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

DataSmart

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Introduction

Revolutionize how your contact center operates with **DataSmart**, DATAMARK's proprietary **AI knowledge base solution**. Designed to bridge the gap between knowledge management and operational excellence, **DataSmart** addresses unique contact center challenges like decoding acronyms, offering real-time insights, and streamlining workflows. With measurable impacts on efficiency, quality, and agent performance, **DataSmart** is not just another AI tool—it is the key to unlocking transformative ROI and enhanced customer experiences.

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

Agent Assistance
AI knowledge bases tools provide quick access to complex data, improving accuracy.

Call Summarization
AI call summarization tools provide agents with an immediate summary of their call, eliminating the tedious, long, traditional after-call-work processes.
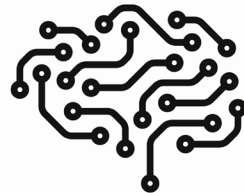
Real-Time Answering
Instant responses to customer queries reduce hold and handle times.

Multilingual Support
AI tools enable agents to handle inquiries in multiple languages seamlessly.

Use Cases of AI in Contact Centers

AI is reshaping contact centers by addressing challenges like call efficiency, knowledge accessibility, and language diversity. Use cases include:

Performance Insights
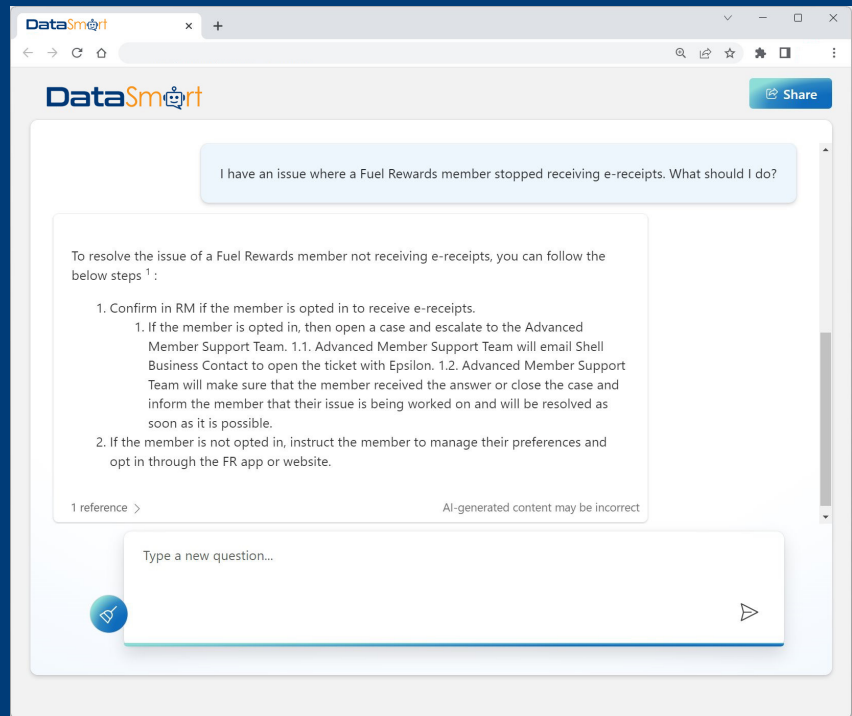Analytics and reporting tools like Power BI offer actionable insights into agent-customer interactions.

A.B.C.
Acronym Decoding
AI bridges communication gaps by interpreting industry-specific terms and acronyms in real time.

DATAMARK's Proprietary AI Solution: DataSmart

DataSmart is DATAMARK's **AI-powered knowledge base** designed to empower contact center agents with real-time information and actionable insights. Simply put, **DataSmart's** main job? **Generative AI – Knowledge Base.**

DataSmart

I have an issue where a Fuel Rewards member stopped receiving e-receipts. What should I do?

To resolve the issue of a Fuel Rewards member not receiving e-receipts, you can follow the below steps [1]:

1. Confirm in RM if the member is opted in to receive e-receipts.
   1. If the member is opted in, then open a case and escalate to the Advanced Member Support Team. 1.1. Advanced Member Support Team will email Shell Business Contact to open the ticket with Epsilon. 1.2. Advanced Member Support Team will make sure that the member received the answer or close the case and inform the member that their issue is being worked on and will be resolved as soon as it is possible.
2. If the member is not opted in, instruct the member to manage their preferences and opt in through the FR app or website.

1 reference   AI-generated content may be incorrect

Type a new question...

Key Features and Capabilities

1 — AI Knowledge Base
Leveraging any data-source, DataSpark summarizes and answers agents' questions in natural language.

a.b.c. — Custom Acronym Interpreter
Automatically decodes industry-specific terms and acronyms to ensure agent clarity.

2 — Agent Notification System
Delivers proactive alerts based on query trends or flagged issues.

3 — Comprehensive Reporting
Integrates with Power BI to provide detailed insights into questions asked, agent usage, and knowledge gaps.

4 — Multilingual Capabilities
Handles inquiries in one language and delivers outputs in another, such as transcribing in Spanish and summarizing in English.

5 — Data Integration
Pulls information from any data source, ensuring a truly customized knowledge base.

How It Works

DataSmart combines Azure AI - Generative AI technologies with a unique middleware architecture (Bridging software), enabling seamless integration with contact center platforms. By leveraging AI to interpret queries and provide accurate responses, it ensures agents always have the right information at the right time.

OpenAI   **Microsoft Azure**

Unique Differentiators of DataSmart

DataSmart is not like every other Generative AI product on the market. It is unique! Below are the top differentiating factors of our AI product, DataSmart!

Custom Middle-Man Feature
Decodes acronyms and industry-specific terminology, ensuring agents deliver accurate responses with confidence.

Agent Notification System
Proactively alerts agents about recurring issues or flagged topics for immediate resolution.

Data Integration Flexibility
Connects to any data source, allowing complete customization based on the client's needs.

Multilingual Support
Enables seamless interactions by processing inquiries in one language and delivering outputs in another.

Power BI Insights
Offers comprehensive analytics on questions asked, knowledge gaps, and agent performance to drive continuous improvement.

ROI and Proven Results

DataSmart does not just enhance performance—it delivers measurable ROI:

6%
Reduced
Handle time

Reduction in handle time
For a retail client, DataSmart shortened average-handle-time by 6%, enabling higher call volumes without additional staffing

Quality Improvement
Ensured consistently correct answers,

2.1%
Quality
Improvement

$

Cost Savings
Reduced inefficiencies and errors, delivering significant operational savings compared to traditional knowledge base systems

By combining these results with its cost-effective design, DataSmart ensures clients see tangible returns within months of implementation.

Unlock the power of DataSmart—book your free demo now!

Experience the future of AI-driven efficiency in contact centers with DATAMARK's DataSmart. 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

Contact Us

Ready to revolutionize your contact center? Schedule a DataSmart demo to experience AI in action!

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