

## Case Study:

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# Unlocking the Voice of the Customer:

Real-Time Insights with  DataScribe

BY DATAMARK

# Introduction

Contact centers generate thousands of conversations daily—each filled with valuable insight into customer needs, expectations & friction points. Yet, most of that data remains in call recordings or agent notes, never making it to the hands of decision-makers.

With DataScribe, DATAMARK's AI-powered real-time transcription & summarization platform, we unlock the full potential of these conversations, transforming raw voice data into actionable intelligence.

## AI in Action: Capturing Real-Time Customer Intelligence

DataScribe leverages Generative AI to transcribe & summarize calls in real-time, enabling agents, supervisors & CX leaders to surface patterns & trends across thousands of interactions. Unlike traditional call review processes that are manual & retrospective, DataScribe enables:

### Live Transcription:

Capture every word of a customer interaction as it happens.

### Issue & Resolution Summaries:

Calls are automatically summarized in a structured format.

### Keyword & Topic Detection:

Track trends across customer pain points, product feedback, or process breakdowns.

### Sentiment Analysis:

Detect customer tone & call trajectory to better understand satisfaction or risk.



These capabilities provide organizations with a constantly evolving stream of **Voice of the Customer (VoC)** data that can be used to improve products, processes, and the customer journey.

# Turning Transcription into Intelligence

What sets DataScribe apart is its ability to go beyond capturing words—it delivers insight. CX and operations leaders can use DataScribe to:

## Identify Emerging Issues:

Spot spikes in topics (e.g., shipping delays, product defects) before they escalate.

## Improve Coaching:

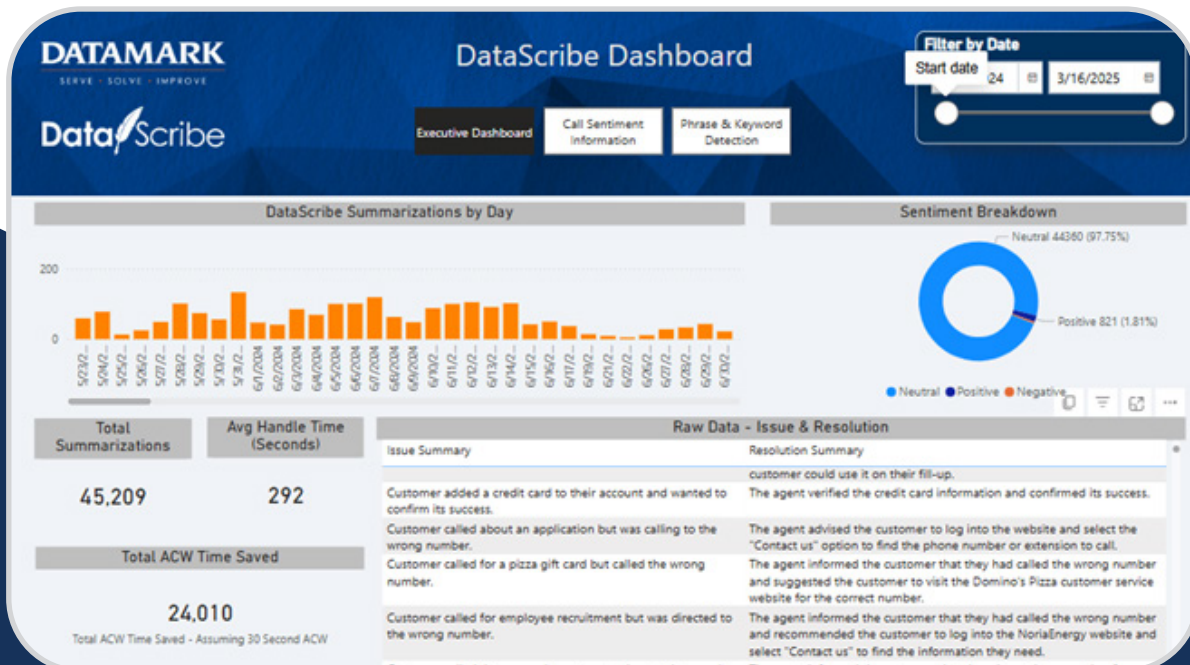
Supervisors can use real-time summaries & sentiment trends to guide agent development.

## Close the Loop with Customers:

Teams can act on feedback faster by pushing summarized insights to product or support teams.

## Understand Call Drivers:

VoC analysis helps prioritize self-service, script changes, or new agent resources.



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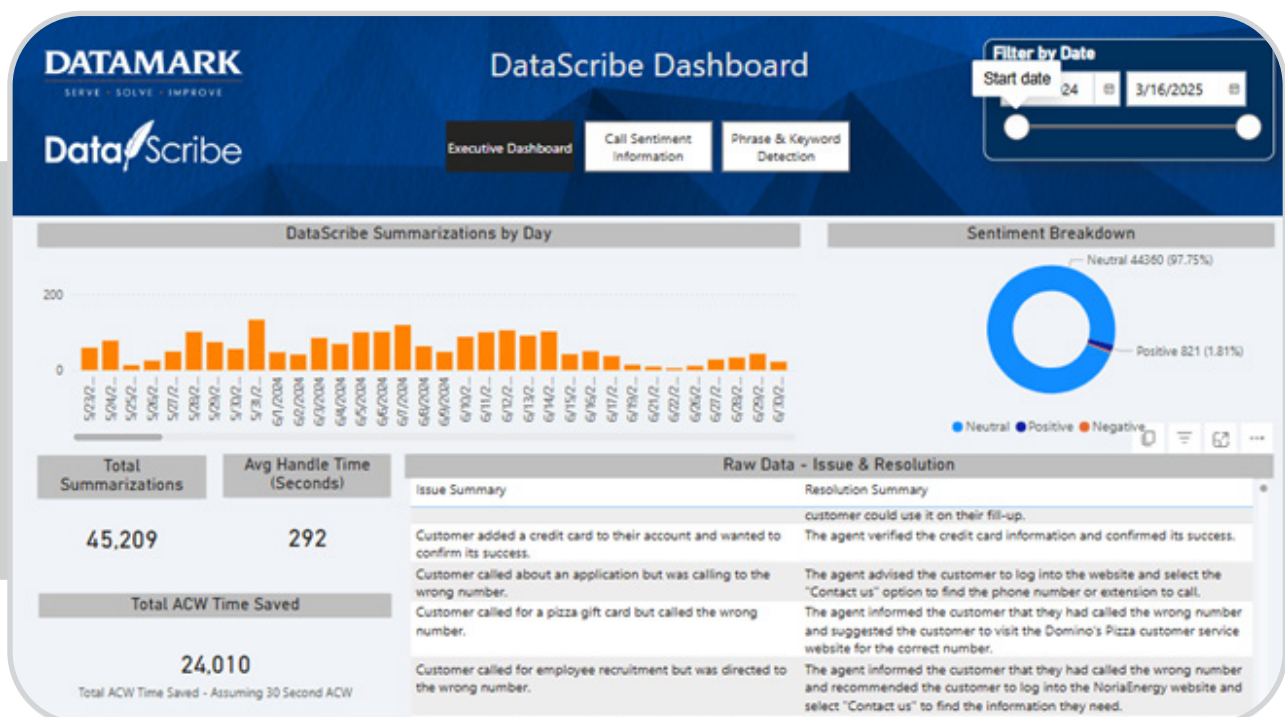
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# DataScribe in the Real World: Practical Impact

In live environments, DataScribe has delivered measurable value:

↓  
6%

reduction in **average handle time (AHT)** by eliminating need for manual note-taking

Faster  
trend  
detection

thanks to live keyword tracking across thousands of calls per week

↑  
2.1%

improvement in **call quality scores** through improved post-call documentation

Whether it's retail, healthcare, or logistics, DataScribe is helping organizations bring the voice of the customer into real-time conversations at scale, replacing the 1990s technology of online surveys.

## Discover the Power of DataScribe

Are you still reviewing customer calls one by one?  
Let your contact center speak for itself.  
Schedule a live demo of DataScribe & see how you can:



Listen at scale ●

Respond with precision ●

Make data-driven  
CX decisions faster  
than ever before ●

[Click here to schedule an AI Agent Assist Demo Now!](#)