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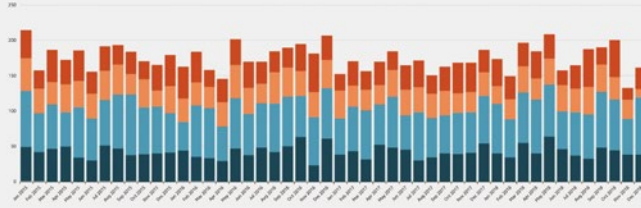
Essence reveals your customers' needs, allowing you to uncover the best data-driven ways to meet those needs with empathy and efficiency.

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.

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