

## Inbound listening and expert support

A smarter, faster way to understand your customers

Most organisations only hear a fraction of what customers are really saying. Quality assurance (QA) teams review a small sample of calls and interpret them inconsistently. Reporting is rigid and can take days or even weeks. Emerging problems are often spotted too late, and sometimes only when they have become systemic issues.

This approach is slow, expensive and reactive.

Inbound listening changes that. It leverages AI not for one small function but across every customer interaction, across every channel, as it happens. You get a clear, real-time view of what's going on without waiting, guessing, or relying on incomplete data.

### Inside the solution

Inbound listening captures and analyses 100% of customer activity, including voice, email, chat, and social media conversations, in real-time. It will help you understand what's happening in your contact centre and beyond, so you can take action sooner and with absolute certainty.

It's a practical way to reduce costs, improve service and stay ahead of risk. Business cases will write themselves!

### What inbound listening makes possible now

| Yesterday                                                                           | Today                                                                                                           |
|-------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------|
| Human being QA on a small sample of calls                                           | 100% of interactions consistently analysed and for LESS investment                                              |
| Manual effort reporting and constantly working around limitations in rigid formats  | Highly configurable reporting on everything you need measured                                                   |
| Inefficient and ineffective attempts to understand why customers are contacting you | Instant visibility into why customers are getting in touch                                                      |
| Unclear and inconsistent reporting on agent performance                             | Every conceivable performance metric is available at the touch of a button for every agent, team and department |
| Waiting weeks or months to identify emerging trends                                 | Early detection and faster response                                                                             |
| Contact centre seen as a cost                                                       | Contact centre becomes the beating heart of CX, where profit will follow                                        |

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## Results you can expect



### Reduce costs

Reduce operating costs by automating QA and leveraging AI agents to handle repetitive tasks.



### De-risk

Mitigate risks in real-time. Capture and address compliance breaches, fraud patterns and churn threat.



### Grow revenue

Surface untapped revenue opportunities and trigger personalised offers automatically.



### Elevate the CX experience

Deliver faster, consistent, and more personalised experiences in any channel, any language, 24/7.

## Learn more

We're not just providing a tool; we're providing a solution. We will support you through implementation, optimisation and making tangible improvements to the customer journey.

With over 20 years of experience, we understand the value of happier, more loyal customers, more engaged employees and better outcomes for your organisation and its stakeholders.

Get in touch to book a demo and discover how inbound listening helps reduce costs, lift performance and improve customer experience.



[insync.com.au/customer-experience/ai-enabled-cx-automation](https://insync.com.au/customer-experience/ai-enabled-cx-automation)

Contact us today to learn more  
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