

Sentiment Analysis is a natural language processing (NLP) technology using AI to determine whether word choice during a call is positive, negative or neutral.

Call Transcription is a prerequisite to enable **Sentiment Analysis**.

Sentiment Analysis, driven by AWS, provides crucial discernment in regards to customer satisfaction.

The benefits of **Sentiment Analysis** span from more empathetic service for each customer to insight into the overall performance of your support team.

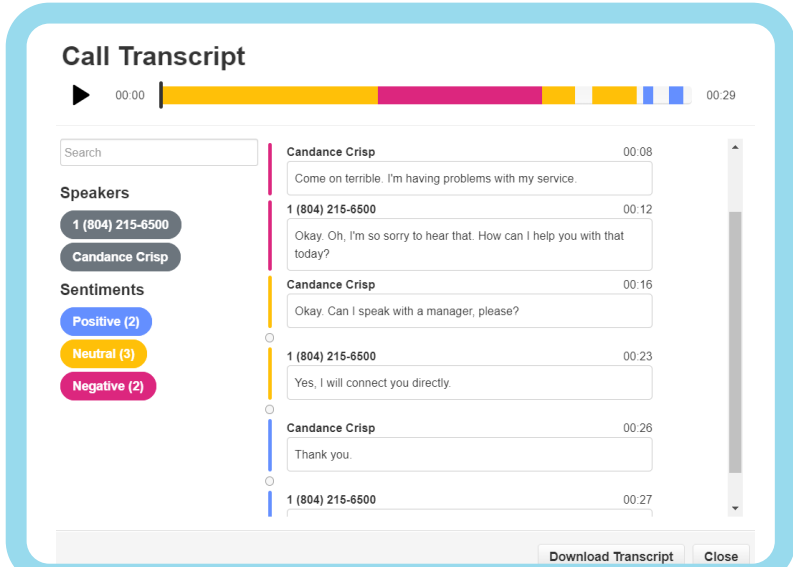
Sentiment Analysis is available in the **Call History** section of the Simplicity portal and is viewable by **Office Manager, Site Manager** and **Call Center Supervisor** roles.

Cost:
.21 per minute, which includes **Call Transcription***

**1 hour of AI transcription equates to 4 hours of manual transcription.*

Top 5 Reasons to Use Sentiment Analysis

- Deliver Better Customer Service
- Enhance Quality of Products & Services
- Increase Sales Revenue
- Protect Your Brand
- Discover New Marketing Strategies



Call Transcript

00:00 | 00:29

Search

Speakers

- 1 (804) 215-6500
- Candance Crisp

Sentiments

- Positive (2)
- Neutral (3)
- Negative (2)

Transcript:

- Candance Crisp 00:08
Come on terrible. I'm having problems with my service.
- 1 (804) 215-6500 00:12
Okay. Oh, I'm so sorry to hear that. How can I help you with that today?
- Candance Crisp 00:16
Okay. Can I speak with a manager, please?
- 1 (804) 215-6500 00:23
Yes, I will connect you directly.
- Candance Crisp 00:26
Thank you.
- 1 (804) 215-6500 00:27

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