Platform

kore.ai

Analytics

by Kore.ai XO Platform

Acquire. Analyze. Act.

Know Your Customers Better Than Ever!

Table of Content

Empower Yourself with Data-Driven Customer Insights

Gartner predicts that by 2025, proactive customer engagement interactions will outnumber reactive customer engagement interactions.

Gartner

No surprise! With conversational AI solutions extending to various industries and functions, conversational AI has become integral to progressive organizations' customer engagement strategies - making proactive engagements possible. Intelligent Virtual Assistants (IVAs) are the most common way to implement conversational AI to optimize your customer and employee experiences while also automating business interactions.

Today, businesses like yours deploy virtual assistants on various channels for different use cases such as transferring funds in a bank, answering customer queries in retail, submitting claims in insurance, downloading employee docs in HR, raising a ticket in ITSM, and more. Not just that, IVAs facilitate local language conversations, giving the end-users a human-like experience while optimizing their experiences.

Every single day, IVAs handle heavy volumes of customer interactions. Monitoring the performance of the IVAs based on these interactions can help in making necessary changes, enhancing the end-user experience. That said, monitoring these interactions is cumbersome, especially when handling many such interactions.

To assist the enterprises, the Kore.ai XO Platform offers multiple metrics and dashboards that help you understand your IVA performances and end-user preferences. Let's explore XO Platform's Analytics module and understand how to analyze this data to make informed decisions.

Leverage Data-Rich Dashboards and Metrics

OVERVIEW DASHBOARD ⧉

Hawk-Eye View of Critical Metrics
to understand the user behavior and IVA performance

The XO Platform offers you several dashboards to track diverse metrics. But for the leaders or decision makers wanting to look at the metrics that matter the most quickly, it becomes challenging to consume data from such diverse dashboards all at once. The Overview Dashboard solves this problem.

With the Overview Dashboard, you get an effortless and swift 360-degree view of all critical analytics from other dashboards. Be it intent identification rate, returning user data, goal completion rate, or any other metric, this dashboard presents data in pie charts and graphs, making the data understandable for better tracking and decision-making.

CONVERSATIONS DASHBOARD ⬀
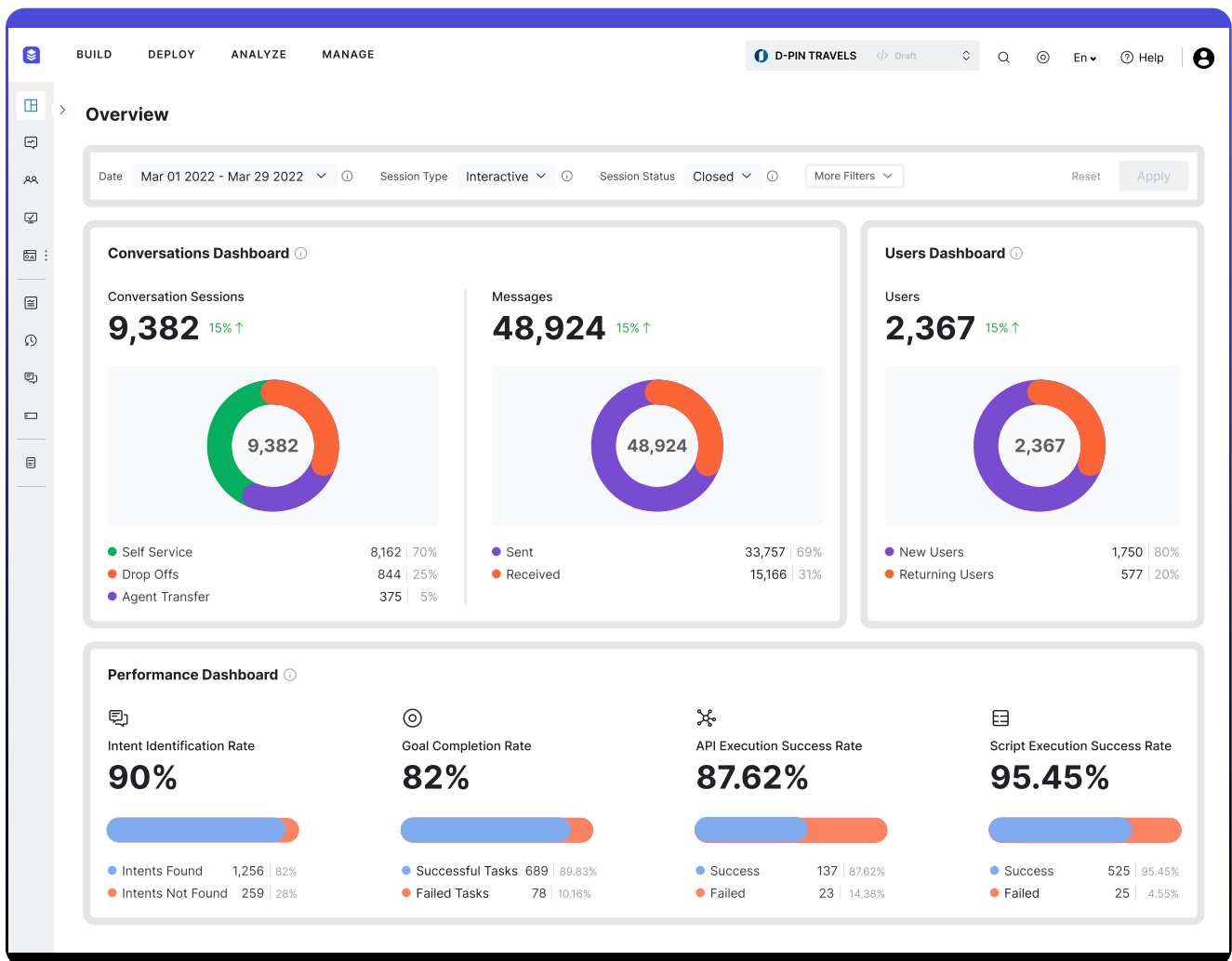
Make Data-Driven Decisions
by analyzing usage and containment metrics

The success of IVAs is not just based on the best development practices but on how efficiently it responds to end-user requests. So, understanding how the virtual assistant handles the conversations by responding or diverting them to alternate flow is essential.

The Conversations Dashboard represents the entire conversation details to help you assess IVA engagements. You get to track complete conversation sessions and the breakup of self-service, drop-off, and agent sessions.

Conversations Dashboard's Key Metrics:
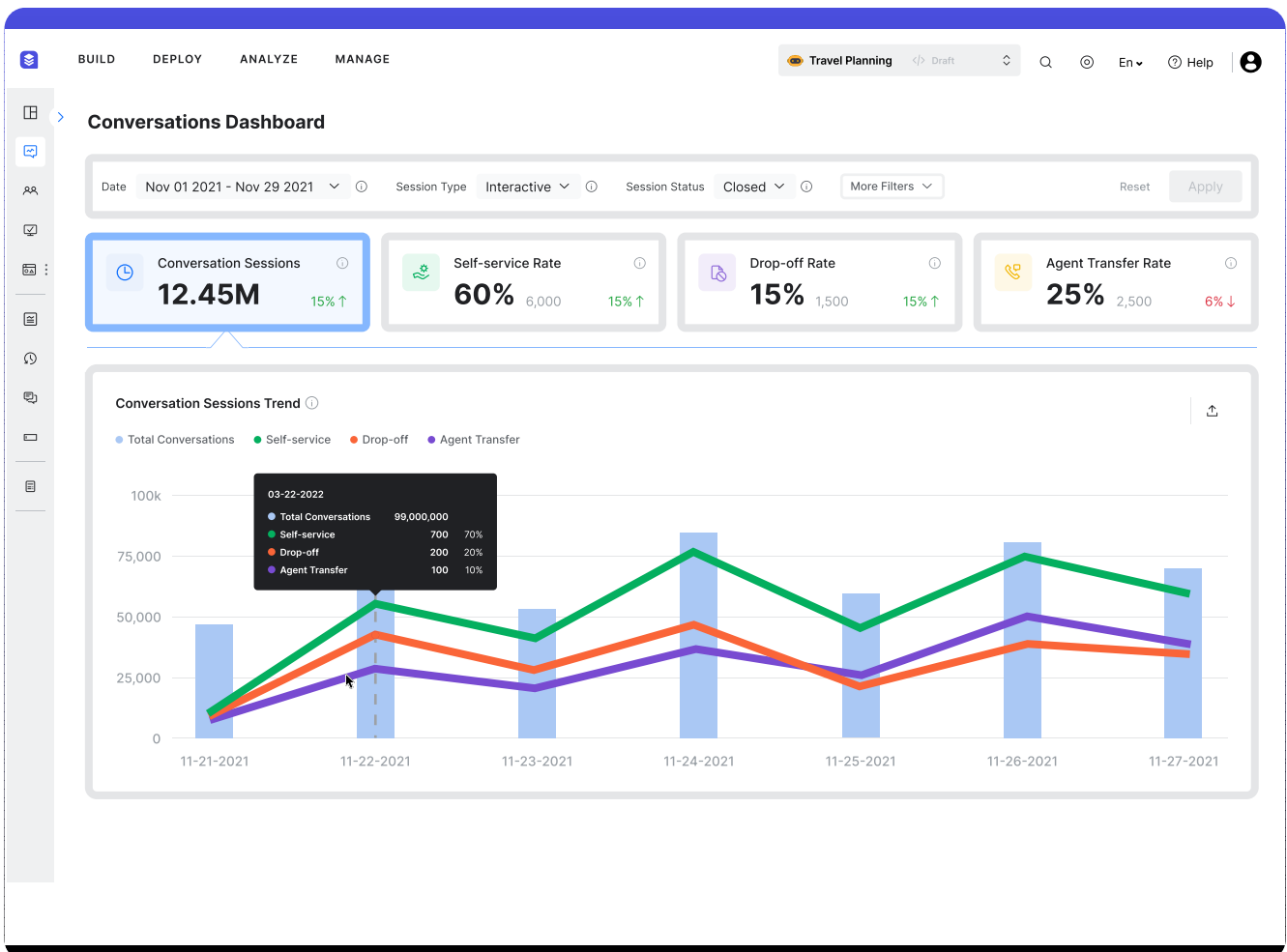
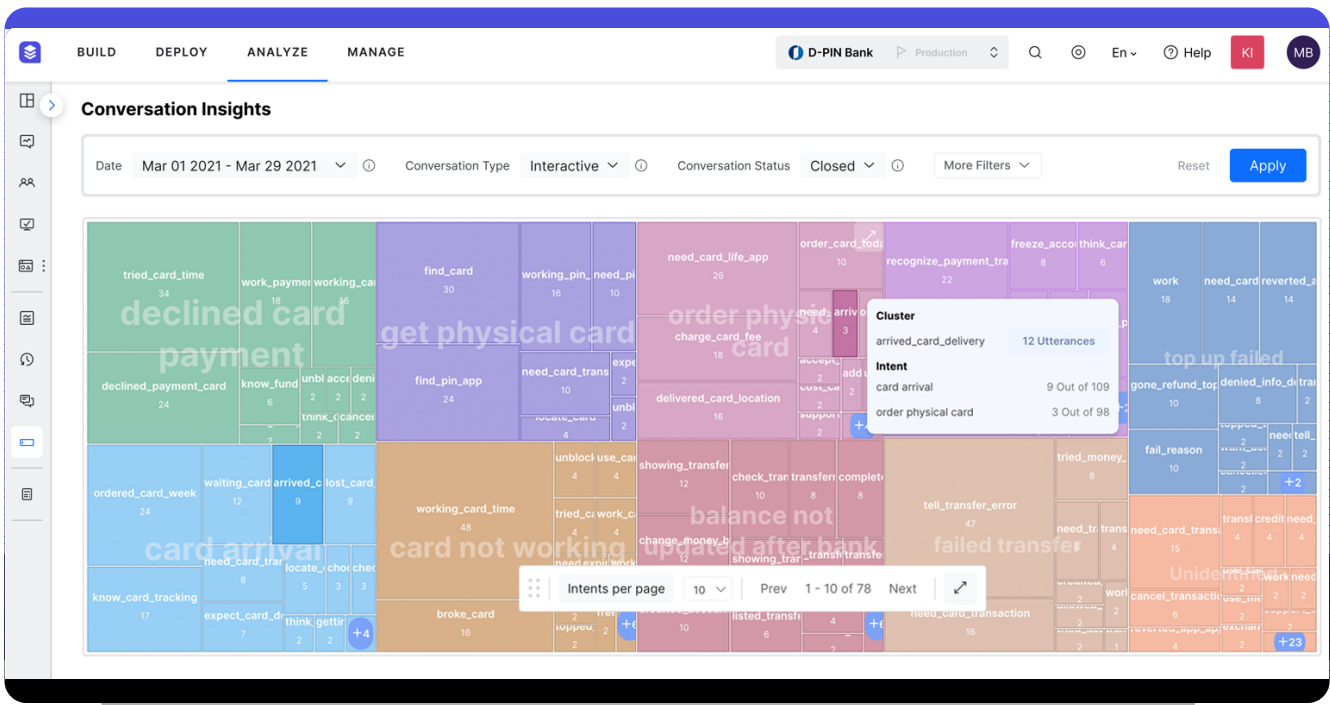| Conversation Sessions Trends	Message Trends	Channel Distribution	Most Active Hours	Engagement Analysis

Enhance the IVA Training

by uncovering false positives and negatives

Efficiently identify training issues from millions of utterances using the interactive visual map. It organizes utterances based on semantic meaning and maps to intents. Quickly review false positives, false negatives, and true negatives to either train existing or create new intents. Add follow-up actions easily to train dialogs and FAQ intents.

Conversation Insights

Discover False Positives & False Negatives

Identify Opportunities to Train New Intents

Analyze Each Utterance

Follow-up Action to Train and Add Intent

Assess User Behavior

by tracking the user interaction data

To help you get a fair idea of user engagement, you need to analyze how many users interact with the virtual assistants. The Users Dashboard gives you information on the total number of users and trends with a breakup of new and returning users.

Using the Users Dashboard, you can evaluate metrics like user trends and retention status (active and inactive). In addition, the cohort analysis plots the weekly new users and the percentage of returning users data to estimate the retention rate.
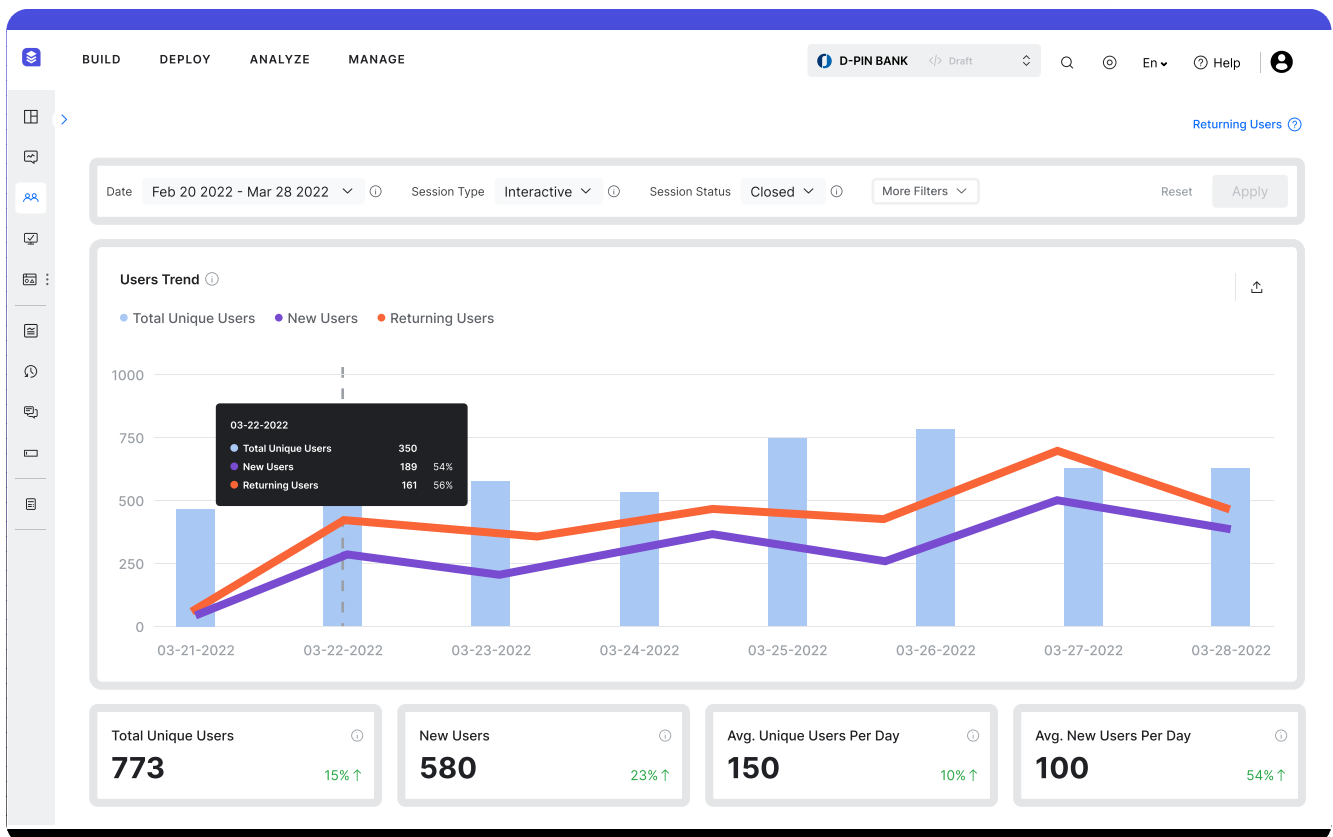
Users Dashboard's Key Metrics:

User Trends

Returning Users

Cohort Analysis

PERFORMANCE DASHBOARD ⧉

Deliver Extraordinary Experiences

by monitoring the IVA performance and executing changes

While developing a virtual assistant, we add different tasks, build workflows, configure API calls for information transfer or write a script to execute tasks. Once the VA is published, we need to understand how these perform.

To help you here, the Performance Dashboard shares insights on intent identification rate, goal completion rate, API, and script execution rate. It will help the VA designer to take necessary measures to enhance the assistant's performance further.

Performance Dashboard's Key Metrics:
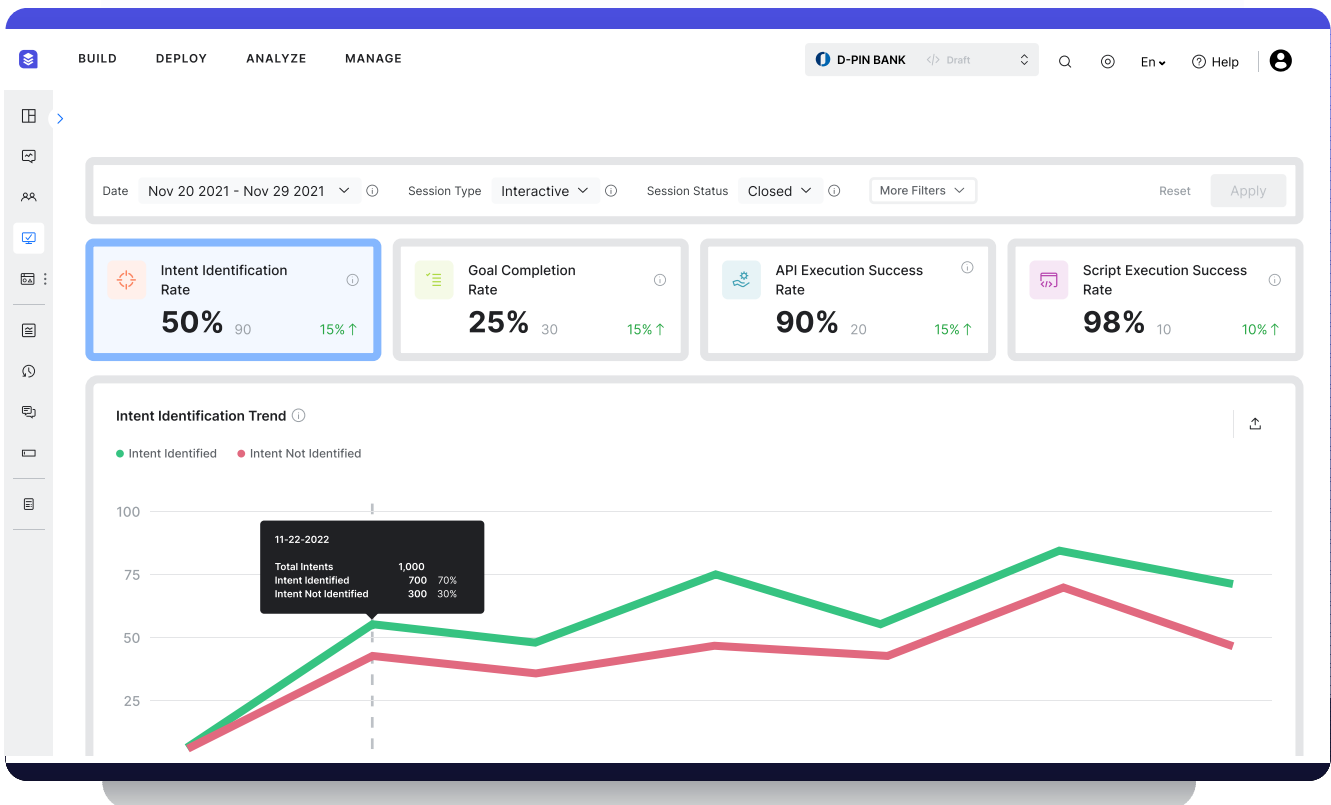
Popular Intents

Unidentified Intents

Trends

Performance

Track Business-Specific Metrics

by building custom dashboards

There are times when the metrics offered by the platform don't meet your purpose. For example, for a travel business, if you want to track the number of Gold Members booking tickets from New York to Orlando in 2022. How can you track it?

The answer is Custom Dashboard. In addition to the default, the platform lets you build custom dashboards. It enables you to monitor the business-specific KPIs. Build dashboards using built-in metrics and custom KPIs based on user demographic or context information. Configure widgets to track messages, analytics or session datasets and add them to the dashboard.
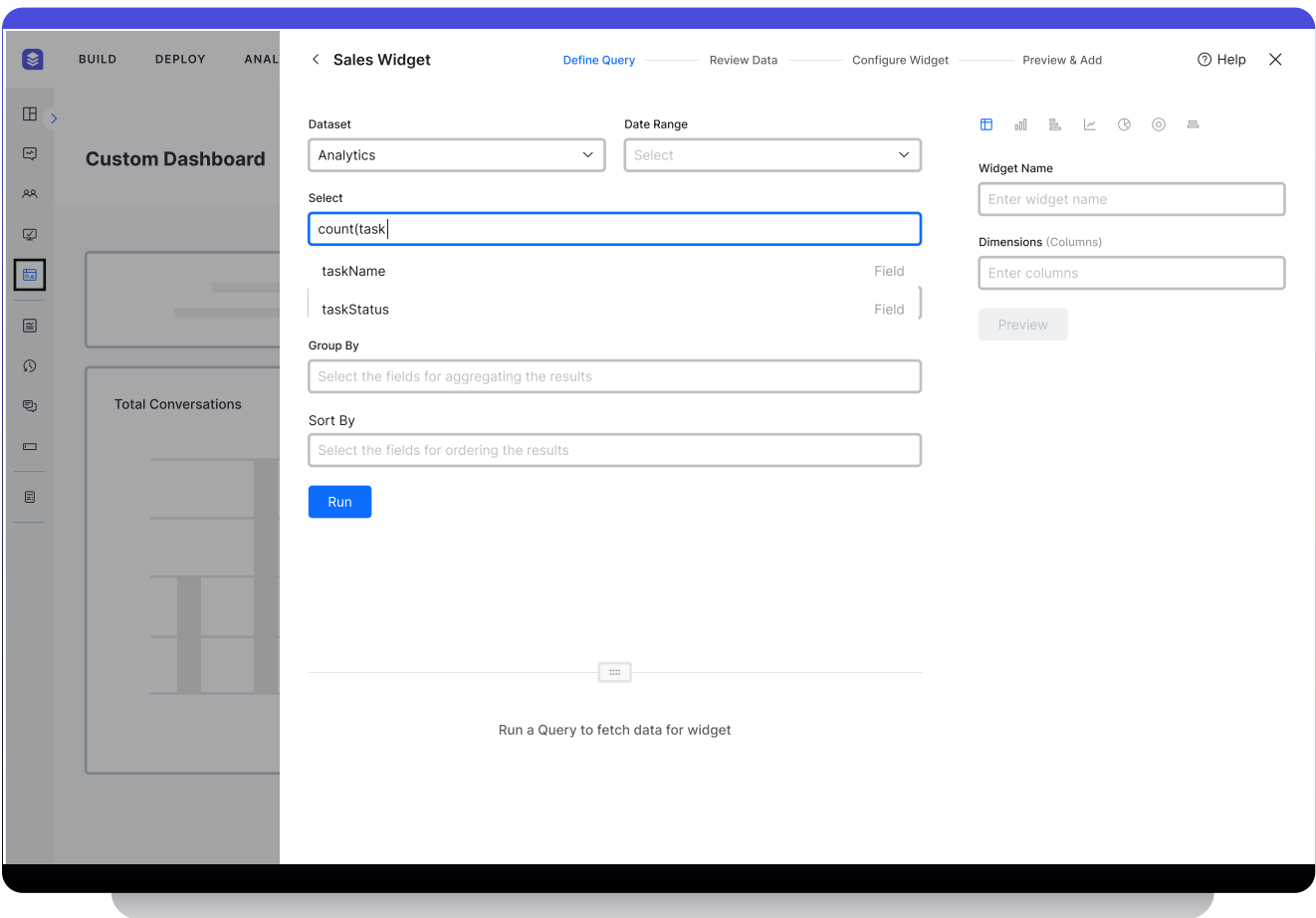
NLP INSIGHTS ⬈

Gain In-Depth Insights

into the NLP and optimize the training

Delivering extraordinary experiences is the prime goal of Intelligent Virtual Assistants on text or voice channels. An IVA embraces the power of AI; that is, it can learn on its own or through human training. However, monitoring the training quality is necessary to enhance performance.

The NLP Insights dashboard helps you understand how your virtual assistants respond to end user queries. Further, you get more visibility into the IVA performance – identified and not unidentified intents, unhandled utterances, and failed tasks.

In this dashboard, you can mark critical items, view them in the pinned tab, review the chat transcripts, and view all the scripts and API services across the VA tasks from a single window. You can also review and enhance the performance by taking corrective actions.
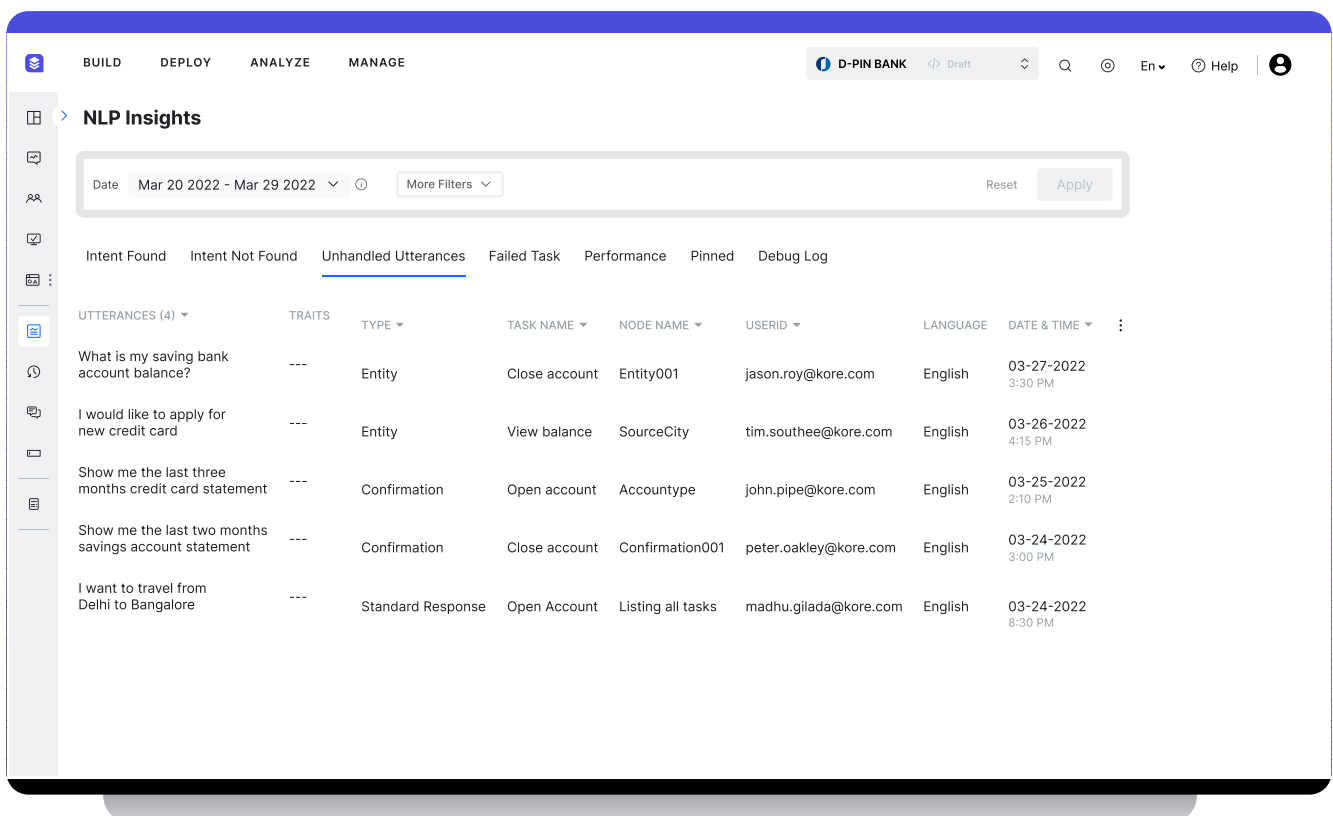
Analyze Every Interaction

by tracking the summary and chat history

Understanding when and how end-users are interacting with your virtual assistant is valuable. It will give you the power to think in your customer's shoes. But, tracking every conversation isn't practical; it asks for high human efforts. To simplify this, the XO Platform presents Conversations History Dashboard.

The conversations history dashboard offers a consolidated view of all the virtual assistant conversations, with a detailed summary of conversations flow (including the transcripts) and critical events. You can access conversation-specific metrics like: intent identification, completed and failed tasks, flow errors, duration of the conversation, time, health, and more. Not just that, if you have any improvements or suggestions, you can immediately add a label and tag your teammate to pick and resolve it.

Analytics by Kore.ai XO Platform

CONVERSATION FLOWS 🔗
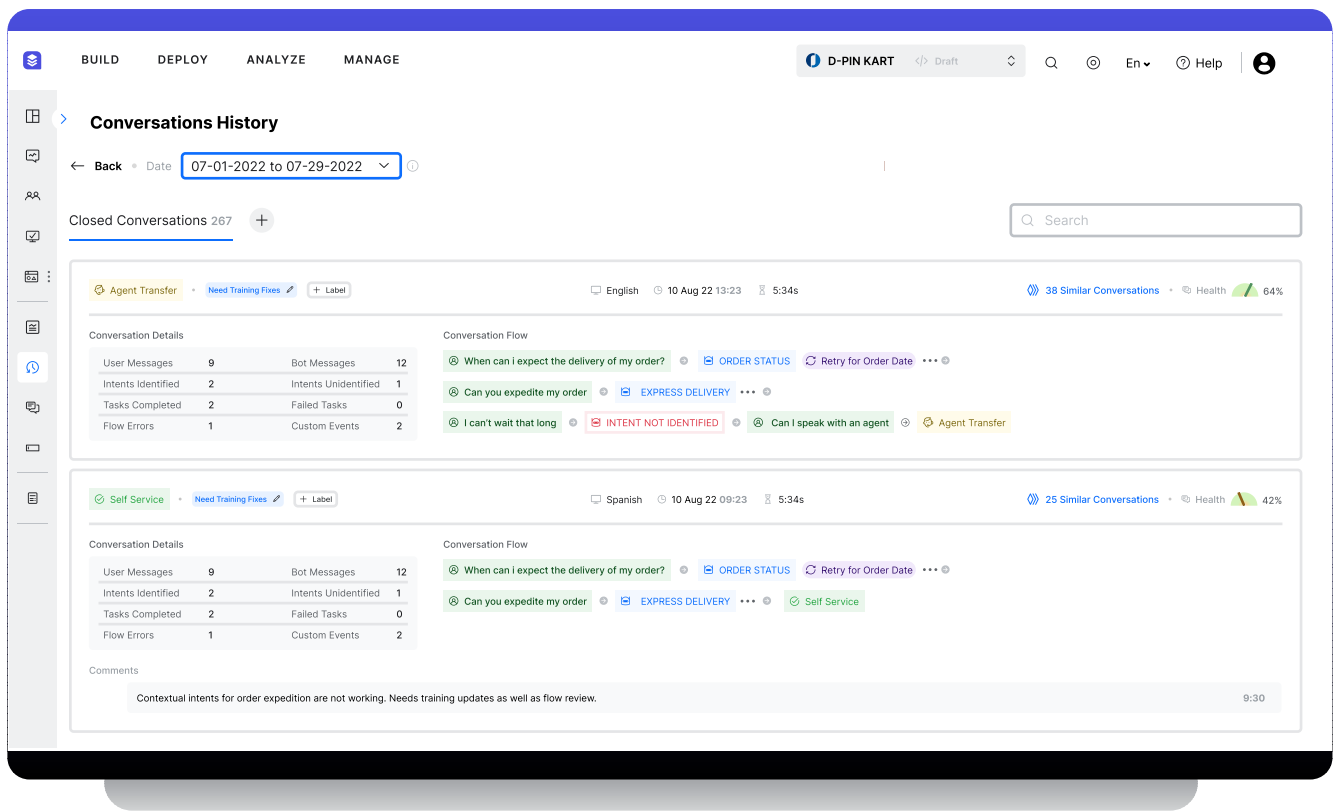
Trace User Journey

with an interactive visual representation

The Conversations Flow dashboard maps popular user paths and exit points with the session flow visualization tool. It gives you a comprehensive view of messages and tasks at a specific point in a conversation. You can even drill down to a particular user to view complete chat transcripts and debug context.
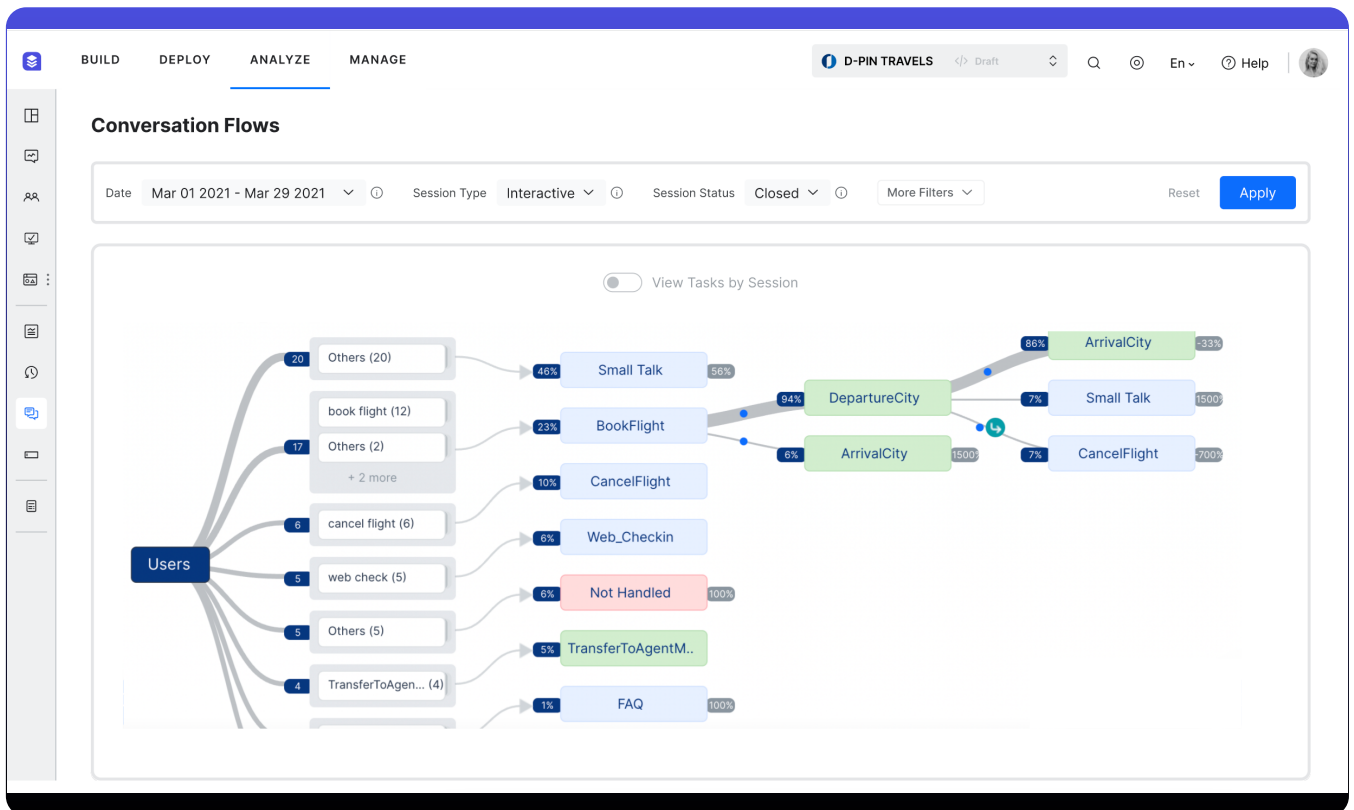
It provides the following flows -

Intent flow - Understand how virtual assistant's intents are identified and executed

Session flow - View user journeys across the different intents during execution

Transform Your Customer and Employee Experiences

Kore.ai's Experience Optimization (XO) Platform is an enterprise-grade conversational AI platform helping businesses like yours to optimize customer and employee experiences. The no-code capabilities are ideal for business users and non-developers to build AI-powered assistants to automate low-value and high-volume business interactions, with support in 35+ voice and digital channels and 100+ languages!

Wait no more, try it out!

See it for yourself how the XO Platform can be the right fit for your business needs.

Start Your Free Trial

Our Global Recognition

We have been recognized leader in

- Gartner® Magic Quadrant™ for Enterprise Conversational AI Platforms 2022
- Everest Peak Matrix Conversational ai Technology, Sep'21
- IDC MarketScape: Worldwide Conversational AI Software Platforms for Customer Service, Oct'21
- ISG Provider Lens - Intelligent Automation Solution & Services, Mar'21
- Opus Research's Decision Makers' Guide to Enterprise Intelligent Assistants, Feb'21

Kore.ai Named a Leader in 2023 Gartner® Magic Quadrant™ for Enterprise Conversational AI Platforms

Gartner does not endorse any vendor, product or service depicted in its research publications and does not advise technology users to select only those vendors with the highest ratings or other designation. Gartner research publications consist of the opinions of Gartner's Research & Advisory organization and should not be construed as statements of fact. Gartner disclaims all warranties, expressed or implied, with respect to this research, including any warranties of merchantability or fitness for a particular purpose. GARTNER and MAGIC QUADRANT are trademarks and service marks of Gartner, Inc. and/or its affiliates and are used herein with permission. All rights reserved.
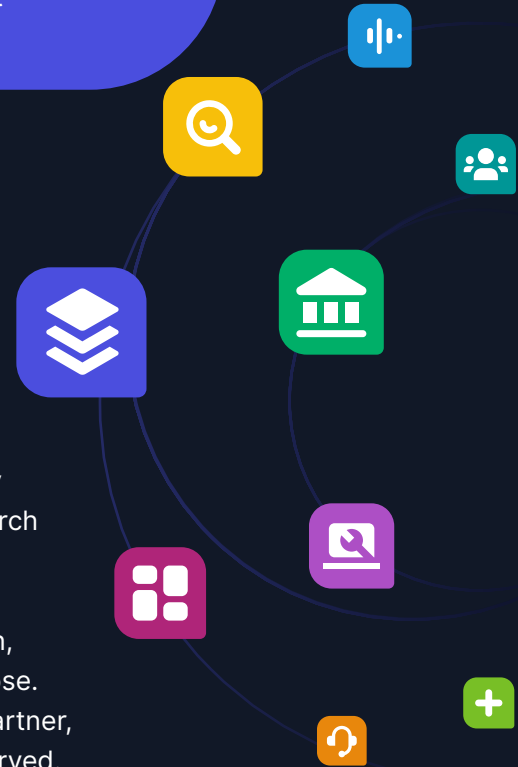
Kore.ai is a global leader in the conversational AI platform and solutions helping enterprises automate front and back office business interactions to deliver extraordinary experiences for their customers, agents, and employees. More than 200 Fortune 2000 companies trust Kore.ai's experience optimization (XO) platform and technology to automate their business interactions for millions of users worldwide to achieve extraordinary business outcomes.

7380, West Sand Lake Road, Suite 390, Orlando, FL 32819.
+1-321-420-0990 | info.kore.ai | www.kore.com

kore.ai