



## Case Study:

Making AI Real: Unique Differentiators of DATAMARK's AI Solution – DataScribe

**DATAMARK**  
SERVE • SOLVE • IMPROVE

DataScribe  
BY DATAMARK

# Introduction

Artificial Intelligence is transforming contact centers, but not all solutions are equal. **DATAMARK's DataScribe** stands out by leveraging Generative AI for real-time call summarization, multilingual support, and unmatched flexibility. More than automation, DataScribe delivers speed, accuracy, and cost-efficiency. It's redefining customer experience and outperforming competitors. Explore how DataScribe sets a new standard in AI-driven contact center solutions.

## Overview of AI: Generative, Conversational, and More

There is no such thing as "General AI." Artificial Intelligence (AI) encompasses a broad spectrum of technologies that drive automation and intelligence in modern systems. The two most common AI technologies that you have likely heard of, are described below.

**Generative AI:** Focuses on generating human-like content such as text or speech based on context. It powers use cases like automatic summaries, call transcriptions, and chatbot responses.

**Conversational AI:** Designed for interactive, real-time engagement with users. It is customer-facing and interprets speech or text to provide intuitive responses, often integrating with generative AI for backend capabilities.

**Key Differences:** While generative AI creates, conversational AI interacts. Together, they enhance operational efficiency in contact centers by automating mundane tasks and enabling real-time interactions.

# Use Cases of AI in Contact Centers

AI is transforming the contact center landscape with new applications

- **Call Summarization:** Automating post-call documentation to save agents' time.
- **Real-Time Transcriptions:** Enabling *sentiment analysis* and multilingual support.
- **Predictive Routing:** Pairing customers with the best agents based on their needs.
- **Virtual Agents:** Handling repetitive tasks like password resets or status checks, freeing up agents for complex inquiries.
- **Analytics and Reporting:** AI-driven insights improve decision-making, agent performance, and customer satisfaction.

# DATAMARK's Proprietary AI Solution: DataScribe

DataScribe is DATAMARK's proprietary generative AI solution. It's purpose-built to optimize contact center operations by automating and enhancing call handling processes. Simply put, DataScribe's main job? Call summarization.

## Key Features and Capabilities

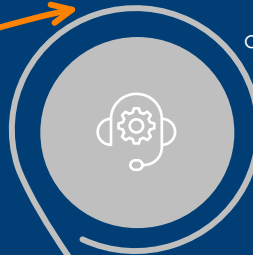
### Real-Time Functionality

Listens to live calls and transcribes conversations instantly



### Multi-Platform Support

Operates independently of CCaaS platforms, leveraging on-device audio capture and Azure AI



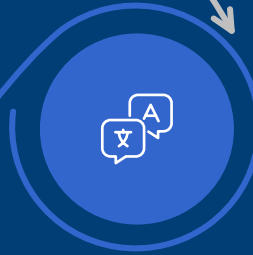
### Advanced Summarization

Converts interactions into concise, actionable summaries (e.g., issue and resolution format)



### Multilingual Support

Handles transcription in one language and summaries in another (e.g., Spanish to English)



### Privacy-Focused

Automatically masks sensitive data (PII, PHI, PCI)



The screenshot displays the DataScribe interface with the following elements:

- Start:** Total Talk Time: 00:01:24
- Stop:** Headset Microphone (Jabra Link 380)
- Issue:** The customer is having trouble locating their bill on the Blue Cross Blue Shield website.
- Resolution:** The agent provided instructions on how to locate the billing information on the website. The customer was able to locate the information with the agent's guidance. Extra Notes: 2345
- Transcription:**
  - Agent: - Hello, thank you for calling Blue Cross Blue Shield of Minnesota. My name is Dominic. To better assist you, may I please have your member ID or the primary account holder's name? †
  - Customer: - Yeah. Thanks, Dominic. My member ID is 2345. †
  - Agent: - Thank you for verifying your details. How can I help you with your policy or claim today? †
  - Agent: - I understand that dealing with insurance can sometimes be confusing. Let's sort this out together. †
  - Customer: - Thanks, Dominic. Yeah, I'm having trouble locating the bill on the Blue Cross Blue Shield website. I'm sick and tired of you guys and I can never find how much I need to pay, so I need help finding my bill. †
  - Agent: - I'm sorry to hear about the issue you're facing. Let me check that for you. Please hold on for a moment. †
  - Agent: - Once you're at the home page of the website, there should be a drop down menu at the top right labeled Account Information.
  - Agent: - Click the dropdown and the second option should be Billing Info. Click Billing Info and that will navigate you to a page which contains all your historical build data.
  - Customer: - Just checking that real quick, Dominic, one second.
  - Customer: - OK, the drop down, I found the second option. OK, Yeah, I found it Dominic. Thank you buddy. †
  - Agent: - Perfect. Is there anything else I can help you with? †
  - Customer: - No, you can just lower my rates. Thanks. †

Buttons at the bottom: Copy Both, Copy Resolution



## How It Works

**DataScribe** leverages cutting-edge **Azure AI** and **OpenAI** technologies. They work by capturing audio locally on agents' desktops to ensure data security. Calls are transcribed in real-time, analyzed, and summarized using advanced generative AI models trained for contact center outcome.



## Unique Differentiators of DataScribe

**DataScribe** is unlike every other Generative AI product on the market.

### DataScribe is

- ✓ **CCaaS Agnostic:** Works seamlessly across all major contact center platforms, providing flexibility and eliminating vendor lock-in.
- ✓ **True Real-Time:** Delivers genuine real-time transcriptions and summaries during calls without delays.
- ✓ **Offers Real-Time Notifications:** Flags critical information and sends alerts to agents or supervisors instantly.
- ✓ **Multilingual Support:** Transcribes in one language and summarizes in another, catering to diverse customer bases.
- ✓ **Cost-Effective:** Because DataScribe was built in-house; it's an extremely cost-effective solution. While other vendors may charge upwards of \$50 per FTE per month, DataScribe at minimum economic scale costs us <\$5 per FTE per month.

### DataScribe isn't

- ✗ **CCaaS Specific:** DataScribe is not dependent on any form of external hardware or platform to transcribe efficiently.
- ✗ **A Security Risk:** DataScribe is fully PCI and PII compliant, automatically redacting sensitive data to protect customer information and ensure compliance.
- ✗ **Limited to a single language:** DataScribe currently supports a variety of languages, with more being added every day.
- ✗ **Wildly Expensive:** DataScribe's cost is usage based, leading to lower operating costs, and one monthly payment.

# Call to Action: Discover the Power of DataScribe

Experience the future of AI-driven efficiency in contact centers with **DATAMARK's DataScribe**. Schedule a demo or proof-of-concept today to see how our solution can:

- Reduce average handle time (**AHT**)
- Improve call quality and compliance
- Enhance agent satisfaction and productivity



Learn how DATAMARK can level up your AI game by [scheduling a demo today!](#)

# DATAMARK

SERVE • SOLVE • IMPROVE