



# AI-enabled ML-driven Omnichannel Analytics

Boost your sales and drive better customer service, loyalty, and retention

The art of customer service has evolved over time. One of the massive roadblocks for Sales and Customer service teams is the lack of customer insights and visibility of customers' purchasing life cycles required to enhance cross-selling. Furthermore, without the right tracking of metrics and KPIs, customer-facing team cannot drive effectiveness and make informed decisions for boosting customer service touch points across various platforms.

Omnichannel Analytics empowers enterprises to offer seamless customer experience across various platforms by performing sentiment and QA analysis on agent-customer interactions, forecasting intents, and creating a unified view of the customer journey.

## Why aura365?

By leveraging the power of AI/ML, aura 365 analyses customer interactions across multiple channels and identifies factors that influence customer behavior for improving CX and devising strategies for revenue enhancement.

## What's more?

While gleaning actionable insights from various channels, including call logs- aura 365 provides a timely performance overview. With insights into daily performance and customer interactions, contact center leaders can know where they need to help customer support reps improve and initiate coaching accordingly.

## WHY aura365?



### Real-Time Analytics

Recommend personalized actions and real-time offers at every interaction and touchpoint based on customers' behavior, needs, and previous interactions



### QA Analysis on SOPs

Track gaps in SOPs and offer coaching and training agents for better customer support



### Deep Interaction Insights

Analyses customer interactions to discover deep insights, feedback, and sentiments across all communication channels



### Intelligent Recommendations

Offers specific customer insights and personalized recommendations to agents for improving uptake and acceptance



## KEY BENEFITS



## Success Story

Here's what our clients achieved with aura365



**70%**

Call-center costs saved



**3x**

Faster reach



**<60s**

Resolved customer queries

Count on us to be your analytics partner for AI-based products and solutions across



BFSI



Pharma



FMCG



Insurance



Telecom

## "The Power of a Million Voice Interactions a Day"

Next level scale in voice automation

[Know More](#)

## About Gnani.ai

Gnani.ai is a Conversational AI company with products and solutions for omnichannel automation and analytics.

Gnani.ai empowers businesses to build customer-centric Conversational AI on multiple channels. Our proprietary Speech Recognition APIs and NLP based solutions power customer support automation for leading companies in BFSI, E-Commerce, and other sectors.

Our ASR engine has been benchmarked by a leading mobile OEM to be the most accurate across all the speech-to-text engine providers for 20+ languages globally. With partners like Nvidia, Intel, and academic partners like IISc, Gnani.ai is leading the Conversational AI revolution.



[www.gnani.ai](http://www.gnani.ai)

