Re:infer

11 popular use cases of Conversational Data Intelligence

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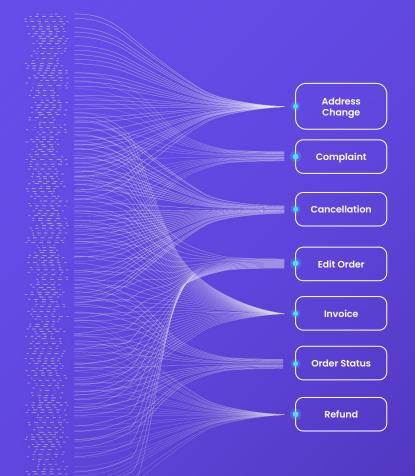# What is Conversational Data Intelligence?

Conversational Data Intelligence (CDI) is a new category of enterprise software that combines machine learning, natural language processing and human employees to drive understanding and automation in business communications and conversations.

CDI creates structured data from masses of unstructured enterprise communications, giving users the ability to analyse previously hidden business processes and automate low-skill manual work that used to depend on human communication.

Address Change

Complaint

Cancellation

Edit Order

Invoice

Order Status

Refund

Why is Conversational Data Intelligence important?

Business runs on communication. But the scale of communications is growing too fast for businesses to manage effectively.

Services are at breaking point as employees struggle to process and respond to every customer message.

Operational costs are rising as the customer experience suffers.

36% of employees say email is their biggest distraction from real work

30% of revenue lost due to inefficient manual processes

33% of customers will leave a company after one instance of bad service

$5k–16k average cost of email per employee

71% employee time spent resolving service requests

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Fortunately Natural Language Processing (NLP) has come of age, and it's beating humans in language understanding.

GLUE score

NEZHA-Plus	T5	AVERAGE HUMAN	DeBERTa	T5 + Meena	ERNIE 3.0
86.7	89.3	89.8	90.3	90.4	90.6

NLP model

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"The enterprise is built on communications. It should be no surprise that, to digitally transform, NLP is not just a nice-to-have, it is a must-have, which is why our partnership with Re:infer is so important to us and our clients. Re:infer's deep learning platform allows us to unpick customer intents and unlock understanding in unstructured processes across the business."

Wayne Butterfield
Director Cognitive Automation & Innovation, ISG

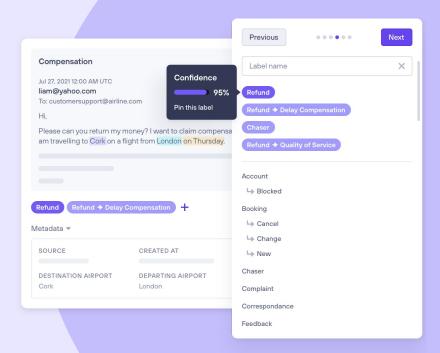# Understand and action every message at speed and scale

Recent advances in Natural Language Processing (NLP) enable businesses to finally understand and optimise their communications.

More accurate, sophisticated NLP allows CDI to analyse and action every type of business communication - from email to chats and calls.

With CDI, businesses can now:
- ➜ Increase scalability and efficiency
- ➜ Transform the customer experience
- ➜ Improve quality, governance and control

Learn More

Compensation

Jul 27, 2021 12:00 AM UTC
liam@yahoo.com
To: customersupport@airline.com

Hi,

Please can you return my money? I want to claim compensa
am travelling to Cork on a flight from London on Thursday.

Confidence
━━━━━ 95%
Pin this label

Refund | Refund ➜ Delay Compensation | +

Metadata ▾

SOURCE	CREATED AT
DESTINATION AIRPORT	DEPARTING AIRPORT
Cork	London

Previous · · · · ● · Next

Label name ✕

Refund
Refund ➜ Delay Compensation
Chaser
Refund ➜ Quality of Service

Account
  ↳ Blocked
Booking
  ↳ Cancel
  ↳ Change
  ↳ New
Chaser
Complaint
Correspondance
Feedback

What makes Conversational Data Intelligence different?

No Code

A guided user experience that any employee can use - regardless of technical ability.

Fully customisable

Bespoke models that extract the exact intents, themes and emotions you need.

Accurate

Accurate, context-sensitive models lead to better decisions and automated outcomes.

Fast to train

Get models rapidly into production for fast time to value.

Hyper-Scalable

Simple integrations with corporate systems mean CDI can be scaled quickly across the enterprise.

Real-time monitoring and alerts

Configurable dashboards, email alerts and reports tracking specific themes.

Secure

CDI adheres to the highest standards of end-user, data and infrastructural security.

Easy to integrate

Pre-built integrations for all your existing systems. Strong APIs. Connectors for Workflow and RPA.

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The benefits of Conversational Data Intelligence

Operational scalability
Highlights inefficiency and provides automation tools with the structured data they need.

More value from automation
Reveals valuable automation opportunities previously hidden behind business comms.

Increased cost savings
Accelerates service processes, cutting handling times and costs across the board.

Better compliance
Provides real-time visibility into all communications channels.

Improved customer intelligence & CX
Reveals what customers want, and the issues impacting customer loyalty and fuelling churn.

Happier employees
Automates transactional comms tasks, freeing employees to focus on more rewarding work.

Improved productivity
Employees waste less time investigating issues and validating opportunities.

Data-driven decisions
Gain visibility into comms channels identify problems, inefficiencies and opportunities.

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11 popular use cases of Conversational Data Intelligence

For more: ww.reinfer.io/use-cases

Banking Operations Analytics

Boost client intelligence, increase transparency and operational efficiency in capital markets operations.

Challenge

Banking operations teams see tens or hundreds of millions of messages every year. Extracting the value from these conversations is manual, time consuming and unscalable. In the pre-trade space, capital markets firms lack the capacity to analyse client interactions across all channels. In the post-trade space, every message is an exception to straight-through processing, introducing operational risk. Without understanding, measuring and monitoring the flow of fulfilment, banking operations can't improve efficiency, drive self-service, introduce automation or cut costs.

Solution

CDI understands every client conversation across all channels, whether voice or text-based. A no-code solution, it uses natural language processing to automatically discover and tag valuable insights, including drivers of workflow, handling time, service quality and productivity.

Banking operations teams can uncover the costly processes slowing down pre and post-trade operations. CDI enables them to identify previously hidden problems, inefficiencies and quantify opportunities for change.

Result

➔ Monitor and enhance client service
➔ Optimise sales
➔ Boost process intelligence and improvement
➔ Improve compliance and risk monitoring

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Banking Operations Automation

Cut costs, increase efficiency and scale automation in capital markets operations.

Challenge

Banks continue to struggle with profitability and high cost-income ratios. In the pre-trade space, they lack the capacity to effectively process exploding volumes of inbound communications. Repetitive, transactional tasks like triaging emails to the right team drive staff churn and introduce latency to core processes, impacting the client experience. In the post-trade space, every message is an exception to STP, increasing operational risk. Automating these requests would improve trade flow and SLA adherence, but banks lack the clean structured data needed as a bridge to downstream automation tools.

Solution

CDI understands and structures all inbound requests. It understands the meaning of every message and extracts the relevant data for automatic case creation, triage and routing.

CDI turns business conversations into structured data which can then be used for downstream processing by automation tools. This frees banking operations staff to focus on more important, more rewarding work.

For the first time, the end-to-end automation of the highest-volume manual requests is possible.

Result

➔ Reduce cost base and enable STP
➔ Improve the client experience
➔ Enhance productivity and employee satisfaction

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Business Services Analytics

Enhance service, boost agent productivity and drive operational efficiency.

Challenge

Business and shared services agents spend most of their day performing repetitive, low-value tasks in emails, tickets and service requests. This is impacting their productivity, preventing the team from hitting its targets and scaling to take on new work and services.

Services leaders lack the data they need to cut costs, adhere to SLAs and improve the customer experience. Manual processes to capture management information (MI) are costly and time-consuming.

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Solution

CDI understands every business services conversation across all channels, whether voice or text-based. A no-code solution, it automatically discovers and tags valuable insights, including drivers of workflow, handling time, agent performance and productivity.

Business and shared services leaders gain real-time visibility into trends and service levels, enabling continuous improvement and getting ahead of systemic issues through better resourcing.

Result

➔ Achieve operational efficiency and service transformation
➔ Monitor and optimise agent performance
➔ Identify and quantify change opportunities
➔ Improve planning and resourcing with data-driven decisions

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Customer spotlight: carwow

Leveraging AI and sales intelligence to create a growth flywheel

Challenge

carwow was determined to help its partners understand how they can deliver the best online customer experiences, close more sales and generate higher profits. This was crucial for helping the carwow marketplace to grow and become more profitable.

Learn more

Re:infer

carwow

Solution

carwow wanted to explore using AI to understand customer relationships and increase revenue for dealerships by giving them actionable insights to help optimise enquiry conversion.

That's why carwow used Re:infer to rapidly extract the customer intents and sentiments from the sales conversations happening on its platform. Re:infer provided them with the tools to do this quickly and cost-effectively.

Result

→ Discovered over 120 intents that had a predictive impact on sales conversion
→ Strong uptick in buyer conversions
→ real-time automated assessment of agent performance

Re:infer

"Re:infer gives us a clear signal of what conversations result in a purchase and which don't. At the scale we're operating at, this provides hard, statistical evidence on what is going on in these conversations and attributes that to the most effective sales behaviours. We can finally tell our partners what behaviours are driving positive outcomes."

John Veichmanis
Chief Operating Officer, carwow

Re:infer

Business Services Automation

Achieve enhanced productivity, cost reduction and employee experiences by automating low-value queries and requests.

Challenge

Business and shared services agents spend most of their day performing repetitive, low-value tasks in emails, tickets and service requests. This is impacting their productivity and preventing the team from hitting its targets as well as taking on new work and services. Leaders of core business functions have struggled to understand, eliminate or automate these repetitive, comms-based processes due to a lack of data. As a result, cutting costs, adhering to SLAs and improving the internal customer experience remains an uphill battle.

Solution

CDI understands and structures all inbound requests. It understands the meaning of every message and extracts the relevant data for automatic case creation, triage and routing.

CDI turns business conversations into structured data which can then be used for downstream processing by automation tools. This frees services agents to focus on more important, more rewarding work.

For the first time, the end-to-end automation of the highest-volume manual requests is possible.

Result

➔ Increase operational efficiency and performance
➔ Augment the employee experience
➔ Enhance agent productivity and satisfaction

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Voice of the Customer

Understand and continuously improve quality of service and the customer experience.

Challenge

Customer experience and voice of the customer teams need to understand what factors are having the biggest impact on retention and churn. But teams are often under-resourced and lack access to detailed information. Customers are reaching out and describing their needs and experiences across a multitude of contact channels. Yet extracting conversational data to analyse and share with stakeholders is a manual, time-consuming and imprecise process.

Solution

CDI understands every customer conversation across all channels, whether voice or text-based. It extracts valuable insights into the customer experience, identifying customer intent, sentiment, customer effort, quality of service, and satisfaction.

Real-time reporting enables voice of the customer teams to understand customers better and resolve issues faster. Conversational analytics enables them to identify root causes and continuously improve the customer experience.

Result

→ Augment the customer experience
→ Improve customer retention and lifetime value
→ Become the customer champion

Customer spotlight: FARFETCH

Analysing customer communication at scale to identify product and experience improvement.

FARFETCH

Challenge

FARFETCH is a fast-growing online fashion retailer. Yet FARFETCH's CX (Customer Experience) team lacked the resources needed to manually process every customer contact. Existing methods of measuring CX (NPS and CSAT) couldn't provide enough actionable, accurate data.

Learn more

Re:infer

FARFETCH

Solution

Re:Infer Communications Mining rapidly built a detailed breakdown of every customer contact across all channels. FARFETCH's CX team used this data to build a new metric - the Customer Experience Index (CXI) - to achieve a real-time, data-driven understanding of CX linked directly to revenue.

Result

➔ Increase recovery project ROI by 8x-20x
➔ Increase repurchase rate and the profitability of CX improvement projects
➔ Measurable execution excellence for each order
➔ Identifying the most valuable CX improvement opportunities at the ops level

"Re:Infer enables us to have a more data-driven approach, giving us the chance to digitise qualitative customer feedback, and even to embrace the so-far ignored silent majority of customers. As a CX leader, I feel much more empowered when our analysis is linked to revenue."

Arthur Zhuravsky

Global Senior Head of Voice of the Customer, FARFETCH

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Customer spotlight: Hotels.com

Analysing hotel reviews to understand and quantify guest challenges to provide better customer experience.

Challenge

Every day, Hotels.com receives communications from over 50 million customers across 10 distinct channels. The CX team struggled to analyse and action all messages received due to the sheer scale, complexity and variation in communications.

Learn more

Hotels.com™

Solution

Re:infer Communications Mining enabled Hotels.com to quickly extract customer and platform insights from their masses of customer feedback - at speed and scale, and without needing data scientists.

Result

→ Largest uptick in CLTV and return rate achieved

→ Increased conversion and NPS, boosted customer loyalty

→ Top 10 most common product issues identified and fixed

→ Weekly summary of management insights from Re:infer shared with 200+ readers across Expedia Group

Customer Support Analytics

Analyse customer conversations, driving operational efficiency and enhancing the customer experience.

Challenge

Customer support teams are inundated with requests and low-value tasks. Leaders find it difficult to track queries, identify inefficiencies, and discover the most valuable change opportunities.

Customer support leaders lack the data they need to cut costs, adhere to SLAs and strengthen customer retention. Manual processes to capture management information (MI) are costly and time-consuming.

Solution

CDI understands every customer support conversation across all channels, whether voice or text-based. It automatically discovers and tags valuable insights, including reasons for contact, customer sentiment and resolution.

Customer support leaders can see trends and issues in real-time via a detailed dashboard, enabling continuous improvement and alerts to get ahead of systemic issues.

Result

→   Increase operational efficiency and performance
→   Enhance the customer experience
→   Monitor and optimise agent performance

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Customer Support Automation

Achieve increased productivity, cost reduction and enhance the customer experience by automating low-value queries and requests.

Challenge

Customer support teams are inundated with simple, repetitive tasks from channels like email, voice and case management. This includes everything from password resets to requests for updates and FAQs. While simple, these transactional requests take up a high proportion of an agent's day, slowing response times, increasing costs and driving agent churn. Customer support leaders lack the data they need to automate costly conversation-based workflows. Such tasks constrain agent productivity, hurt CSAT and make it harder to meet targets and SLAs.

Solution

CDI understands and structures all inbound requests. It understands the meaning of every message - both text and voice-based - and extracts the relevant data for automatic case creation, triage and routing.

CDI turns customer support conversations into structured data which can then be used for downstream processing by automation and case management tools. This frees customer support agents to focus on more important, more rewarding work.

For the first time, the end-to-end automation of the highest-volume manual requests is possible.

Result

→ Increase operational efficiency and performance
→ Augment the customer experience
→ Enhance agent productivity and satisfaction

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Insurance Operations Analytics

Reduce intellectual waste, enhance operational efficiency, optimise the customer experience and broker experience.

Challenge

Insurance firms are under increasing pressure to drive growth, increase operational efficiency, reduce intellectual waste and improve the experiences of customers and brokers. Conversations are critical events in customer journeys and business processes. Every conversation contains valuable information about customer needs, products, services and processes. However, most insurers lack both the infrastructure and capacity to analyse and automate their communications data at scale. Underwriters continue to spend an unsustainable amount of time servicing low-skill, low-value requests instead of creating value for the firm.

Solution

CDI understands every client conversation across all channels, whether voice or text-based. A no-code solution, it uses NLP to automatically discover and tag valuable insights, including drivers of workflow, handling time, service quality and productivity.

In claims, CDI classifies, routes and processes claims descriptions in minutes rather than days.

In operations, CDI automatically discovers and identifies inefficient manual processes that make ideal candidates for automation.

Result

→ Optimise the customer experience and broker experience
→ Drive operational efficiency in every channel
→ Reduce churn and enhance the employee experience

Re:infer

Insurance Operations Automation

Enhance efficiency, boost the client experience, and achieve claims and underwriting automation.

Challenge

From underwriting to claims, insurance agents spend most of their day performing repetitive, low-value communications tasks. They're responding to emails, updating policies and processing the most simple, transactional claims. This is impacting productivity, slowing service speeds, and preventing teams from bringing in new work for the firm. The most qualified and experienced people in the firm are wasting their precious time on low-value comms work. But insurers have long struggled to eliminate or automate these repetitive, manual processes due to a lack of data.

Solution

CDI understands and structures all inbound requests. It understands the meaning of every message and extracts the relevant data for automatic case creation, triage and routing.

CDI turns business conversations into structured data which can then be used for downstream processing by automation tools. This frees employees to focus on more important, more rewarding work.

For the first time, the end-to-end automation of the highest-volume manual requests is possible.

Result

→ Increase operational efficiency with claims and underwriting automation
→ Augment the client experience
→ Enhance underwriter productivity and satisfaction

Re:infer

Customer spotlight: Hiscox

Pioneering process automation to reduce costs and elevate broker experience.

Challenge

Hiscox operates in a highly competitive underwriting market. With 75+ contact channels, manually processing conversations was slow, expensive and not scalable. High demand meant that work would be lost or delayed, contributing to a poor broker experience.

Learn more

HISCOX

Solution

Re:infer provides a fully automated triage capability that's Subject Matter Expert-driven. The platform enables control over classification, prioritisation, data extraction, and routing. Re:infer integrates with RPA for end-to-end request automation.

Result

→   FTE cost avoidance, in-year ROI
→   Time taken for work to enter workflow reduced from 2-3 days to 2 hours
→   Request turnaround reduced to 3h
→   First time assignment accuracy increased from 3% to 96%
→   £370k back to the business in Year One

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IT Service Analytics

Deliver continuous improvement while enhancing the employee experience.

Challenge

From simple password resets to complex technical challenges, IT service teams are inundated with requests. Across large and distributed teams, it is difficult to track queries, monitor trends and keep up with service demand. IT service leaders lack the data they need to cut costs, adhere to SLAs and deliver a consistent, high-quality employee experience. Manual processes to capture management information are costly and time-consuming.

Re:infer

Solution

CDI understands every IT service request across all channels, whether voice or text-based. It automatically extracts valuable insights and classifies requests to create a detailed dashboard of IT Service Desk demand.

Real-time reporting and alerts enable IT service leaders to get ahead of emerging issues faster. Historical and conversational analytics enable them to identify root causes and continuously improve the employee experience.

Result

→ Increase operational efficiency and performance
→ Enhance the customer experience
→ Monitor and optimise agent performance

Re:infer

IT Service Automation

Achieve continuous improvement and enhance the employee experience by automating low-value IT service requests.

Challenge

IT service desk teams are inundated with simple, repetitive tasks from channels like email, voice and case management. This includes everything from password resets to FAQs. While simple, these transactional requests take up a high proportion of an IT service desk agent's day, slowing response times, increasing costs and driving agent churn. IT service leaders lack the data they need to automate costly conversation-based workflows. Such tasks constrain agent productivity, hurt CSAT and make it harder to meet targets and SLAs.

Re:infer

Solution

CDI understands and structures all inbound requests. It understands the meaning of every message and extracts the relevant data for automatic case creation, triage and routing.

CDI turns IT service desk conversations into structured data which can then be used for downstream processing by automation tools and ITSM platforms. This frees IT service desk agents to focus on more important, complex and rewarding requests.

For the first time, the end-to-end automation of the highest-volume service requests is possible.

Result

➔ Auto triage to increase operational efficiency and performance
➔ Augment the employee experience
➔ Enhance agent productivity and happiness

Re:infer

Conversational Data Intelligence for the enterprise

Re:infer is the Conversational Data Intelligence platform for the enterprise. Businesses use Re:infer to mine, monitor and automate their service conversations.

Through our no-code NLP platform, we democratise the power of AI for every employee.

Re:infer increases scalability, enhances the customer experience, and improves governance and control.

We're a Gartner-recognised leader and innovator in Conversational AI and NLP.

See the Re:infer Conversational Data Intelligence Platform in action

Book a demo

Conversational Data Intelligence ROI Calculator

Calculate ROI

Learn more about our mission, values, and story

About Re:infer