How DataScribe's Transcriptions Reduce Agent Workload and Improve EX

Introduction

In today's fast-paced contact centers, the demand for efficiency and exceptional **employee experience (EX)** has never been higher. **DATAMARK's DataScribe** revolutionizes contact center operations by leveraging real-time transcription to reduce agent workload and enhance engagement. From handling complex conversations to flagging critical issues, **DataScribe** empowers agents with actionable insights, helping them deliver top-tier customer experiences while staying productive and satisfied.

AI in Contact Centers: Driving Efficiency and Engagement

Artificial Intelligence (AI) is transforming the way contact centers operate, enabling faster, smarter, and more personalized customer interactions. At the heart of this transformation are two key types of **AI:**

> **Generative AI:** This technology focuses on creating human-like content such as text, summaries, or call responses. In contact centers, it powers real-time transcription, summarization, and context-aware agent assistance.

> **Conversational AI:** Designed for dynamic, real-time customer engagement, Conversational AI enables virtual agents and chatbots to interpret and respond intuitively to inquiries, often leveraging Generative AI for backend processing.

Together, these technologies improve operational efficiency, streamline agent workflows, and elevate customer satisfaction by handling repetitive tasks, providing instant information, and enhancing decision-making during live interactions.

AI Use Cases in Contact Centers:

Real-Time Transcription:
Enables agents to focus on customer needs while AI captures and organizes conversation details.

Multilingual Support:
Breaks language barriers by transcribing and translating interactions in real-time.

Call Summarization:
Automates after-call work, providing structured summaries for immediate follow-up.
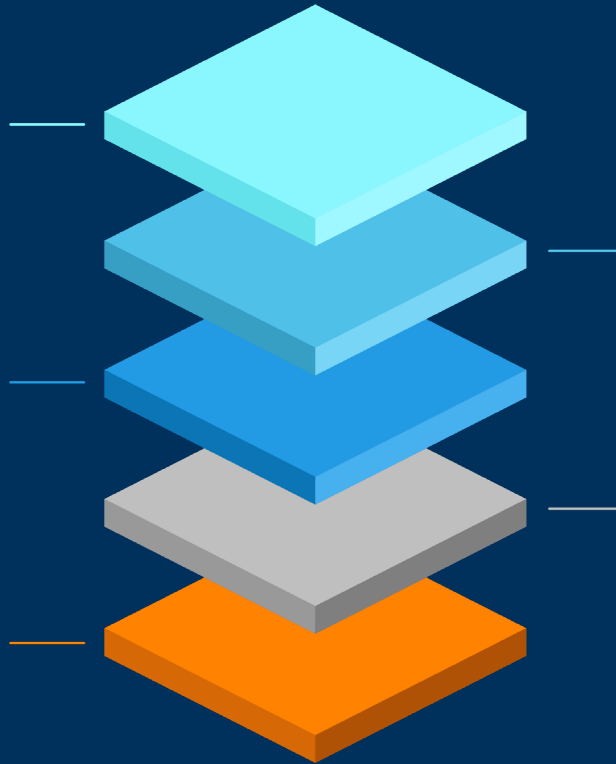
Proactive Agent Notifications: Alerts agents to critical information, such as flagged topics or sentiment changes.

Sentiment Analysis: Guides agents by analyzing caller tone and sentiment to improve outcomes.

DATAMARK's Proprietary AI Solution: DataScribe

What is DataScribe?

DataScribe is **DATAMARK's** cutting-edge AI transcription solution designed to enhance contact center efficiency and employee experience. Built to address the unique challenges of real-time customer interactions, **DataScribe** combines powerful transcription technology with actionable insights to empower agents in every call.

DataScribe
BY DATAMARK

Simply put, DataScribe's main job? Real-Time Call Summarization

What Does DataScribe Do?

Real-Time Transcription: Captures and organizes live conversations, enabling agents to stay focused on customer engagement.

Topic Detection: Identifies key topics, such as adverse reactions or escalations, and notifies agents instantly.

Sentiment Analysis: Tracks conversational tone to help agents navigate challenging interactions.

Pronunciation Assistance: Improves agent communication by providing phonetic guides for difficult terms.

Multilingual Support: Transcribes in one language and summarizes in another to cater to diverse customer bases.

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How Does DataScribe Work?

Using advanced **Generative AI** and proprietary algorithms, **DataScribe** processes live audio through on-device capture to ensure data security. It transcribes, analyzes, and generates actionable outputs in real time, equipping agents with tools to address customer needs effectively. The solution integrates seamlessly with contact center platforms, providing unmatched flexibility and scalability.

How DataScribe's Transcriptions Services Reduce Agent Workload and Improve EX

DataScribe Real-Time Transcription: Improving Employee Experience (EX)

DataScribe goes beyond traditional transcription tools by directly addressing key factors that improve the employee experience:

Pronunciation Assistance: DataScribe provides real-time phonetic suggestions, helping agents pronounce complex terms accurately and confidently, enhancing communication and reducing stress.

Topic Detection and Alerts: DataScribe identifies critical topics in real time, instantly alerting agents to key issues like adverse medication reactions. This enables swift escalation, enhancing efficiency and caller trust.
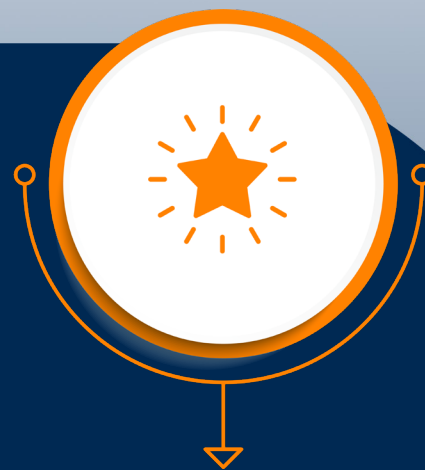
Sentiment Analysis: DataScribe tracks caller sentiment in real time, allowing agents to address declines proactively and enhance customer satisfaction.

Data Scribe   **DATAMARK**
                                                                                                       SERVE • SOLVE • IMPROVE

| 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, Yep, I found it Dominic. Thank you buddy.
Agent: - Perfect. Is there anything else I can help you with? ↑

Copy

Differentiators & The ROI of DataScribe

Real-Time Transcription and Topic Detection: Identifies critical issues instantly, ensuring proactive responses during calls.

Multilingual Support: Seamlessly transcribes in one language and summarizes in another, catering to diverse customer demographics.

Sentiment Analysis: Provides real-time feedback to guide agents during challenging interactions.

Pronunciation Assistance: Improves communication by helping agents articulate complex terms effectively.

Cost-Effectiveness: Offers substantial cost savings by reducing agent workload and improving call outcomes compared to competitors.

ROI:

2.1%
Quality Improvement: Ensured consistently correct answers, boosting customer satisfaction scores.

6%
Reduction in Handle Time: For a retail client, **DataScribe** shortened average-handle-time by 6%, enabling higher call volumes without additional staffing.

$
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, **DataScribe** ensures clients see tangible returns within months of implementation.

Call to Action: Discover the Power of DataScribe

Experience the Power of **DataScribe** Ready to revolutionize your contact center with real-time transcription and actionable insights? Schedule a demo or **Proof of Concept (POC)** today to discover how **DataScribe** can:

Improve **agent productivity** and **EX.**

Enhance **call quality** and **customer satisfaction.**

Deliver measurable **ROI** and **cost savings.**

Reach out to us to <u>schedule an AI Agent Assist Demo</u>, or give us a call at **866-326-3920**!

DATAMARK
Your Premier Outsourcing Partner