



## COMMUNICATION CENTER: CONVERSATION ANALYSIS

### The Power to Better Understand Your Customers

Communication Center is the one-stop destination for PestPac users to send, receive and engage with customer interactions more efficiently and effectively than ever, with instant access to past communications, customer histories and more. Now, Communication Center brings even more to the table with its newest feature: **Conversation Analysis**.

An automated tool to analyze and summarize customer conversations, Conversation Analysis uses the power of generative AI (the same breakthrough technology powering ChatGPT) to automatically present key points after each interaction. The resulting summaries save agents time and provide management with better insight into ongoing customer trends, such as frequently recurring topics and even how customers are feeling about their business overall.

#### AUTOMATED CONVERSATION SUMMARIES

- ✔ Automatically provides a bulleted summary after every interaction
- ✔ Summaries are automatically saved as notes in PestPac
- ✔ Automation significantly reduces manual effort for agents, streamlining record keeping and follow-ups

#### DEEPER INSIGHT INTO CUSTOMER SENTIMENT

- ✔ Every interaction is reviewed to analyze customer sentiment, capturing how they feel about your business
- ✔ Analyzing interactions for customer sentiment ensures you have accurate and up-to-date insight into customer satisfaction
- ✔ Perfect for showcasing team strengths as well as identifying gaps or recurring issues for monitoring and coaching

**Conversation Time stamp** → January 18, 09:02 AM

**Conversation highlights & Actions taken** → Summary

- Michael Smith reached out to inquire about the charges on his received invoice.
- Agent Patrick Jones explained the services included in the plans and addressed Michael's questions.
- Michael was initially disappointed with the service since techs didn't knock during visits but was satisfied with the quick scheduling of an inspection.
- Michael's mood improved after Patrick arranged for a technician to visit the next day.

**Key Topic Discussed** → **Topic**  
Scheduling

**Customer Feelings** → **Customer Sentiment**  
😊 Positive

👍 🗨️

Conversation Analysis is integrated directly into Communication Center at no extra charge for users and is currently available for all text-based communications, including SMS text, email and webchat. In addition, Conversation Analysis will be equipped to work with phone communications when phone calls are added to Communication Center's functionality in an upcoming release.

To learn more about how Conversation Analysis can throw your Communication Center experience – and your overall customer satisfaction and efficiency – into high gear, **contact your PestPac account manager or [REACH OUT ONLINE TODAY!](#)**