

UNLOCK THE POWER OF CUSTOMER COMPLAINTS WITH GENERATIVE AI



wiimer

● The missing dot for advanced analytics

**HOWEVER, WHILE COMPLAINTS
MANAGEMENT SYSTEMS ARE ALREADY
IN PLACE IN A LARGE NUMBER OF
COMPANIES, MOST FAIL TO GET
BUSINESS VALUE OUT OF THEIR
CUSTOMERS' COMPLAINTS**



COMPANIES OFTEN MISS OPPORTUNITIES FOR IMPROVEMENT DUE TO



lack of adequate data collection



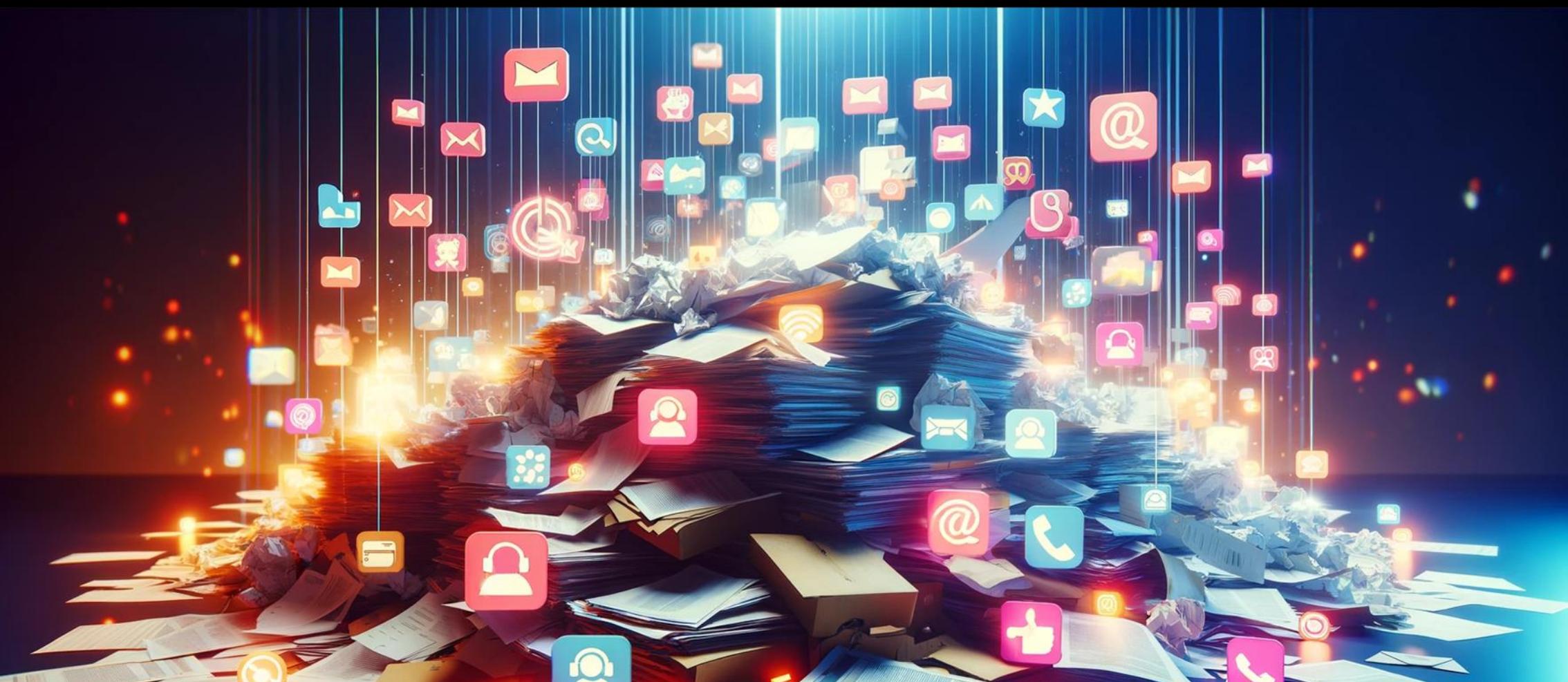
limited analytical capabilities/tools



siloed departments and data systems



poor complaint handling processes



GENERATIVE AI CAN SIGNIFICANTLY ENHANCE COMPANIES' ABILITY TO EXTRACT ACTIONABLE INSIGHTS AND BUSINESS VALUE FROM CUSTOMER COMPLAINTS



1

automatic process and categorize customer complaints

2

identify patterns that may pinpoint the root causes of recurring complaint issues

3

assess the risk of customer churn based on complaint pattern, enabling targeted retention strategies

4

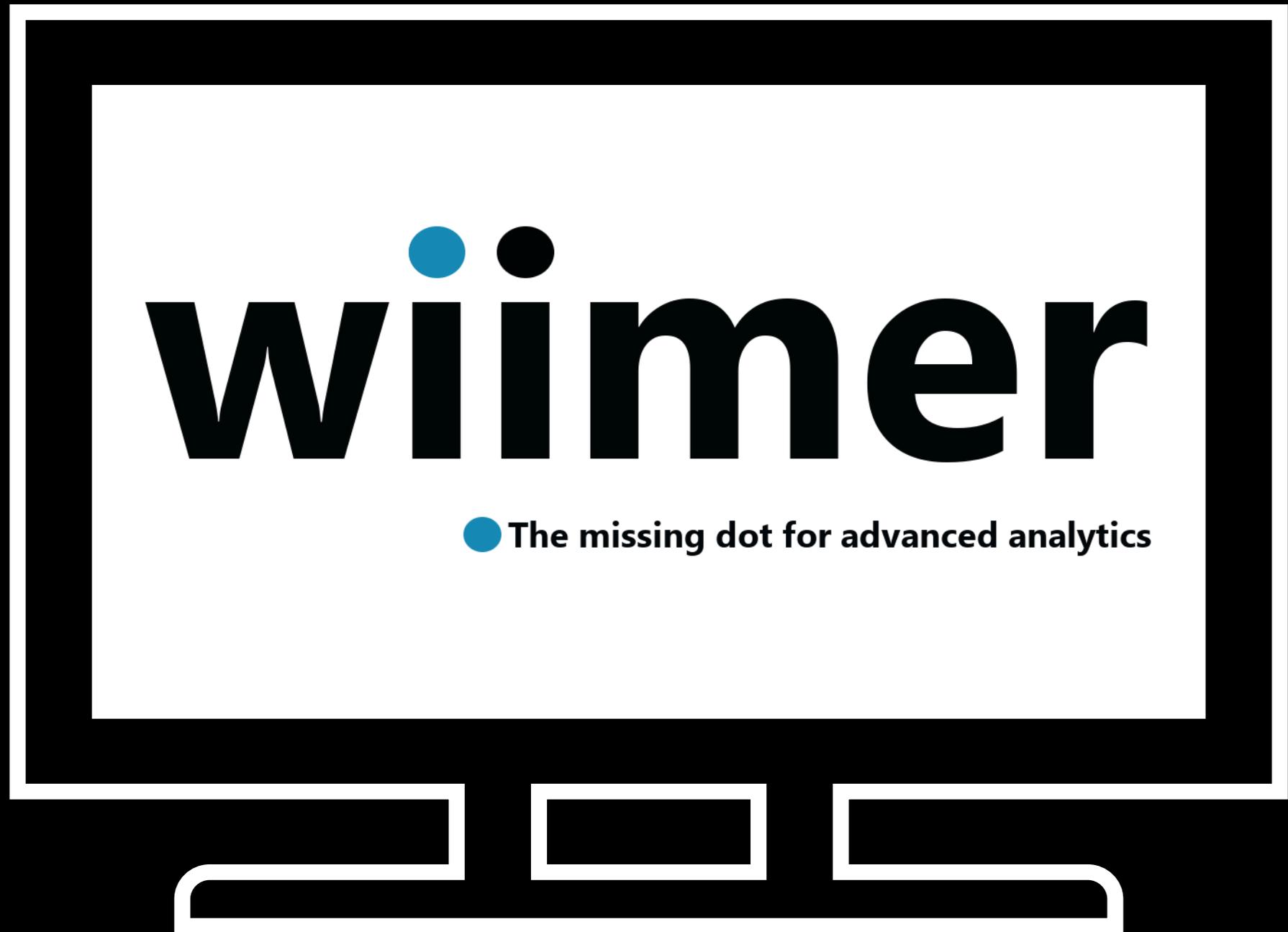
track resolution of complaints providing insights on the effectiveness of the solutions provided

5

maintain detailed audit trails of all complaint handling activities, for compliance audits and reviews



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wiimer.com/generativeai



Source of the images: ideas and prompts by Wiimer; generated by DALL-E