Right Time, Right Tone:

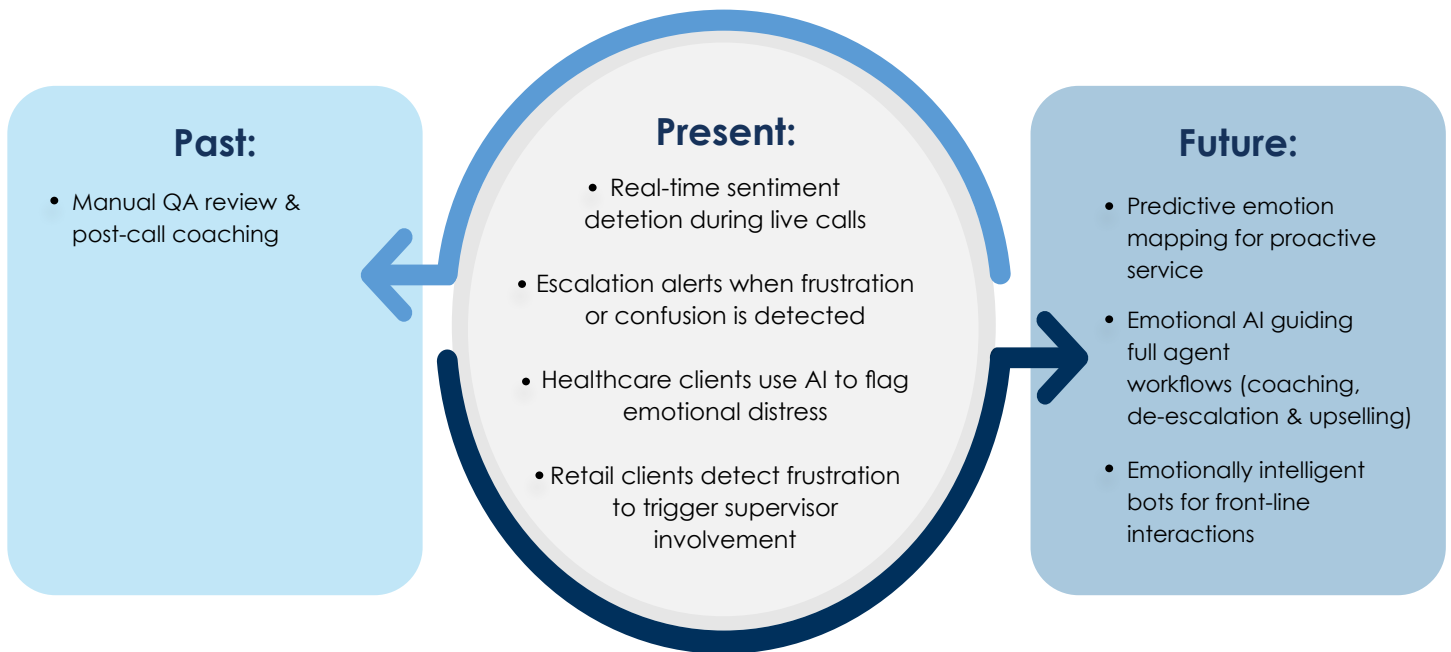## Driving Appointment Conversions with Emotional AI

Case Study

Introduction: Timing

In appointment-based customer service models, timing is everything. Research shows that most customers decide within the first few minutes of a call whether they feel confident enough to commit to an appointment or consider additional services. But agents aren't always equipped to read the emotional landscape of a conversation.
That's where Emotional AI steps in.

Speech/Text Analytics and Emotional AI
Use-Cases in Today's Contact Centers

As contact centers continue evolving, the ability to sense and act on emotional signals in real-time is becoming a differentiator. Emotional AI helps agents go beyond a script— by reading tone, identifying sentiment, and guiding action, it turns passive listening into intelligent engagement.

Past:
- Manual QA review & post-call coaching

Present:
- Real-time sentiment detetion during live calls
- Escalation alerts when frustration or confusion is detected
- Healthcare clients use AI to flag emotional distress
- Retail clients detect frustration to trigger supervisor involvement

Future:
- Predictive emotion mapping for proactive service
- Emotional AI guiding full agent workflows (coaching, de-escalation & upselling)
- Emotionally intelligent bots for front-line interactions

Challenge

A leading retail provider partnered with DATAMARK to improve its contact center's appointment setting success rate. Agents were struggling to find the ideal moment to lock in the appointment or offer an add-on service. Some pushed too early, others hesitated too long, and customers often ended the call uncommitted. The retail provider needed a way to help agents recognize emotional readiness in real time.

Solution Overview:

DATAMARK deployed Valence AI's - Emotional AI, a cutting-edge tool that detects vocal tone and emotional cues throughout a live conversation. Paired with real-time agent assist prompts, Valence was trained to alert agents when the caller's emotional alignment indicated they were open, calm, or satisfied. These were prime moments for engagement.

This allowed agents to:

- Know exactly *when* to ask for the appointment

- Understand *if* a soft upsell would be well received

- Reduce conversational misfires or missed opportunities

How It Works:

Valence listens in real-time to both the agent and the customer, analyzing vocal biomarkers to detect emotions such as trust, confusion, hesitation, or interest.

Key triggers prompt notifications like:

- "Customer tone indicates openness – suggest confirming appointment"

- "Positive sentiment detected – consider offering add-on service"

These live cues help agents confidently navigate timing and tone without scripting or guesswork.

Ready to See How Emotional AI Can Elevate Your Appointment-Setting Strategy?

DATAMARK's innovation lab can demo Valence Vibrations on real calls and show how it can:

Support
Agent Confidence

Improve
Conversions

Enhance
Customer Outcomes

Contact Us Today to Explore a Pilot or Proof of Concept

DATAMARK
INNOVATION LAB