Turn Customer Service Calls into Enterprise Knowledge Graphs

Franz's CEO, Jans Aasman's recent Destination CRM article:

The need for text analytics and speech recognition has broadened over the years, becoming more prevalent and essential in the sales, marketing, and customer service departments of various types of businesses and industries. The goal is simple for these contact center use cases: provide real-time assistance to human agents interacting with potential customers to close sales, initiate them, and increase customer satisfaction.

Until fairly recently, the rich array of unstructured data encompassing client texts, chats, and phone calls was obscured from contact centers and organizations due to the sheer arduousness of speech recognition and text analytics. When readily integrated into knowledge graphs, however, these same sources become some of the most credible for improving agent interactions and achieving business objectives.

Powered by the shrewd usage of organizational taxonomies, machine learning, natural language processing (NLP), and semantic search, knowledge graphs make speech recognition and text analytics immediately accessible, enabling real-time customer interactions that can maximize business objectives—and revenues.

Taxonomies

Taxonomies are the foundation of the knowledge graph approach to rapidly conveying results of speech recognition and text analytics for timely customer interactions. Agents need three types of information to optimize customer interactions: their

personas (such as an executive or a purchase department representative, for example), their reasons for contacting them, and their industries. Taxonomies are instrumental to performing these functions because they provide a hierarchy of relevant terms to organizations.

Read the full article at Destination CRM