# **Why your customer conversations are your most underused CX asset.**

When contact centres talk about improving customer experience, the conversation often turns to new tools, new journeys, and new metrics. But in the search for the next big thing, there’s one powerful resource that’s often overlooked: **the conversations you’re already having.**

Every call, chat, and email with a customer holds valuable insight. From frustrations and repeat issues to what’s working well, these interactions are full of the real, unfiltered voice of your customer.

But most organisations simply aren’t using it.

**Most conversations go unanalysed**

Let’s start with the numbers.

Every day, contact centres handle hundreds, sometimes thousands, of customer interactions. But according to industry data, only 2–5% of those conversations are ever reviewed. The rest? They’re either tagged manually (and inconsistently), stored in long transcripts, or simply forgotten.

And even when interactions *are* analysed, 66% of organisations still rely on manual methods, like listening back to calls, tagging conversations by hand, or scanning through emails for keywords.

That’s a huge time investment. And with limited sample sizes and inconsistent tagging, it’s often not enough to give a full, reliable picture.

**Conversations are a CX goldmine, if you know where to look**

Think about the insight your team could uncover if you had visibility into 100% of your customer interactions:

* Which issues are driving repeat calls
* Where customers are getting stuck
* How sentiment shifts during conversations
* What great conversations have in common

This is insight that goes far beyond survey scores. It’s detailed, specific, and directly tied to your customers' own words.

And when used well, it can have a serious business impact. Customer spending increases by up to 140% after a positive experience, according to [Deloitte](https://www2.deloitte.com/content/dam/Deloitte/us/Documents/process-and-operations/us-cons-the-true-value-of-customer-experiences.pdf). And personalisation alone can drive a 10–15% revenue lift, according to [McKinsey](https://www.mckinsey.com/capabilities/growth-marketing-and-sales/our-insights/the-value-of-getting-personalization-right-or-wrong-is-multiplying).

The opportunity is right there in the data. The challenge is extracting it, consistently, accurately, and at scale.

**So, why isn’t it being used?**

It’s not a lack of interest. Most CX and contact centre leaders *want* this level of insight. In fact, 68% say A-powered conversational analytics are critical for improving service quality. But traditionally, the only way to get it was through hours of manual work, listening to calls, reviewing transcripts, and tagging topics by hand.

That kind of process is hard to scale. It eats into time that could be spent coaching, improving processes, or supporting your team. And it’s why many contact centres end up analysing only a small sample of calls, relying on gut instinct for the rest.

**How AI-powered insights are changing the game**

Modern solutions, like conversational AI and conversational analytics tools, are now making it possible to access the kind of insight teams have always wanted, but without the time drain that’s held them back. With AI doing the heavy lifting, teams can now analyse all their customer interactions, instead of relying on a small sample or gut instinct.

More importantly, this doesn’t require overhauling your existing workflows or investing in a complex tech stack. Solutions like Puzzel’s Conversational Intelligence, for example, are designed to fit into your daily operations and support your agents, not replace them.

And it's not just about measuring call quality, it's about uncovering the *why* behind repeat contacts, long handling times, or inconsistent service. And it gives your team the clarity to act on those insights right away.

**Here’s how works:**

* Calls are automatically transcribed and summarised
* Key topics and themes are tagged using AI
* Customer sentiment is tracked across every interaction
* Coaching opportunities **Conversational Intelligence**are flagged based on real calls

That means your team gets a clear view of what’s happening in customer interactions, without listening to hours of calls or digging through spreadsheets.

**What AI-powered insights look like in action**

One contact centre using Conversational Intelligence saved 400 hours per month simply by eliminating manual analysis. That time was redirected into coaching, support, and strategic improvements, leading to faster service and happier agents.

Another team used insights from AI-tagged calls to identify just three recurring issues behind the majority of their repeat contacts. Once addressed, both customer satisfaction and resolution times improved significantly.

**The takeaway? Start with the conversations you’re already having.**

You don’t need to guess what your customers are thinking.

You don’t need to rely on occasional surveys or small sample sizes.

And you definitely don’t need to ask your agents to do even more.

What you need is a clearer view of what your customers are already telling you, in their own words, every day.

Your customer conversations are one of the most valuable tools you have.   
With the right insight, they can help you improve service, support your team, and make smarter, faster decisions.

**Frequently asked questions**

What is conversational analytics?

Conversational analytics is the process of extracting meaningful insights from customer interactions using AI. It involves analysing transcripts, identifying recurring topics, measuring sentiment, and flagging coaching opportunities, giving contact centre leaders a clearer understanding of what’s happening across customer conversations.

What is conversational AI, and how is it used in contact centres?

Conversational AI refers to technologies that can understand, process, and respond to human language. In contact centres, it’s used to analyse customer conversations across calls, chats, and emails. Tools like Conversational Intelligence automatically transcribe and tag interactions, helping teams surface trends, track sentiment, and improve service without needing to review calls manually.

How can conversational AI help reduce call handling time?

Conversational AI provides automated insights into what’s causing long or repeat calls. By identifying friction points, knowledge gaps, or confusing processes, teams can make quick improvements that help agents resolve issues faster, leading to reduced average handling time and a better customer experience.