

Implementing multimodality in call centers

with Azure AI Content Understanding



Research indicates 1 in 10 enterprises have begun using generative AI in customer care and back-office customer support operations.¹

Now more than ever, call centers are using advanced capabilities to derive valuable insights from recordings and respond to customer inquiries swiftly and accurately. Azure AI Content Understanding, an Azure AI service, takes this a step further to help call center operators transform unstructured data from documents, images, videos, and audio into actionable insights that can improve the quality of call transcripts, streamline application workflows and reduce the overall cost of support operations and call center analytics.

Azure AI Content Understanding enhances call center operations:



Analyze data from multiple modalities simultaneously to significantly simplifying solution development and time-to-value.



Focus on bringing domain expertise without requiring specialized GenAI skills.



Can continue improving quality of call center insights using grounding and confidence scores.

¹The state of AI in 2023: Generative AI's breakout year | McKinsey

Call center solutions powered by multimodality

Key components

Post-call analytics

Develops a comprehensive view of call center agent performance, service quality, and compliance. Using customer interactions, you can better understand customer needs and satisfaction levels. It consists of three elements:

- Transcribing the call recording
- Analyzing the content after the call
- Summarizing the call

Asynchronous processing

Ensures quality and compliance, generates detailed reports, and identifies training needs for to improve service quality.

Near-real-time analysis

Enhances agent efficiency for follow-up tasks of completed calls like call summarization.

How it works

1

Process input

Use input data to process post-call analytics:

- Call recordings
- Call transcripts from previously transcribed calls

2

Process output

Generate results through extracted audio transcripts, including but not limited to:

- Call transcript by speaker
- PII redacted call transcript
- Identification of speaker roles, agent vs. customer
- Call, issue, and resolution summary
- Key discussion topics
- Call duration
- Talk time per speaker

3

Output storage

Store outputs into various solutions to support different use cases:

- Blob storage JSON results
- Azure AI Search to enable Retrieval Augmented Generation (RAG) scenarios
- Databases used by BI system with a focus on SQL or Cosmos DB for PowerBI



Companies like **Numonix**, are applying this capability to gain new business insights, create a differentiated customer experience, and optimize costs.

Learn more about [Azure AI Content Understanding](https://aka.ms/content-understanding) at aka.ms/content-understanding.