



# How **DataScribe's** Transcriptions Reduce Agent Workload and Improve EX

**DATAMARK**  
America's Premier *Outsourcing* Partner

 **DataScribe**  
BY DATAMARK

# Introduction

In today's fast-paced contact centers, the demand for efficiency and exceptional **employee experience (EX)** has never been higher. **DATAMARK's DataScribe** revolutionizes contact center operations by leveraging real-time transcription to reduce agent workload and enhance engagement. From handling complex conversations to flagging critical issues, **DataScribe** empowers agents with actionable insights, helping them deliver top-tier customer experiences while staying productive and satisfied.

## AI in Contact Centers: Driving Efficiency and Engagement

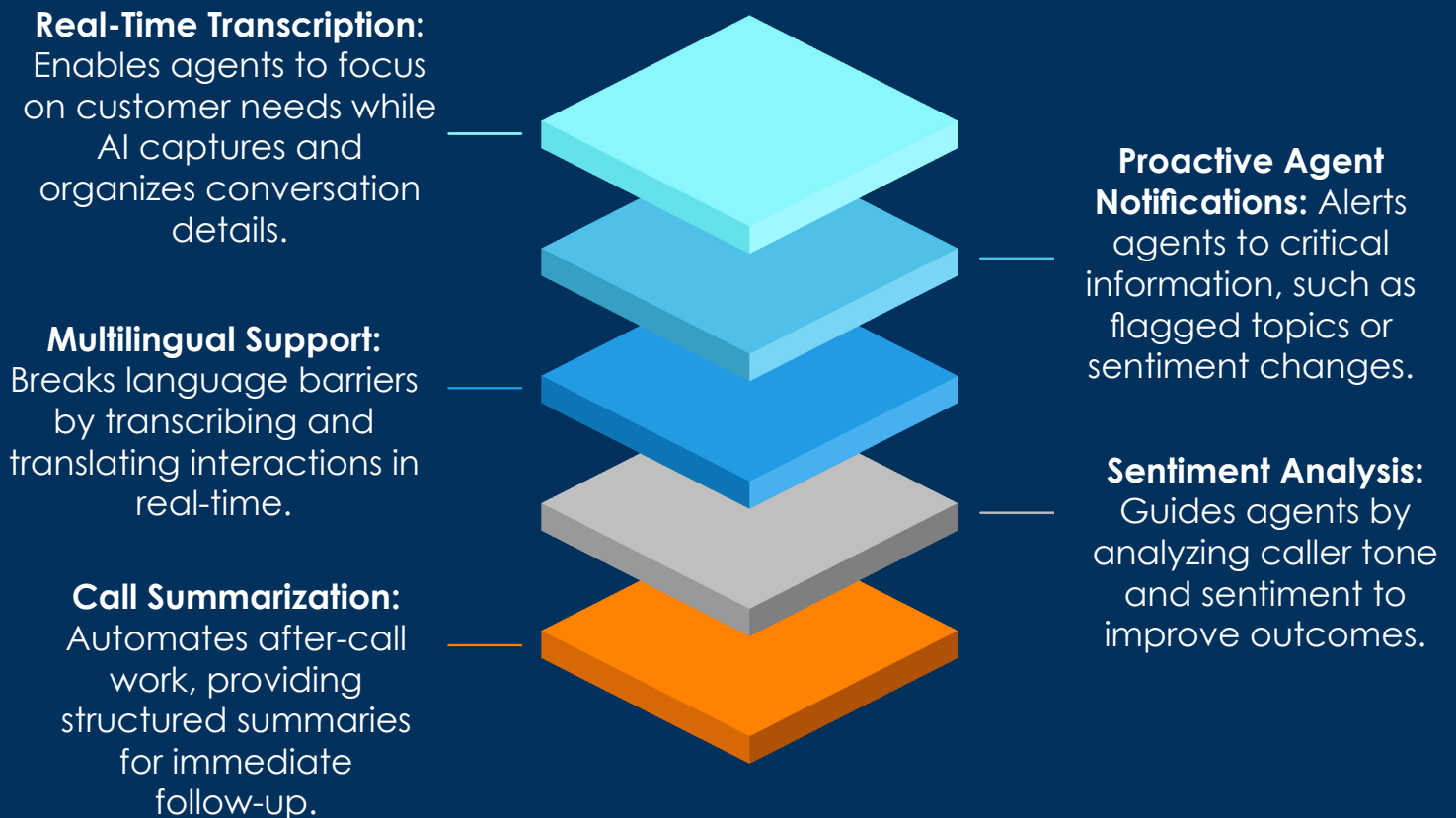
**Artificial Intelligence (AI)** is transforming the way contact centers operate, enabling faster, smarter, and more personalized customer interactions. At the heart of this transformation are two key types of **AI**:

**Generative AI:** This technology focuses on creating human-like content such as text, summaries, or call responses. In contact centers, it powers real-time transcription, summarization, and context-aware agent assistance.

**Conversational AI:** Designed for dynamic, real-time customer engagement, Conversational AI enables virtual agents and chatbots to interpret and respond intuitively to inquiries, often leveraging Generative AI for backend processing.

Together, these technologies improve operational efficiency, streamline agent workflows, and elevate customer satisfaction by handling repetitive tasks, providing instant information, and enhancing decision-making during live interactions.

# AI Use Cases in Contact Centers:



## DATAMARK's Proprietary AI Solution: DataScribe

### What is DataScribe?

**DataScribe** is **DATAMARK's** cutting-edge AI transcription solution designed to enhance contact center efficiency and employee experience. Built to address the unique challenges of real-time customer interactions, **DataScribe** combines powerful transcription technology with actionable insights to empower agents in every call.





# Simply put, DataScribe's main job? Real-Time Call Summarization

## What Does DataScribe Do?

### Real-Time Transcription:

Captures and organizes live conversations, enabling agents to stay focused on customer engagement.

### Topic Detection:

Identifies key topics, such as adverse reactions or escalations, and notifies agents instantly.

### Pronunciation Assistance:

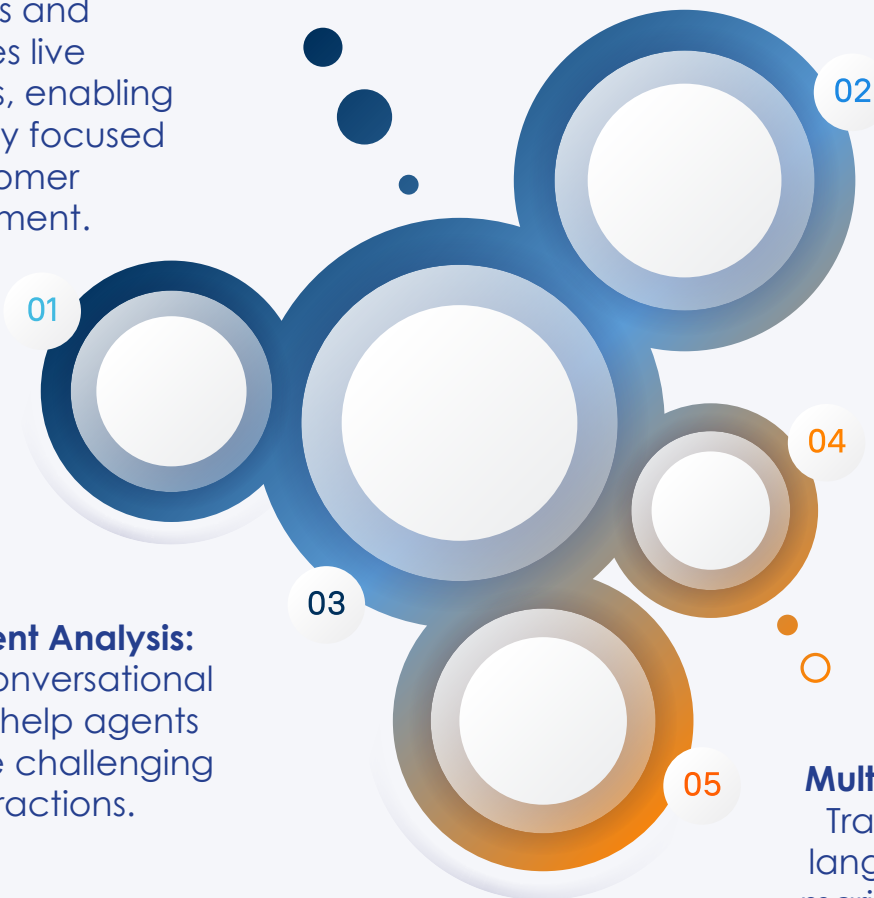
Improves agent communication by providing phonetic guides for difficult terms.

### Sentiment Analysis:

Tracks conversational tone to help agents navigate challenging interactions.

### Multilingual Support:

Transcribes in one language and summarizes in another to cater to diverse customer bases.



## How Does DataScribe Work?

Using advanced **Generative AI** and proprietary algorithms, **DataScribe** processes live audio through on-device capture to ensure data security. It transcribes, analyzes, and generates actionable outputs in real time, equipping agents with tools to address customer needs effectively. The solution integrates seamlessly with contact center platforms, providing unmatched flexibility and scalability.

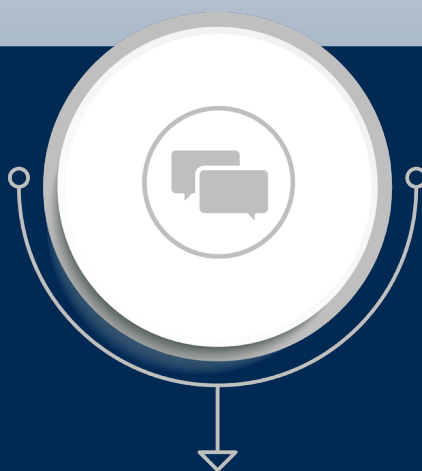
# DataScribe Real-Time Transcription: Improving Employee Experience (EX)

**DataScribe** goes beyond traditional transcription tools by directly addressing key factors that improve the employee experience:



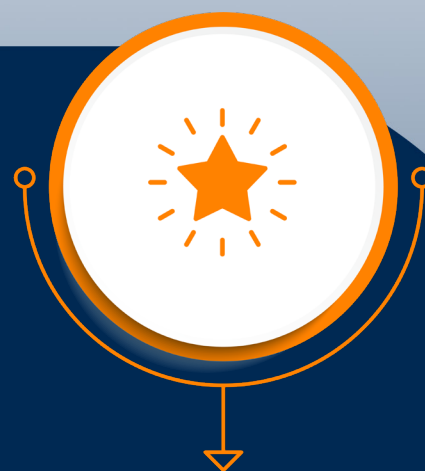
## **Pronunciation Assistance:**

DataScribe provides real-time phonetic suggestions, helping agents pronounce complex terms accurately and confidently, enhancing communication and reducing stress.



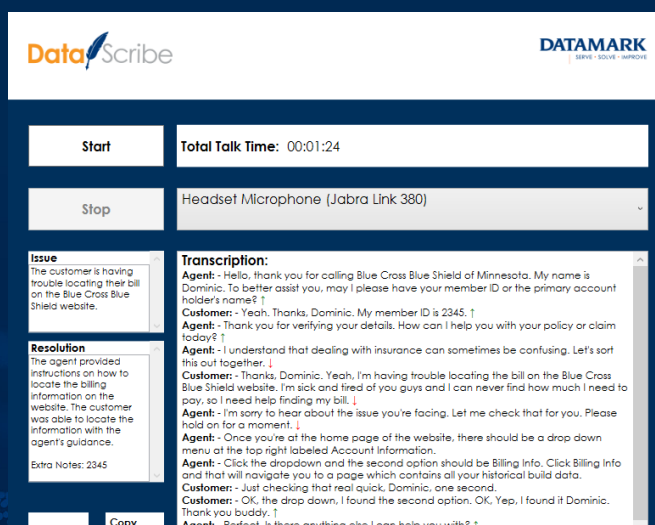
## **Topic Detection and Alerts:**

DataScribe identifies critical topics in real time, instantly alerting agents to key issues like adverse medication reactions. This enables swift escalation, enhancing efficiency and caller trust.



## **Sentiment Analysis:**

DataScribe tracks caller sentiment in real time, allowing agents to address declines proactively and enhance customer satisfaction.



# Differentiators & The ROI of DataScribe

**Real-Time Transcription and Topic Detection:** Identifies critical issues instantly, ensuring proactive responses during calls.

**Multilingual Support:** Seamlessly transcribes in one language and summarizes in another, catering to diverse customer demographics.

**Sentiment Analysis:** Provides real-time feedback to guide agents during challenging interactions.

**Pronunciation Assistance:** Improves communication by helping agents articulate complex terms effectively.

**Cost-Effectiveness:** Offers substantial cost savings by reducing agent workload and improving call outcomes compared to competitors.

## ROI:

**2.1%**

**Quality Improvement:**

Ensured consistently correct answers, boosting customer satisfaction scores.

**6%**

**Reduction in Handle Time:** For a retail client, **DataScribe** shortened average-handle-time by 6%, enabling higher call volumes without additional staffing.

**\$**

**Cost Savings:**

Reduced inefficiencies and errors, delivering significant operational savings compared to traditional knowledge base systems.

By combining these results with its cost-effective design, **DataScribe** ensures clients see tangible returns within months of implementation.

# Call to Action: Discover the Power of DataScribe

Experience the Power of **DataScribe** Ready to revolutionize your contact center with real-time transcription and actionable insights? Schedule a demo or **Proof of Concept (POC)** today to discover how **DataScribe** can:

Improve **agent productivity** and **EX**.

Enhance **call quality** and **customer satisfaction**.

Deliver measurable **ROI** and **cost savings**.

Reach out to us to schedule an AI Agent Assist Demo, or give us a call at **866-326-3920**!

A photograph of three call center agents, two men and one woman, all smiling and wearing headsets. They are in a professional office setting. The image is overlaid with a blue tint.

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