

# Case Study:

Making Al Real: Unique Differentiators of DATAMARK's Al Solution – DataScribe

DATAMARK

America's Premier Outsourcing Partner

E Contact DataScribe

### Introduction

Artificial Intelligence is transforming contact centers, but not all solutions are equal. **DATAMARK's DataScribe** stands out by leveraging Generative AI for real-time call summarization, multilingual support, and unmatched flexibility. More than automation, DataScribe delivers speed, accuracy, and cost-efficienc. It's redefining customer experience and outperforming competitors. Explore how DataScribe sets a new standard in AI-driven contact center solutions.

#### Overview of Al: Generative, Conversational, and More

There is no such thing as "General Al." Artificial Intelligence (AI) encompasses a broad spectrum of technologies that drive automation and intelligence in modern systems. The two most common AI technologies that you have likely heard of, are described below.

**Generative AI:** Focuses on generating human-like content such as text or speech based on context. It powers use cases like automatic summaries, call transcriptions, and chatbot responses.

**Conversational AI:** Designed for interactive, real-time engagement with users. It is customer-facing and interprets speech or text to provide intuitive responses, often integrating with generative AI for backend capabilities.

**Key Differences:** While generative AI creates, conversational AI interacts. Together, they enhance operational efficiency in contact centers by automating mundane tasks and enabling real-time interactions.

### **Use Cases of AI in Contact Centers**

Al is transforming the contact center landscape with new applications

• Call Summarization: Automating post-call documentation to save agents' time.

 Real-Time Transcriptions: Enabling sentiment analysis and multilingual support.

• **Predictive Routing:** Pairing customers with the best agents based on their needs.

• Virtual Agents: Handling repetitive tasks like password resets or status checks, freeing up agents for complex inquiries.

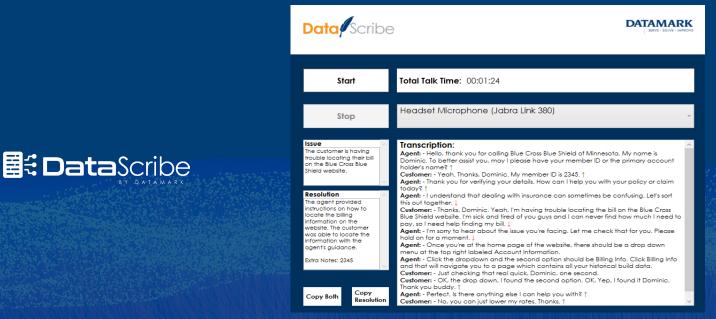
 Analytics and Reporting: Al-driven insights improve decision-making, agent performance, and customer satisfaction.

## **DATAMARK's Proprietary Al Solution: DataScribe**

**DataScribe** is **DATAMARK's** proprietary generative AI solution. It's purpose-built to optimize contact center operations by automating and enhancing call handling processes. Simply put, **DataScribe's** main job? Call summarization.

#### **Key Features and Capabilities**





#### **How It Works**

DataScribe leverages cutting-edge Azure AI and OpenAI technologies. They work by capturing audio locally on agents' desktops to ensure data security. Calls are transcribed in real-time, analyzed, and summarized using advanced generative AI models trained for contact center outcome.





## **Unique Differentiators of DataScribe**

DataScribe is unlike every other Generative Al product on the market.





**CCaaS Agnostic:** Works seamlessly across all major contact center platforms, providing flexibility and eliminating vendor lock-in.



**True Real-Time:** Delivers genuine real-time transcriptions and summaries during calls without delays.



Offers Real-Time Notifications: Flags critical information and sends alerts to agents or supervisors instantly.



Multilingual Support: Transcribes in one language and summarizes in another, catering to diverse customer bases.



Cost-Effective: Because DataScribe was built in-house; it's an extremely costeffective solution. While other vendors may charge upwards of \$50 per FTE per month, DataScribe at minimum economic scale costs us <\$5 per FTE per month.

# Data Scribe isn't



CCaaS Specific: DataScribe is not dependent on any form of external hardware or platform to transcribe efficiently.



A Security Risk: DataScribe is fully PCI and PII compliant, automatically redacting sensitive data to protect customer information and ensure compliance.



Limited to a single language: DataScribe currently supports a variety of languages, with more being added every day.



Wildly Expensive: DataScribe's cost is usage based, leading to lower operating costs, and one monthly payment.

#### Call to Action: Discover the Power of DataScribe

Experience the future of Al-driven efficiency in contact centers with **DATAMARK's DataScribe**. Schedule a demo or proof-of-concept today to see how our solution can:

Reduce average handle time (AHT)



- Improve call quality and compliance
- Enhance agent satisfaction and productivity



Learn how DATAMARK can level up your Al game by <u>scheduling a demo</u> today!

