology company that designs, manufactures, and markets personal computers and related personal computing and mobile communication devices along with a variety related software and services.



Challenge & Business Requirement

- CSAT improvement needed.
- Deep dive customer's contact reason and customer's sentiment to increase CSAT by designing an actionable plan.
- Detect customer's sentiment change and agent's behavior



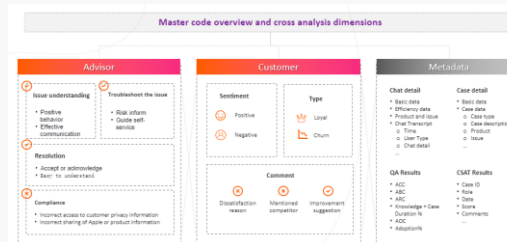
Solution Deployed

- Apply machine learning algorithm with training set and validation set to produce trained model.
- Use the machine learning trained model for automatic tagging and do cross analysis with metadata
- Determining the correlation between different KPIs (like CSAT / AHT / IR / Case Issues) & the root causes influencing them
- TP Interact Lite tool for calculating : (a) Sentiment of Customer (b) Attitude of Customer (c) Ability of Agent Service.
- Cross Analysis between the sentiment data and the KPIs

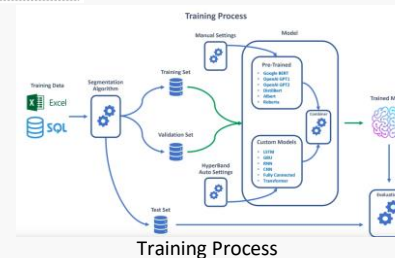


Expected Impact

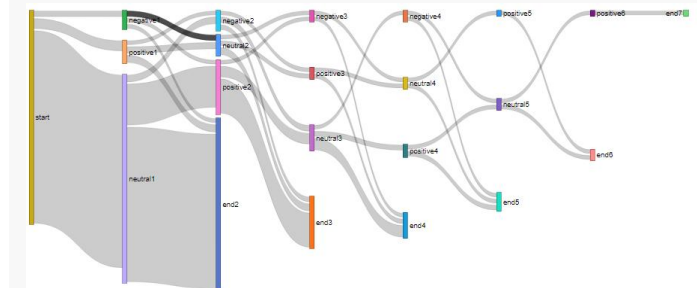
- 100% conversation sentiment monitoring.
- Improvement of CSAT by 2-5 % through reducing the Negative Sentiment chat volume.



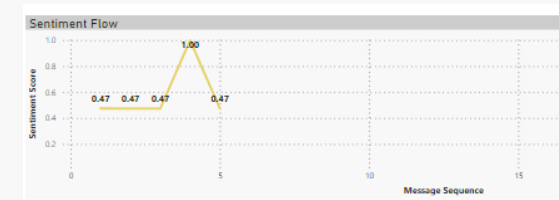
Master Code Plan



Training Process



Conversation Split by Sentiment Flow (Sankey Diagram)



Sentiment Flow Chart by Conversation