

Case Study:

Unlocking the Voice of the Customer:

Real-Time Insights with Data  Scribe

Introduction

Contact centers generate thousands of conversations daily—each filled with valuable insight into customer needs, expectations & friction points. Yet, most of that data remains in call recordings or agent notes, never making it to the hands of decision-makers.

With DataScribe, DATAMARK's AI-powered real-time transcription & summarization platform, we unlock the full potential of these conversations, transforming raw voice data into actionable intelligence.

AI in Action: Capturing Real-Time Customer Intelligence

DataScribe leverages Generative AI to transcribe & summarize calls in real-time, enabling agents, supervisors & CX leaders to surface patterns & trends across thousands of interactions. Unlike traditional call review processes that are manual & retrospective, DataScribe enables:

Live Transcription:

Capture every word of a customer interaction as it happens.

Issue & Resolution Summaries:

Calls are automatically summarized in a structured format.

Keyword & Topic Detection:

Track trends across customer pain points, product feedback, or process breakdowns.

Sentiment Analysis:

Detect customer tone & call trajectory to better understand satisfaction or risk.



These capabilities provide organizations with a constantly evolving stream of **Voice of the Customer (VoC)** data that can be used to improve products, processes, and the customer journey.

Turning Transcription into Intelligence

What sets DataScribe apart is its ability to go beyond capturing words—it delivers insight. CX and operations leaders can use DataScribe to:

Identify Emerging Issues:

Spot spikes in topics (e.g., shipping delays, product defects) before they escalate.

Improve Coaching:

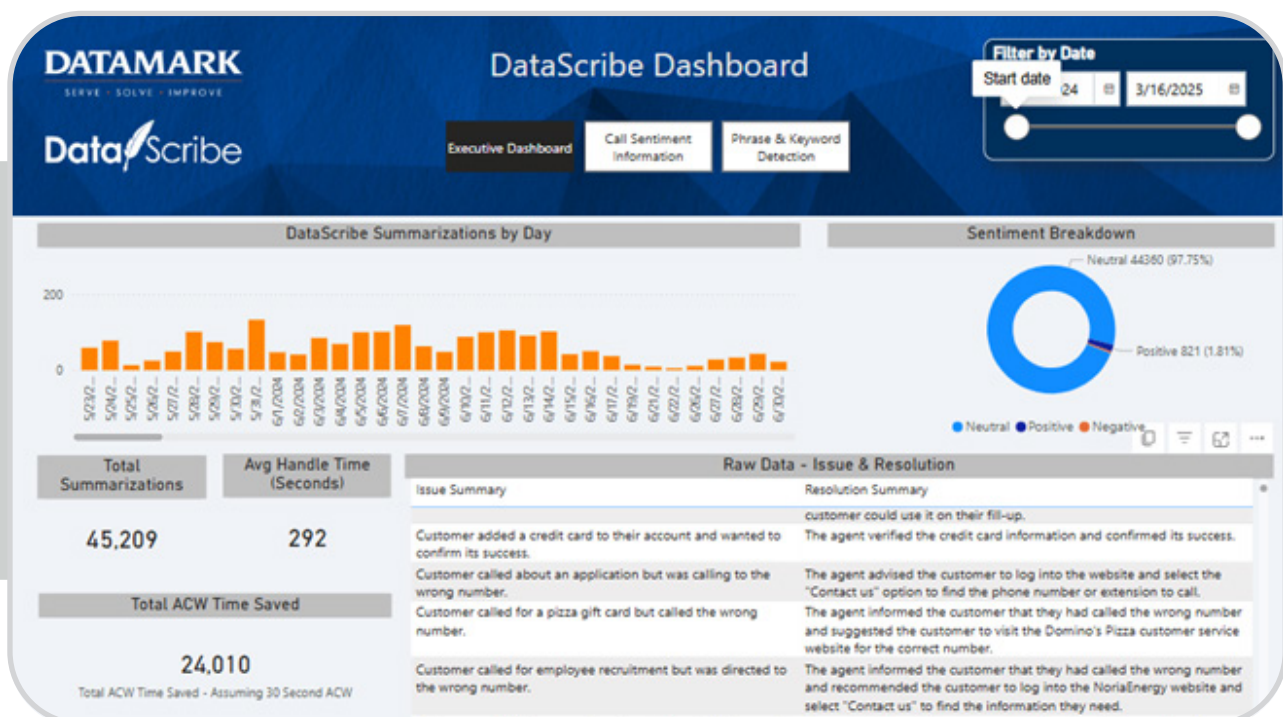
Supervisors can use real-time summaries & sentiment trends to guide agent development.

Close the Loop with Customers:

Teams can act on feedback faster by pushing summarized insights to product or support teams.

Understand Call Drivers:

VoC analysis helps prioritize self-service, script changes, or new agent resources.



DataScribe in the Real World:

Practical Impact

In live environments, DataScribe has delivered measurable value:

↓
6%

reduction in **average handle time (AHT)** by eliminating need for manual note-taking

Faster
trend
detection

thanks to live keyword tracking across thousands of calls per week

↑
2.1%

improvement in **call quality scores** through improved post-call documentation

Whether it's retail, healthcare, or logistics, DataScribe is helping organizations bring the voice of the customer into real-time conversations at scale.

Discover the Power of DataScribe

Are you still reviewing customer calls one by one?
Let your contact center speak for itself.
Schedule a live demo of DataScribe & see how you can:



Listen at scale

Respond with precision

Make data-driven
CX decisions faster
than ever before

[Click here to schedule an AI Agent Assist Demo Now!](#)