

daisee Essence



Get to know your customers like never before

Essence is a unique feature that helps support the more efficient and purposeful use of human resources in your contact centre. We developed *Essence* as part of the daisee platform to give you an advantage when it comes to understanding why your customers are talking to you, even if that reason isn't made clear in your agents' conversations and post call summary.

Working with your call data, *Essence* overcomes human bias by using machine learning to separate key categories and their underlying drivers from general language to surface the more meaningful phrases within a call to establish the true reason for the interaction. *Essence* presents these drivers in up to 20 call categories as high-resolution call trends, visualised in a simple user interface to help you quantify trends, even the ones you didn't expect to see.

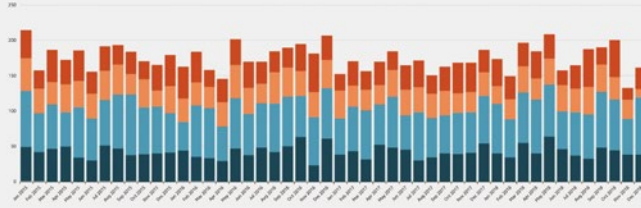
***Essence* reveals your customers' needs, allowing you to uncover the best data-driven ways to meet those needs with empathy and efficiency.**

Daisee Essence

Essence gives you the reasons behind your customer interactions.



Customer: petstore_vapour Agent: All Direction: All



STATE OVERALL HIGHS

Maryland with \$114,643.90
New York with \$112,099.26
North Carolina with \$86,088.32

PAYMENT GATEWAYS

Medicaid with \$593,497.00
Corporate Insurance with \$354,631.85
Personal Cost with \$306,738.94

STATE OVERALL LOWS

Wisconsin with \$26,352.55
New Mexico with \$35,386.33
New Jersey with \$35,991.92

PRIMARY CARE LOWS

NICU with \$16,877.16
Labor & Delivery with \$22,188.91
Ante/Post Partum with \$23,801.47

| Patient Name | Admit Date | Discharge Date | Primary Care | Function | Hospital | Discount% | Price | Length of Stay | Cost |
|---------------|--------------|----------------|------------------|-----------------|--------------------|----------------|----------|----------------|---------|
| Aaron Bergman | Jul 2, 2015 | Jul 9, 2015 | Surgical | Orthopedic | South Hospital | 8.0% | \$120.97 | 7 | \$16.30 |
| | Jul 8, 2015 | Jul 9, 2015 | Ante/Post Partum | OB Antepartum | Downtown Hosp... | 1.0% | \$2.84 | 1 | \$0.51 |
| | Nov 30, 2016 | Nov 12, 2016 | Surgical | Urology | Downtown Hosp... | 9.0% | \$55.48 | 2 | \$14.30 |
| Aaron Hawkins | Aug 16, 2015 | Aug 18, 2015 | Surgical | Ring Gen Surg | North Hospital | 6.0% | \$9.48 | 2 | \$7.29 |
| | May 27, 2016 | May 27, 2016 | Step Down | Surgery | North Hospital | 1.0% | \$80.24 | 0 | \$0.99 |
| | Oct 5, 2016 | Oct 6, 2016 | Medical | Oncology | North Hospital | 6.0% | \$15.17 | 1 | \$7.38 |
| | Feb 25, 2017 | Feb 27, 2017 | Surgical | Cardiac | North Hospital | 4.0% | \$10.98 | 2 | \$3.37 |
| | May 12, 2017 | May 21, 2017 | Critical Care | Neuro | North Hospital | 8.0% | \$6.48 | 9 | \$8.81 |
| | Oct 30, 2017 | Oct 31, 2017 | Medical | Medical Surgery | North Hospital | 5.0% | \$12.28 | 1 | \$4.86 |
| | Dec 25, 2017 | Dec 26, 2017 | NICU | Special Care | South Hospital | 8.0% | \$140.98 | 1 | \$56.09 |
| | Dec 27, 2017 | Dec 27, 2017 | Surgical | Urology | South Hospital | 10.0% | \$286.85 | 2 | \$61.76 |
| | Dec 28, 2017 | Dec 31, 2017 | Critical Care | Neuro | North Hospital | 10.0% | \$85.99 | 2 | \$9.99 |
| | | | | Medical | Medical Surgery... | North Hospital | 1.0% | \$4.84 | 2 |
| | | | Step Down | ENT | North Hospital | 7.0% | \$6.48 | 2 | \$6.60 |

Top three benefits Essence can help you unlock



01

More reliable understanding of the true intent of a call

Complement the knowledge of your contact centre agents with data-driven insights about what's driving people to call. Use these insights to improve the processes you use to engage with customers and direct them to the right outcome for them.



02

Better allocation of contact centre resources

Understanding the exact and most common reasons your customers call allows you to better direct and leverage your contact centre staff's expertise. Use call drivers to prioritise resource allocations so you can better manage average call handling time, first call resolution, agent effectiveness and more while increasing customer satisfaction.



03

Bring real customer insights to your business leaders

Essence provides you with critical, well-structured insights "in the voice of the customer", surfacing trends and areas of risk your organisation may not have been aware of. The visualisations created by daisee make this easy and practical, meaning you can regularly share updates on what's motivating your customers with other teams in the business.