DATAMARK

Your Premier Outsourcing Partner

Case Study

Missing Link

How To Turn Unspoken Insights Into Impactful Actions

Introduction:
The Signals Beneath the Surface

Studies show that only **4%** of dissatisfied customers actually complain.

Yet the majority will quietly churn if their needs aren't met. Traditional **Voice of Customer (VoC)** programs rely heavily on surveys and explicit feedback.

Surveys   Explicit Feedback

But in today's AI-driven contact center, the richest insights often come from what isn't said outright. Mining these "silent signals" such as emotional tone, escalation patterns,and behavioral trends can unlock transformational CX improvements.

State of AI Insight: Current Use Cases

Modern contact centers are already leveraging AI to transform unstructured data into actionable insight:

Sentiment Analysis: Detecting tone and emotional shifts in voice or text

Keyword & Topic Detection: Flagging repeated customer concerns e.g., billing, delivery, cancelation)

Real-Time Call Summarization: Tools like **DataScribe** generate structured summaries that highlight issues and intent

Trend Spotting with Dashboards: Tools like **DataSmart** and **Power BI** surface which questions agents and customers are asking most
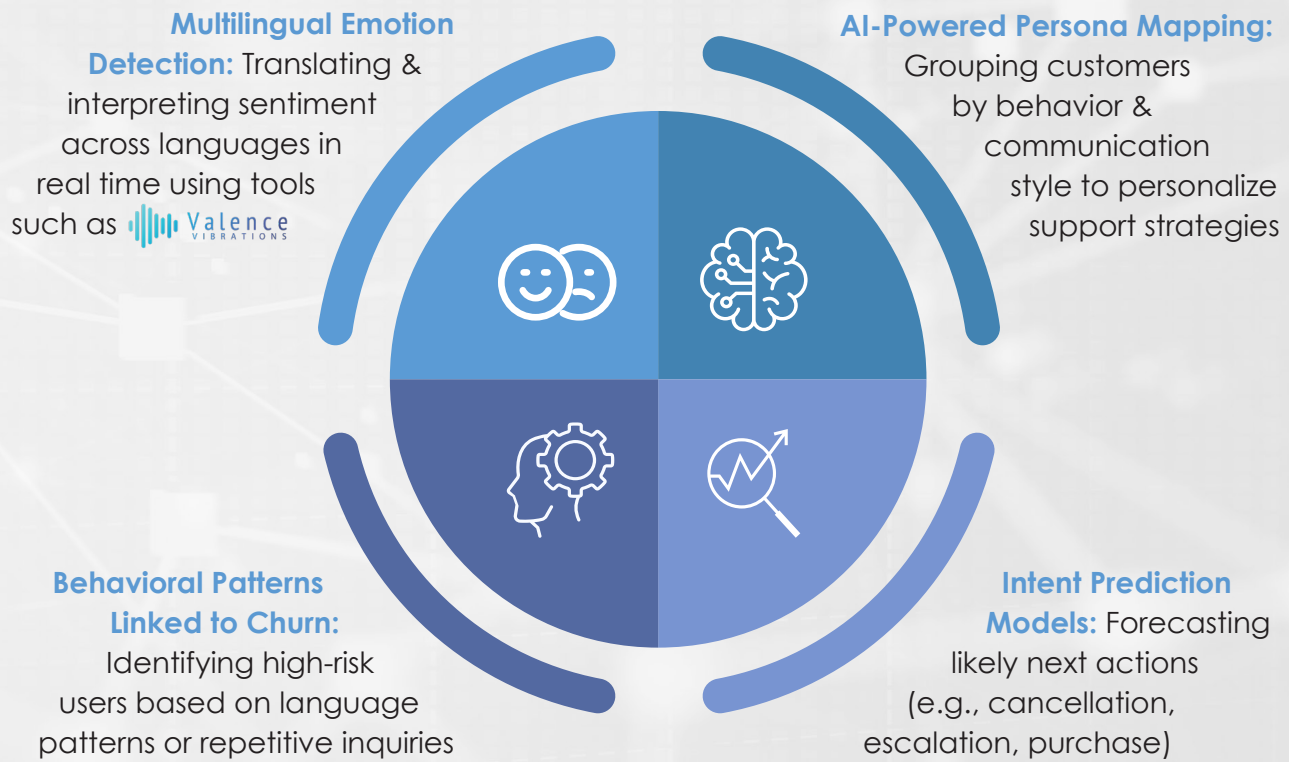
Escalation & Handle Time Monitoring: Noting spikes that could indicate confusion, dissatisfaction, or process friction

These insights help teams take faster action, but they still only scratch the surface of what AI can do.

Looking Ahead:
Future Use Cases of AI-Driven Insight

The next generation of AI tools will move from reactive to predictive, uncovering:

Multilingual Emotion Detection: Translating & interpreting sentiment across languages in real time using tools such as **Valence VIBRATIONS**

AI-Powered Persona Mapping: Grouping customers by behavior & communication style to personalize support strategies

Behavioral Patterns Linked to Churn: Identifying high-risk users based on language patterns or repetitive inquiries

Intent Prediction Models: Forecasting likely next actions (e.g., cancellation, escalation, purchase)

These advancements will empower CX leaders to act before the customer ever voices dissatisfaction.

Best Practices for Mining Intent and Silent Signals

Effectively mining customer intent and unspoken feedback requires more than just great technology—it calls for structure, context, and a proactive mindset. Below are proven strategies for turning AI-powered insights into action across your contact center.

Use a Human-in-the-Loop Model

AI may surface insights, but human judgment is critical for interpretation & action. Establish recurring cadences (weekly, bi-weekly) where team leads, QA managers, and analysts review flagged insights & determine next steps.

Leverage Coaching Platforms Like AmplifAI

Tools like **amplifAI.** help convert intent insights into personalized coaching for agents. When paired with **DataScribe** or call summaries, this ensures frontline improvements are timely & targeted.

Customize Insights by Role

Intent & VoC data should be tailored to the audience:

Team Leads review agent-specific insights (QA scores & sentiment dips)	Operational Leaders track trending issues across teams (e.g., spikes in hold time)
Executives monitor high-level KPIs and strategic opportunities	Clients access curated views tied to SLAs, service outcomes & resolution themes

Build Insight Into the Culture

Don't just report data - manage it. Integrate intent signals into performance reviews, WBRs, & executive dashboards to create a culture of data-driven CX.

What your customers aren't saying could be your biggest CX opportunity.
Let DATAMARK help you decode the signals hidden inside every call, chat, and contact center interaction.

Our real-time transcription, coaching, and BI solutions turn passive data into proactive insight. We invite you to engage with our **DATAMARK Innovation Lab**—where our engineering, analytics, and CX teams collaborate to develop custom AI and automation solutions tailored to your specific customer experience challenges.

Schedule a discovery session today and start listening deeper.

DATAMARK
INNOVATION LAB