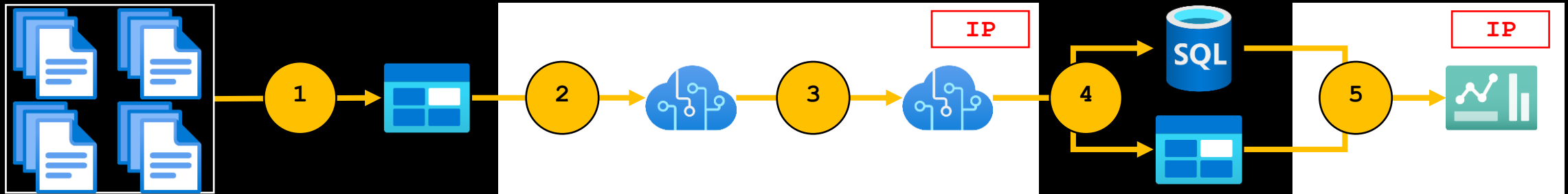


Call Centre Sentiment Analysis by BiTQ

Summary Architecture Diagram



Process:

1. Call centre conversations added to ADLS Gen 2 storage in audio format
2. Speech-to-Text Cognitive Services AI converts audio files to text format call transcripts.
3. Text Analytics Cognitive Services AI performs sentiment analyses on call transcript text
4. Call transcript text are combined with sentiment analysis results and stored in Azure SQL Server database and ADLS Gen2 storage
5. Conversation sentiment insights visualised with the Power BI analytics platform

Technologies:

- ✓ Azure ADLS Gen 2 storage
- ✓ Azure SQL database
- ✓ Azure Cognitive Services: Speech services
- ✓ Azure Cognitive Services: Text Analytics
- ✓ Power BI