

High Level Goals

Benchmark

- » Identify and prioritize top reasons leading to escalation.
- » Measure impact of Failure Rate that result in escalations.
- » Organize and categorize unhandled data to identify training phrases, new uses-cases, and mishandled intents.

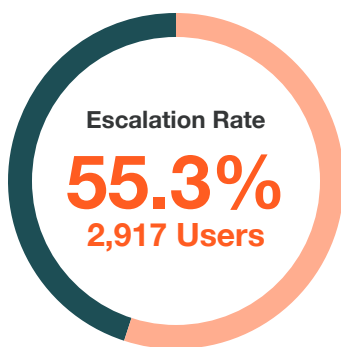
Optimization Tactics

- » Provide suggestions on copy to help reduce escalation rate.
- » Estimate Dashbot's potential to lower escalation and failure rates based on historical benchmarks.
- » Provide actionable insights in the form of training data that can be immediately applied to NLP model.

Projected Cost Savings

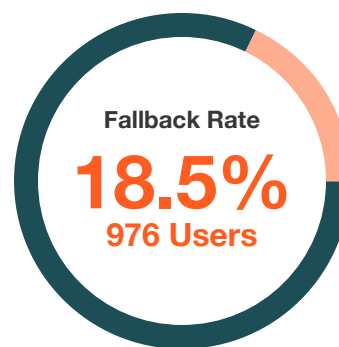
- » Provide cost savings analysis on reduction in escalation and failure rates.

Benchmark



Top Use Cases

- Account Access**
Find Email, Rest Email, Forgot Password
18.9% | 550 Users
- Billing**
9.4% | 273 Users
- Paid Confusion**
8.9% | 261 Users
- Sync Errors**
6.1% | 179 Users



Flow Analysis

Users who hit fallback and end up escalating
34.6% | 338 Users

Measured by escalation options and request agent intent.

Optimization Tactics

Suggestions to Lower Escalation Rate

- » Identify intent paths for common use cases and access the transcripts to understand underlying issue.
- » Account access related escalations.
- » It looks like the majority of these escalations are taking place due to mishandled intents.
- » User messages that don't pertain to email/password issues are getting tagged with the email/password intents.
- » Consult phrase clusters to identify mishandled intents.

Suggestions to Lower Fallback Rate

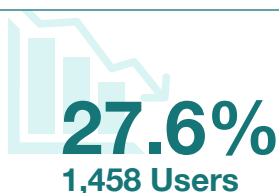
Phrase Clusters Filtered on NotHandled Utterances

- Top Use-Cases
- » Issues with Secure Internet Connection
 - » Open/Update a Support Ticket

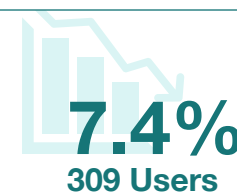
Clean / Repair Training Phrases for Mishandled Intents

- Top Use-Cases
- » Can't establish secure internet connection
 - » Cancel subscription
 - » Error, couldn't start
 - » Delete files

Projected Cost Savings



Projected Escalation Rate over 12 months
Benchmarked against Dashbot Enterprise clients



Projected Fallback Rate over 12 months
Benchmarked against Dashbot Enterprise clients

+ 135 Users contained from Escalation

\$874,000
Potential Cost Savings

\$1,810,000
Potential Cost Savings