



Making AI Real: Unique
Differentiators of DATAMARK's AI
Solution – DataSmart



DATAMARK
America's Premier *Outsourcing* Partner

Introduction

Revolutionize how your contact center operates with **DataSmart**, DATAMARK's proprietary **AI knowledge base solution**. Designed to bridge the gap between knowledge management and operational excellence, **DataSmart** addresses unique contact center challenges like decoding acronyms, offering real-time insights, and streamlining workflows. With measurable impacts on efficiency, quality, and agent performance, **DataSmart** is not just another AI tool—it is the key to unlocking transformative ROI and enhanced customer experiences.

Overview of AI Generative, Conversational, and More

There is no such thing as “General AI”. 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



Agent Assistance

AI knowledge bases tools provide quick access to complex data, improving accuracy.



Call Summarization

AI call summarization tools provide agents with an immediate summary of their call, eliminating the tedious, long, traditional after-call-work processes.



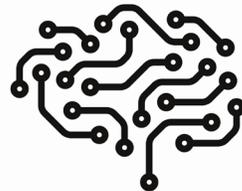
Real-Time Answering

Instant responses to customer queries reduce hold and handle times.



Multilingual Support

AI tools enable agents to handle inquiries in multiple languages seamlessly.



Use Cases of AI in Contact Centers

AI is reshaping contact centers by addressing challenges like call efficiency, knowledge accessibility, and language diversity. Use cases include:



Performance Insights

Analytics and reporting tools like Power BI offer actionable insights into agent-customer interactions.

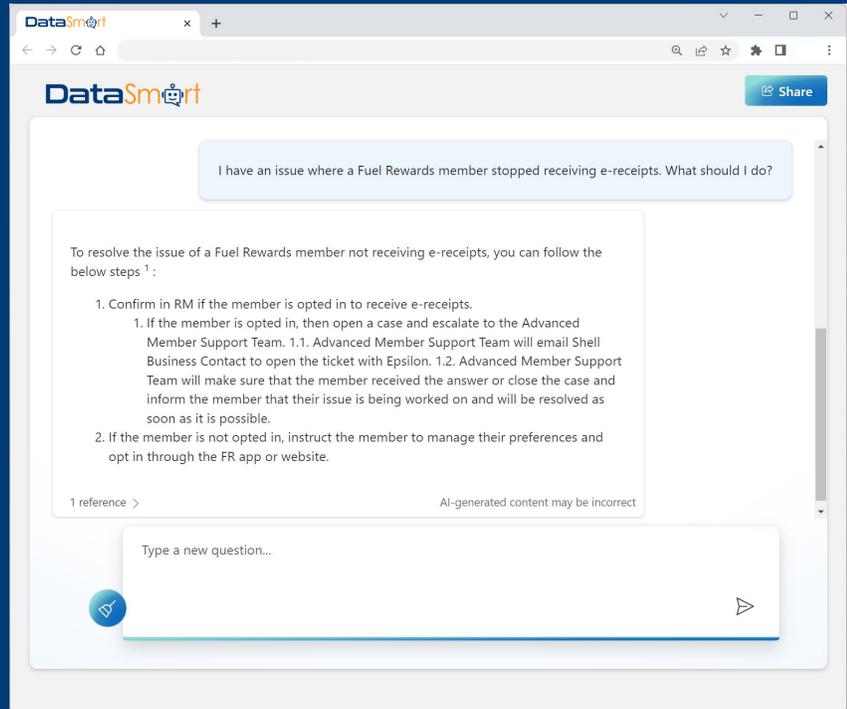
A.B.C.

Acronym Decoding

AI bridges communication gaps by interpreting industry-specific terms and acronyms in real time.

DATAMARK's Proprietary AI Solution: DataSmart

DataSmart is DATAMARK's AI-powered knowledge base designed to empower contact center agents with real-time information and actionable insights. Simply put, DataSmart's main job? **Generative AI – Knowledge Base.**



Key Features and Capabilities



How It Works

DataSmart combines Azure AI - Generative AI technologies with a unique middleware architecture (Bridging software), enabling seamless integration with contact center platforms. By leveraging AI to interpret queries and provide accurate responses, it ensures agents always have the right information at the right time.



Unique Differentiators of DataSmart

DataSmart is not like every other Generative AI product on the market. It is unique! Below are the top differentiating factors of our AI product, DataSmart!



Custom Middle-Man Feature

Decodes acronyms and industry-specific terminology, ensuring agents deliver accurate responses with confidence.



Agent Notification System

Proactively alerts agents about recurring issues or flagged topics for immediate resolution.



Data Integration Flexibility

Connects to any data source, allowing complete customization based on the client's needs.



Multilingual Support

Enables seamless interactions by processing inquiries in one language and delivering outputs in another.



Power BI Insights

Offers comprehensive analytics on questions asked, knowledge gaps, and agent performance to drive continuous improvement.



ROI and Proven Results

DataSmart does not just enhance performance—it delivers measurable ROI:

6%
Reduced Handle time

Reduction in handle time

For a retail client, DataSmart shortened average-handle-time by 6%, enabling higher call volumes without additional staffing



Quality Improvement

Ensured consistently correct answers,

2.1%
Quality Improvement

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, DataSmart ensures clients see tangible returns within months of implementation.

Unlock the power of DataSmart—book your free demo now!

Experience the future of AI-driven efficiency in contact centers with DATAMARK's DataSmart. 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

Contact Us

Ready to revolutionize your contact center? Schedule a DataSmart demo to experience AI in action!

DATAMARK

America's Premier *Outsourcing* Partner