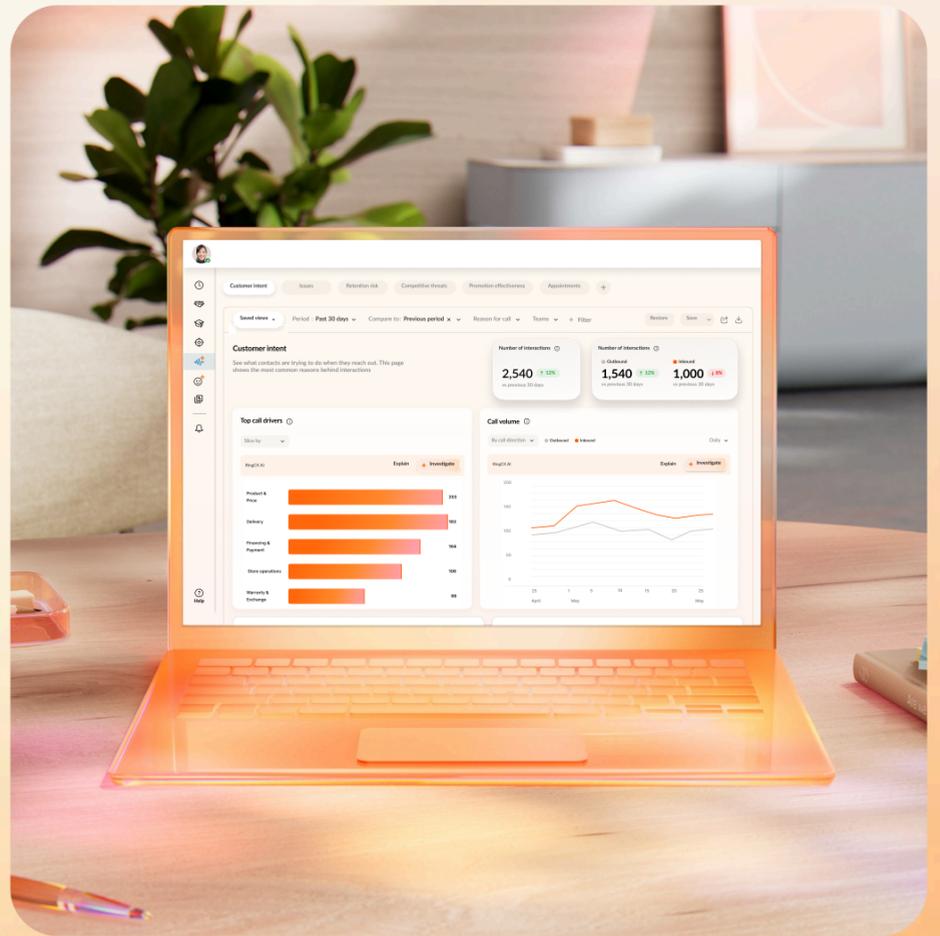# AI Conversation Expert Insights

Transform raw conversions into AI-powered insights for managers.

Use AI-powered analysis to gather important takeaways from every customer touchpoint - without having to listen in.

Key capabilities

Executives often lack the resources to manually review all customer interactions, which can lead to missed business trends and insights. Insights for AI Conversation Expert (ACE) addresses this by automatically analyzing every recorded conversation to extract data regarding customers, market dynamics, and business performance.

Insights streamlines interaction analysis through a series of preconfigured dashboards, allowing managers and executives to identify and investigate the trends that are most critical to their business.

ACE Insights moves beyond simple call analysis by providing six preconfigured dashboards focused on critical business metrics like customer intent, retention risk, and competitive threats. To get deeper insights, users can use two powerful AI tools: Explain, which instantly summarizes any chart in plain English, and Investigate, which allows users to drill down into the "why" behind any trend by asking questions in natural language.

Tabs

Customer intent: Identifies why customers are calling. Tracks number of inbound and outbound interactions. Sorts call drivers and pain points into a pie chart. Key topics are compiled into a word cloud for quick comprehension of customer concerns. Call volume is graphically presented by time period and is filterable by team, call type, call direction, and host. It also maps conversational flows, highlighting conversation direction across different types of calls.

Issues. Tracks agent performance and issue resolution effectiveness. Monitors number of issues and resolutions. Categorizes the types of issues and visually represents this charts that show percentages of issues that fall into each category. Charts can be spliced by team, call type, call direction, and host.
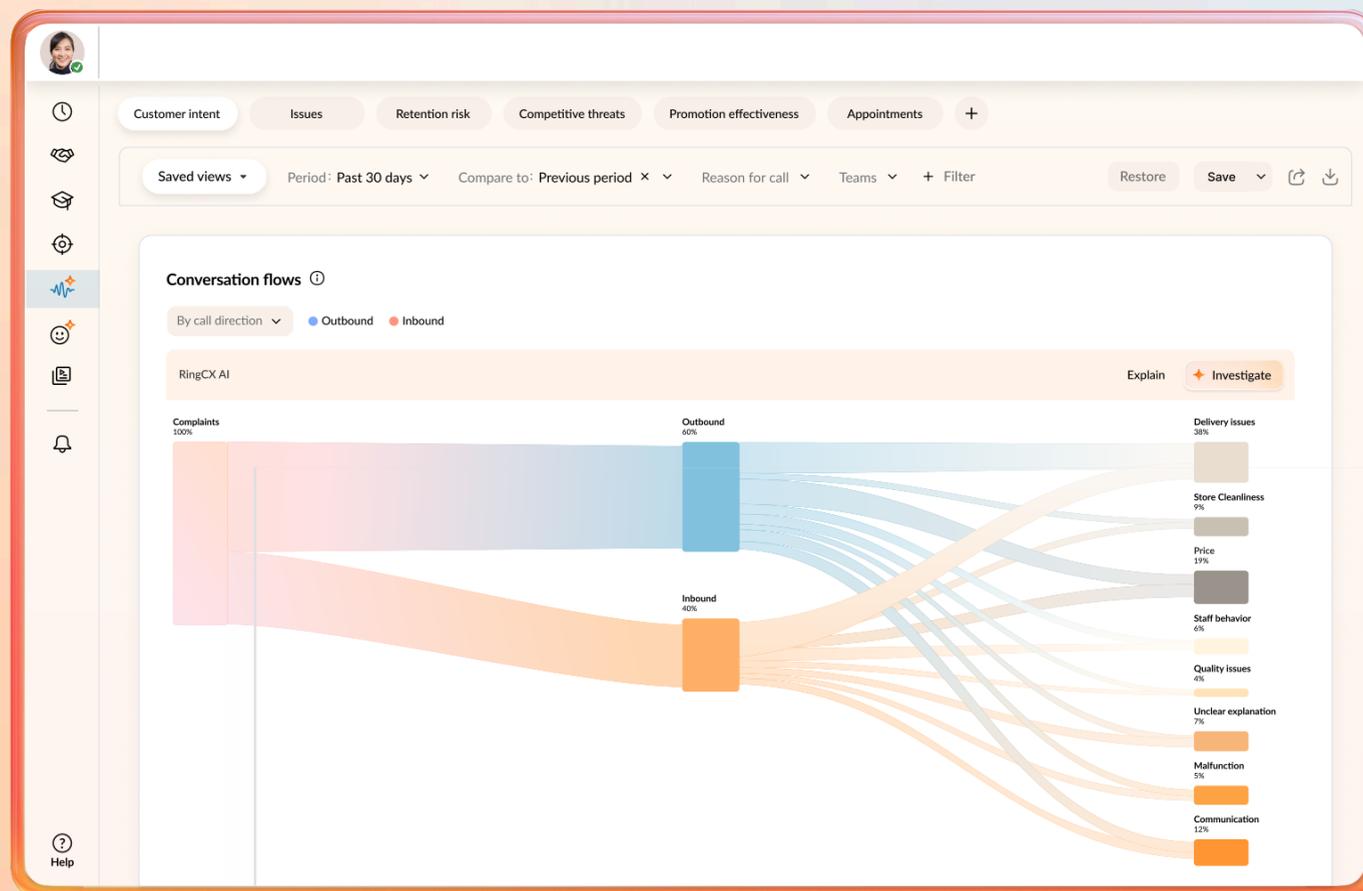
Retention Risk. Identifies signs that a customer might leave. Displays the distribution of risk Insights. Highlights all the accounts at risk. Shows changes in risk trends over time.
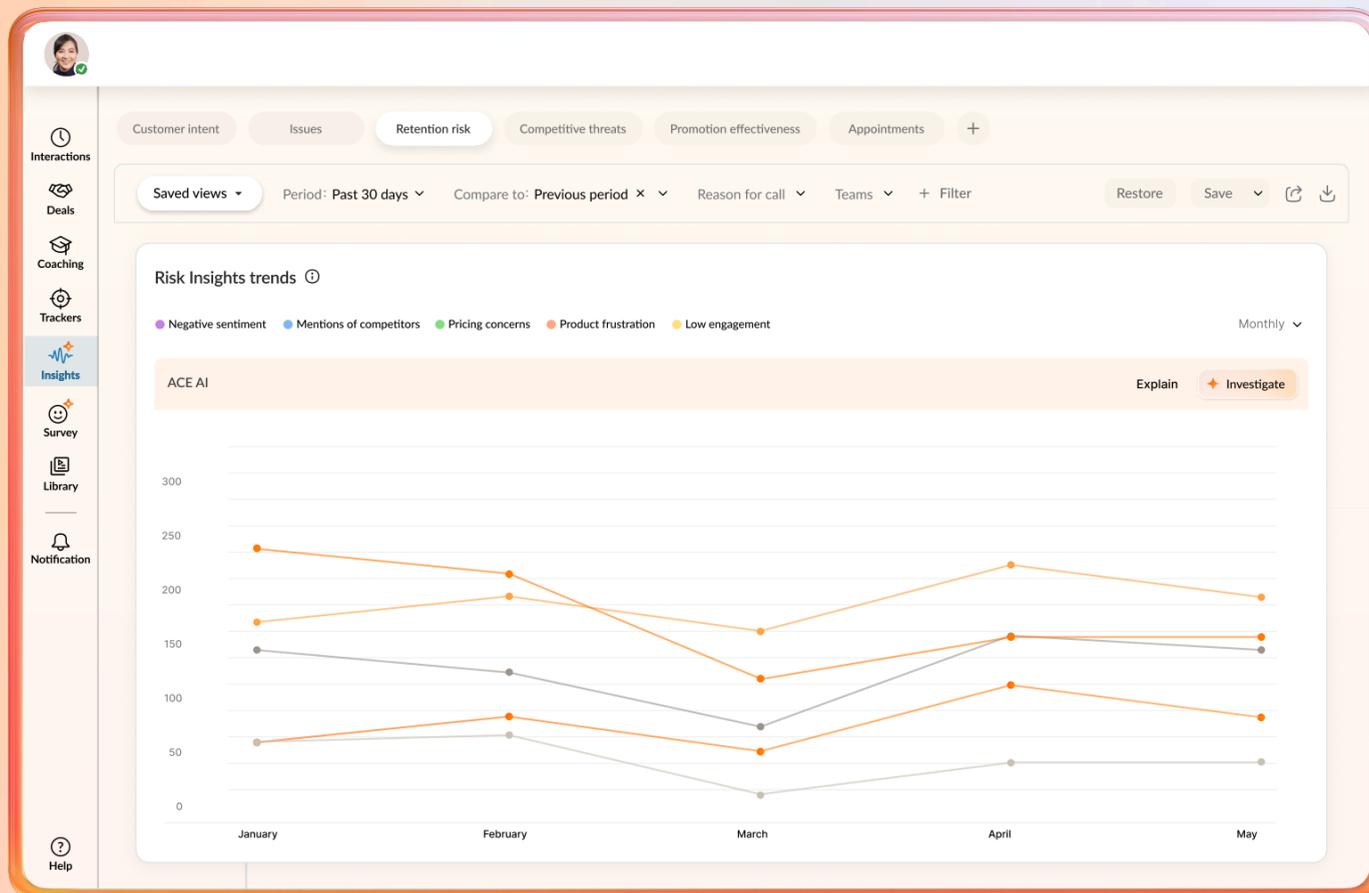
Competitive threats: Identifies where and when competitors are mentioned. Counts number of mentions as well as affected accounts. Shows the distribution of various competitors mentioned as well as the reason for why customers are considering competitors.

Promotion effectiveness: Analyzes whether promotions are resonating with buyers. Tracks promotion mentions by both customer and agent. Evaluates sentiment around each promotion to gauge its effectiveness.

Appointments: Dives into issues and trends around appointments. Finds booking barriers and cancellation reasons. Monitors rates and instances of bookings, objections, reschedules, and cancellations.

Widgets

Explain: Instantly summarizes the insights each chart shows with natural language.

Investigate: Ask questions about the data in each chart. Drill down into the interactions behind every Insights by asking natural language questions

How it works

Data collection

Insights seamlessly captures raw data from every customer interaction that happens on RingEX.

Natural language processing (NLP)

ACE AI processes the data using RingCentral's advanced natural language processing engine, which was trained on vast datasets to enable it to transcribe conversations, identify key phrases, and analyze the context of interactions with a high degree of accuracy.

Machine learning (ML) algorithms

ACE AI employs sophisticated machine learning algorithms to learn and improve from each interaction. These algorithms analyze patterns in customer behavior, sales strategies, and outcomes to deliver the PowerSkills insights, scorecards, and coaching recommendations. This self-learning capability ensures ACE AI continuously increases its effectiveness over time.

A bespoke large language model (LLM)

ACE AI is based on a bespoke large language model tailored to meet the specific communications needs of RingCentral customers.

Key benefits

Uncover customer trends

Make data-driven decisions to improve the customer experience

Track performance, spot risks, and refine strategy

Deep dive into all of your customer interactions without needing to listen to them

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For more information, please contact RingCentral Partner Sales at partners@ringcentral.com or 800-595-8110.

RingCentral

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