

Contact Center Interaction Analytics with AWS

Finetune how customer experience
drives value

Flyer



Win Where Human Connection Matters Most

Hexaware's interaction analytics solution, powered by GenAI, empowers you to analyze customer conversations across voice, chat, and digital channels.

With AI-powered sentiment and intent detection, you can resolve issues swiftly, personalize support, ensure compliance, and make informed decisions. It features automated quality monitoring with QA-based scoring to uncover core issues, assess adherence to SOPs, and identify training needs for customer agents.

Gain deep insights into customer behavior—moving beyond just understanding the customer experience to truly understanding your customers, while delivering:

- Improved Average Handle Time (AHT)
- Enhanced Customer Satisfaction (CSAT)
- Customer agent performance improvement

🔊 Build Experiences True to Your Brand

AI-Powered Interaction Analytics

How Does it Work? In 5 Easy Steps:

1. Connect your channels

Integrate voice, chat, and digital channels to capture meaningful data on all the interactions with your brand.

2. AI analyzes speech and text

Use AI-powered transcription and natural language processing (NLP) for deep insights into all conversations.

3. Source the insights you need

Identify conversation dynamics, customer sentiment, intent, and what truly matters to customers in every scenario.

4. Visualize and monitor impact

Access post analytics dashboards to track KPIs like AHT, CSAT, agent interaction quality, and trending or relevant issues.

5. Bring delight to experiences

Coach support agents, improve scripts, and deliver great customer experiences for better business outcomes

How We Deliver Value

Hexaware's AI-first expertise delivers real impact with experience analytics in large-scale contact center transformations. From comprehensive consultations to realizing value from business outcomes, we ensure faster, actionable insights where it counts.

Better Average Handle Time (AHT)

Identify inefficiencies and streamline conversations, leading to faster resolutions and lower operational costs.

AI Insights on All Interactions

Go beyond random sampling and go deeper with 100% audit coverage across voice, chat, and digital channels.

Proactive Experience Strategies

Uncover root causes, emerging issues, and customer trends to inform service, product, and process improvements.

Comprehensive Agent Training

Monitor customer agent performance on solutions offered, conversation strategies used, and skill improvements.

Retention & Upsell Opportunities

Identify customer intent signals and buying cues to proactively drive retention strategies and opportunities.

Integration with All CCaaS Platforms

Easily connects with any CCaaS platform, enabling rapid deployment without disrupting existing workflows.

How We Deliver Value

Our Strategic Collaboration Agreement (SCA) with AWS reinforces our commitment to maximizing the potential of AWS cloud, data, AI, and apps with our trusted marketing IT consulting services.

- **10** Years as an AWS Advanced Partner
- **6550+** global AWS certifications

Built on AWS

- Amazon Connect
- Amazon Simple Storage Service (S3)
- Amazon Simple Notification Service (SNS)
- Amazon Lambda Transcribe
- Amazon Bedrock
- AWS Secrets Manager
- Amazon Quicksight

Customer Experience that Puts You Ahead

Ready to dive into how AI can transform interaction analytics? Let's chat about how we can elevate your strategies and truly understand your customers! Let us know at marketing@hexaware.com

About Hexaware

Hexaware is a global technology and business process services company. Every day, Hexawarians wake up with a singular purpose: to create smiles through great people and technology. With this purpose gaining momentum, we are well on our way to realizing our vision of being the most loved digital transformation partner in the world. We also seek to protect the planet and build a better tomorrow for our customers, employees, partners, investors, and the communities in which we operate.

With offices across the world, we empower enterprises to realize digital transformation at scale and speed by partnering with them to build, transform, run, and optimize their technology and business processes.

Learn more about Hexaware at <https://www.hexaware.com>.

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