

Cloud  
Interact

APOLLO

## Harnessing AI To Make Every Contact Count

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**Meet Apollo, the new data intelligence solution from CloudInteract that uses AI to help organisations deliver better customer service whilst enhancing operational efficiency and reducing costs.**

It works by categorising calls to deliver detailed insights into the nature of customer enquiries, enabling organisations to make better-informed decisions when optimising and streamlining their customer service management.

Apollo combines this with advanced features that help to enrich customer interactions. Such as biometric voice authentication to simplify the

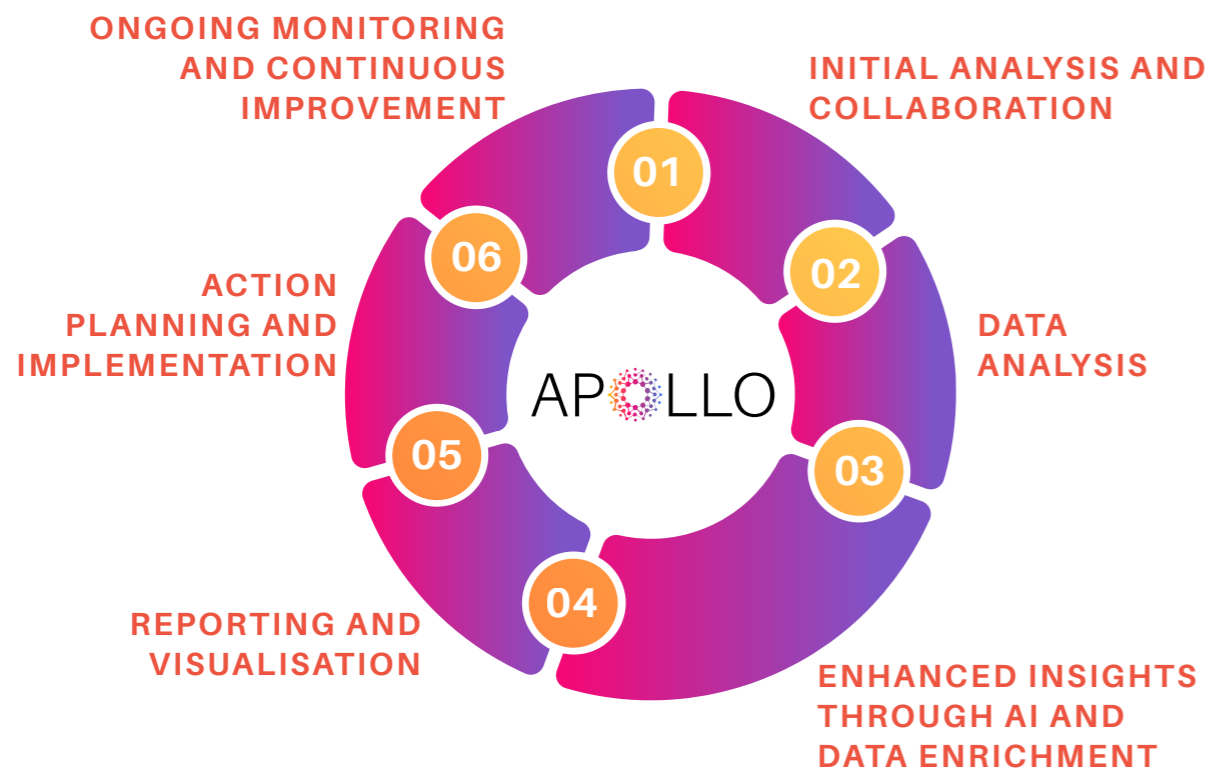
identification process and voice sentiment analysis, providing greater real-time understanding of customer satisfaction.

Apollo's iterative implementation makes it easy to deploy with minimal disruption, allowing organisations to gradually benefit from increased automation whilst minimising concerns about job displacement.

Its ability to continuously learn based on data-driven insights empowers organisations to operate in an environment of continuous improvement, making Every Contact Count on the journey towards operational excellence.



# How Apollo's Continuous Learning Cycle Works



## 01

### INITIAL ANALYSIS AND COLLABORATION:

Initially, 30 days of call data is sampled to identify preliminary call categories. These are then refined with the customer, ensuring a comprehensive classification system that aligns with the unique characteristics of the organisation.

## 02

### DATA ANALYSIS:

Call data is analysed to extract key metrics for each call. This provides a foundational understanding of call patterns, volumes, and critical touchpoints.

## 03

### ENHANCED INSIGHTS THROUGH AI AND DATA ENRICHMENT:

Using a combination of advanced data analysis techniques and AI-driven tools, Apollo extracts deeper insights by formulating targeted questions for each call. This process generates enriched data sets, offering a more granular understanding of each interaction.

#### Examples of the type of questions asked might be:

##### Call Balance:

To what extent was the conversation balanced between the customer and the agent? Was one party dominating the dialogue?

##### Sentiment Analysis:

What was the sentiment expressed during the call, both from the customer's perspective and the agent's response?

##### Resolution Status:

Was the customer's issue fully resolved during the call, or were follow-up actions required?

##### Agent Enquiry Frequency:

How many questions did the agent need to ask to address the customer's issue?

##### Call Dynamics:

Were there significant periods of silence or multiple transfers during the call?

##### Customer Identification Efficiency:

How much time was spent verifying or identifying the customer?

##### Task Optimisation:

How much time was dedicated to tasks that could have been handled through alternative channels or self-service options?

## 04

### REPORTING AND VISUALISATION:

The enriched data is presented through detailed reports that highlight trends, patterns, and actionable insights. These reports serve as the basis for informed decision-making.

## 05

### ACTION PLANNING AND IMPLEMENTATION:

Collaboratively with the customer, targeted actions are identified to enhance call centre performance and improve customer satisfaction (CSAT).

## 06

### ONGOING MONITORING AND CONTINUOUS IMPROVEMENT:

As actions are implemented, a cycle of monitoring, reporting, and evaluating progress is maintained. This iterative process allows new opportunities for improvement to be identified, ensuring sustained performance optimisation and customer satisfaction over time.



# Features & Benefits



## IMPROVED CALL CATEGORISATION:

**Apollo uses AI to automatically categorise incoming customer interactions based on their content.**

- Better understand the types of interactions you receive
- Identify and prioritise issues faster without manual intervention
- Resolve customer enquiries more efficiently and accurately
- Increase customer satisfaction
- Improve resource allocation and decision-making



## CUSTOMER SENTIMENT:

**Apollo's sentiment analysis feature examines the emotional tone of each customer contact.**

- Gain deeper insights into customer satisfaction levels
- Quickly identify customer service areas that need improvement and adapt before any damage is done



## AUTOMATE VOICE AUTHENTICATION:

**Apollo quickly verifies callers using advanced biometric voice recognition technology.**

- Takes the onus off agents to manually verify callers
- Removes a potential customer pain point from the call
- Allows the agent to focus on the actual enquiry
- Improves time to resolution and ultimately, customer satisfaction



## CUSTOMISABLE CALL FLOWS:

**Apollo helps organisations restructure and optimise call flows.**

- Get customers connected to the right resources faster
- Minimise hold times and resolve queries more efficiently



## POWERFUL INSIGHTS AND REPORTING:

**Apollo provides detailed analytics and real-time reporting capabilities.**

- Gain valuable insights from call metrics and customer interactions
- Empower better decision-making
- Drive continuous improvement



## EFFORTLESS INTEGRATION & IMPLEMENTATION:

**Apollo integrates seamlessly with existing platforms, including Microsoft, Salesforce, Cisco, Genesys, Nice, and Verint, whilst its phased implementation approach allows for gradual adoption.**

- Enables easy scalability
- Provides the flexibility to adapt your customer service operations as your business grows
- Iterative implementation allows you to gradually adopt automation and minimise disruption during transition



## USER-FRIENDLY:

**Designed for ease of use, Apollo features a simple, intuitive interface.**

- Reduce the need for extensive team training
- Users can hit the ground running immediately



## OPERATIONAL COST EFFICIENCIES:

**Apollo's capabilities increase automation opportunities whilst its cost management features assist with effective budget management.**

- Maintain high service levels with fewer human agents
- Better understand your expenditure
- Reduce operational costs



## CONTINUOUS LEARNING AND IMPROVEMENT:

**Apollo's machine learning capabilities allow it to continuously improve its algorithms and insights.**

- Continue to adapt to changing customer behaviours and needs



# Business Challenges Apollo Helps Tackle



## UNDERSTANDING CUSTOMERS BETTER:

It's not always easy to know what customers truly want, and in the past, it simply hasn't been practical to review every interaction. Without clear insights, businesses risk missing the mark in delivering what matters most to their customers.



## COST CONTROL:

Running a high-performing customer service department can be expensive. Finding new ways to deliver great service whilst keeping costs under control is always a challenge for businesses.



## UPSKILLING TEAMS:

Employees may need training to use new tools confidently. Filling these skill gaps is crucial to help teams make the most of AI and adjust to evolving responsibilities.



## FINDING THE RIGHT MIX OF AI AND HUMAN SUPPORT:

Different customers prefer different types of service - some like AI, others want to talk to a person. It's tricky to strike the right balance between the two to ensure everyone can be satisfied.



## ADOPTING NEW TECHNOLOGY:

Switching to new systems is often difficult and can feel daunting. Many businesses not only face challenges like technical issues but also have to deal with staff concerns and making sure the new technologies work smoothly with existing systems.



## COMPLIANCE:

Some industries have strict rules about how data is used and how customers are treated. Adopting new technologies while staying compliant can be a tough balancing act for organisations.



## CONSISTENT QUALITY SERVICE:

Keeping service levels high and consistent when using automated systems can be a challenge. Businesses need to monitor AI tools closely to ensure they're doing the job well.



## ADJUSTING TO CHANGE:

Moving towards increased automation can shake up how teams work. Employees might worry about how their roles will change, which can lead to resistance, uncertainty and decreased efficiency.



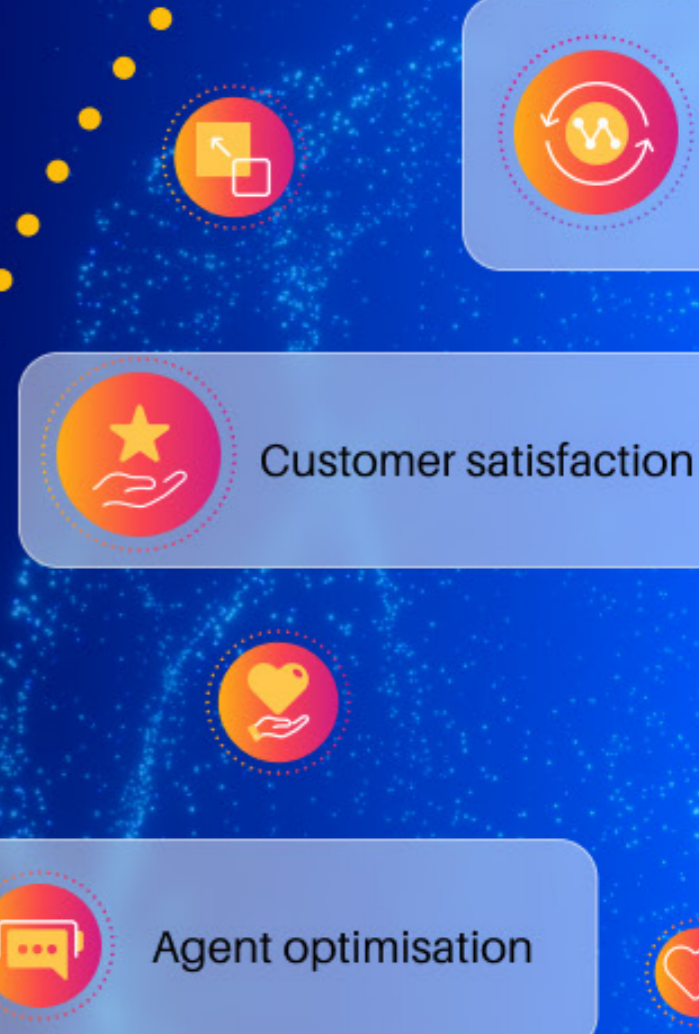
## PROTECTING CUSTOMER DATA:

With growing concerns about data breaches, businesses must ensure customer information is safe, especially when using AI tools that handle sensitive data.



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## Ready to start making Every Contact Count with Apollo?

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Let's talk!



[contactus@cloudinteract.io](mailto:contactus@cloudinteract.io)



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