

**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 Transcribe, provides crucial discernment in regard 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.

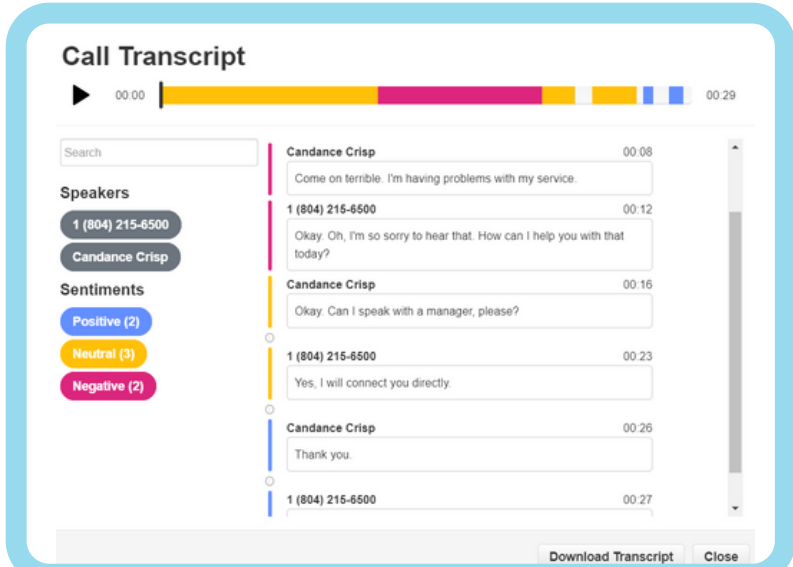
**Sentiment Analysis** is available in the **Call History** section of the Simplicity portal and is viewable by **Office Manager, Site Manager** and **Call Center Supervisor** roles.

**Cost:**  
.12 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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