Marsview Real-time Conversation Intelligence | Chat Analytics

Conversation Intelligence platforms are no longer differentiated by post-call analytics or data visualization capabilities, which are now commoditized. The differentiation has shifted to how well platforms support *real-time intelligence.* Real-time Intelligence utilizes machine learning (ML) and artificial intelligence (AI)-assisted metadata extraction, insight generation and insight explanation to help users take actions while handling a conversation with a customer. Rather than being a distinct capability, real-time insights are now infused through platforms and the communications workflow.

Marsview APIs are used by brands and contact centers to turn agents into **informed agents**. These are call handlers who expect insights to find them, often in the form of machine-generated recommendations. Using advanced AI, Marsview analyses the problem context and customer sentiment to automatically recommend insights during the conversation. For an Agent on a call with a customer, Marsview acts more like a live teleprompter providing targeted actions for a successful first-call resolution.

How to improve FCR?	By improving the FCR, you can:	Marsview offers:
☑ Automation of call notes	• Reduce call volumes by 40%	• Real-time APIs for actionable insights
☑ Skills-based routing	• Increase CSAT by 15%	• Agent coaching recommendations
☑ Real-time Insights for Agents	• Reduce customer churn	• Low-cost, low-friction implementation

UNDERSTAND THE VOICE OF YOUR CUSTOMER IN REAL-TIME

Solve your customer's problem.
The most important outcome of a customer call is the problem resolution. Marsview's purpose-built AI engine keeps track of unresolved queries and automatically alerts for prompt action during the call. [Learn More]

Empathize with your customer. Get deeper.
Understanding customer's feelings is as critical as solving their problem. Marsview helps agents understand customer sentiment from phrases, tone to take corrective measures during the call. [Learn More]

Don't waste customer's time. Seek help!
The best agents reach out to superiors for help in a timely manner. Customers call your support line because they want to save time, not waste time. [Learn More]
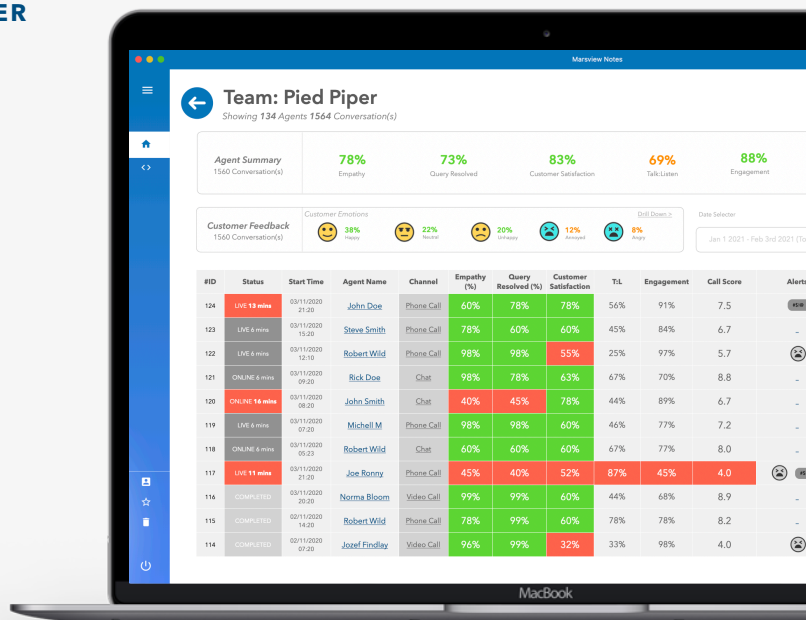
Marsview.ai Inc. is an investor backed company headquartered in Silicon Valley, CA. Marsview is a leading API provider for real-time conversation intelligence enabling organizations to provide the best end user experience.

MARSVIEW

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