

Conversation analysis ###Chat*



Sentimenti

###Chat* - anonymized leading provider of user-operator and chatbot-user-operator communication solutions

Methodology

Database: record of 100 conversations involving visitor, agent and chatbot

Research tool: Multilang regressor using proprietary emotional analysis program "Sentitool,,

Comparative analysis: compilation of data on the intensity of emotions expressed by participants in each interview vers. average level of emotion established for each type of participant. The average level of emotion was established on the basis of 100 analyzed conversations. The analysis included 2 emotions (anger, trust), which are the most significant for the quality of the conversation and whose pronunciation is even intuitively defined for each recipient.

In charts showing the level of intensity of emotion:

- color ● was assigned to the participant visitor
- color ● was assigned to the participant chatbot
- color ● was assigned to the participant agent
- color ● was assigned to the average value of the intensity of each participant's emotion.

Conversation flow:

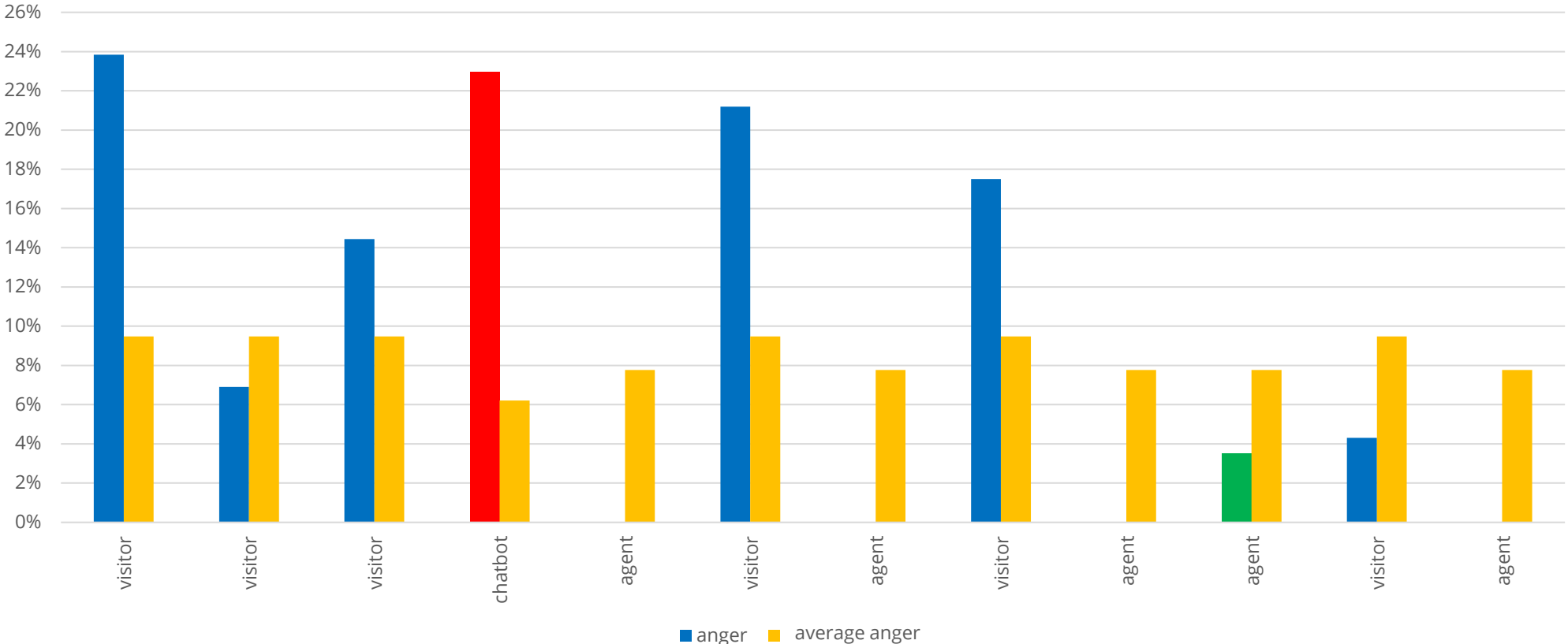
Illustrates a graph showing the %% deviation of the intensity of the emotions of anger and trust from their average levels with each participant in the conversation.

Conversation 1

visitor	lead capture form? Or where does the clients info go before entering chat? They put their name and email in but then....the chat doesn't always show a name or email. Can someone choose to not put that info in and still chat? If they do put the info in- where does that info get stored?
visitor	Support questions
visitor	Talk to agent
chatbot	Sure! Someone will be with you in a sec
agent	Hi, nice to see you here. How can I help you?
visitor	Hello! lead capture form? Or where does the clients info go before entering chat? They put their name and email in but then....the chat doesn't always show a name or email. Can someone choose to not put that info in and still chat? If they do put the info in- where does that info get stored?
agent	Pre-chat form is displayed before the chat starts, you can make fields like name and email required fields. This can be done in Settings > Forms > Pre-chat form or follow this link: [URL][DOMAIN_NAME] (Remember that only Admins and Owner have access to this section)
visitor	Thank you. And then where does this info go to be stored? Like how can I access it after the chat is closed?
agent	It's stored in the chat, you can review it in the Archives section. In Business plan you get access to Export Raw Datta report where pre-chat and post-chat answers are included alongside other useful information like location etc. You can take a look at the short video explaining how our export raw data report works: [URL][DOMAIN_NAME] Additionally, you can extract your chat transcripts using our API: [URL][DOMAIN_NAME]
agent	which also includes information from pre and post chat form and more
visitor	Thank you!
agent	You are very welcome!

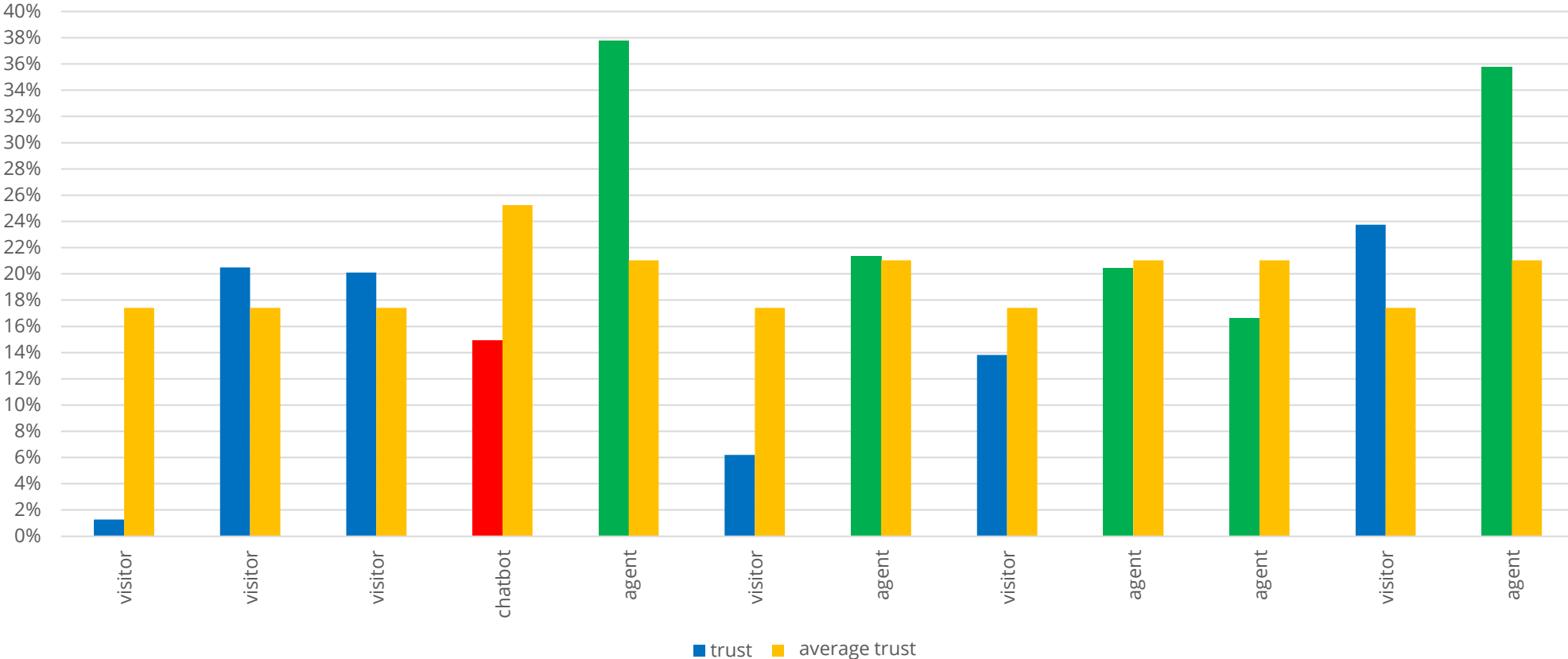
Intensity of emotion

VISITOR / AGENT conversation 1

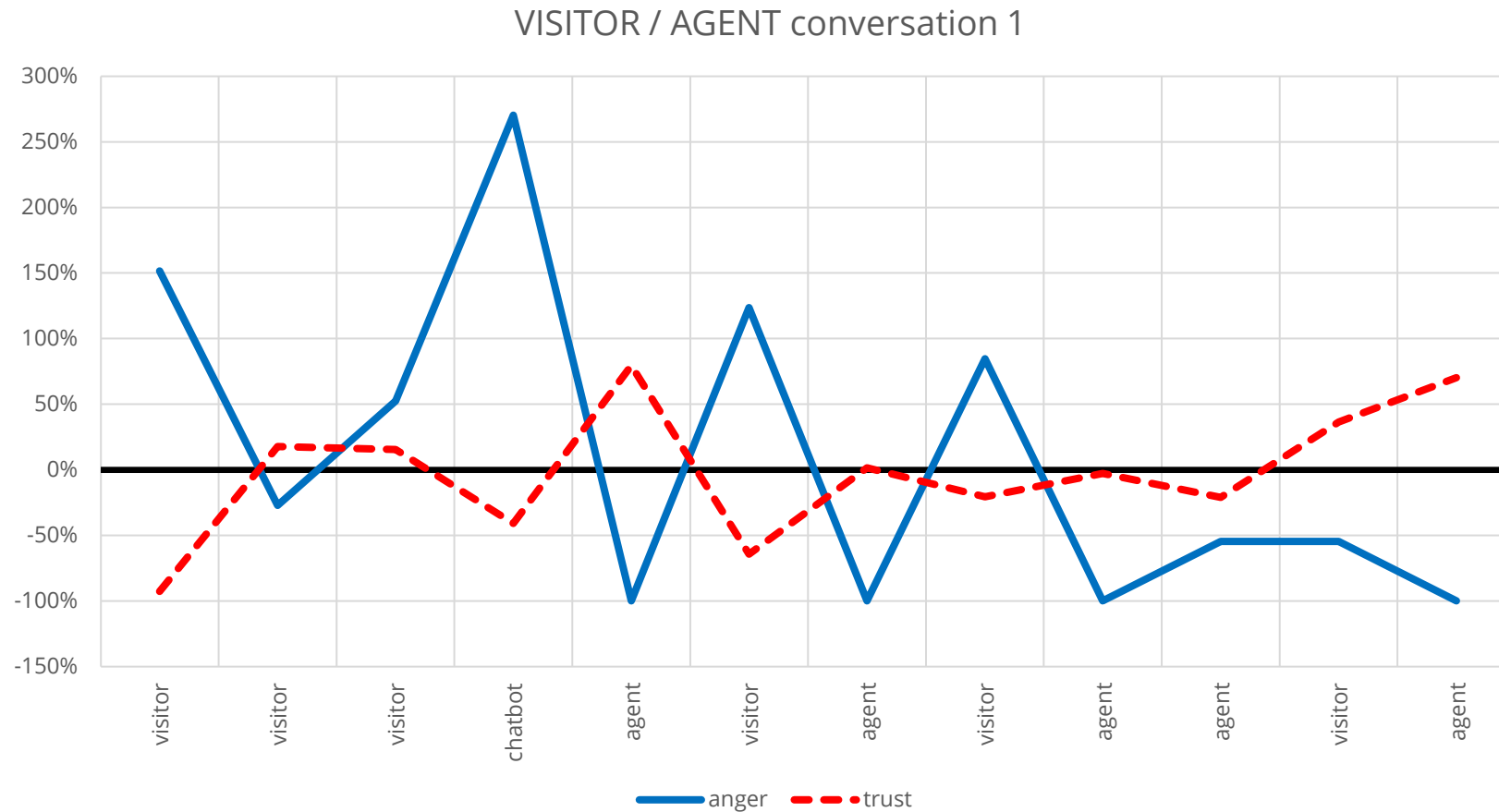


Intensity of emotion

VISITOR / AGENT conversation 1



Course of conversation



Conclusions:

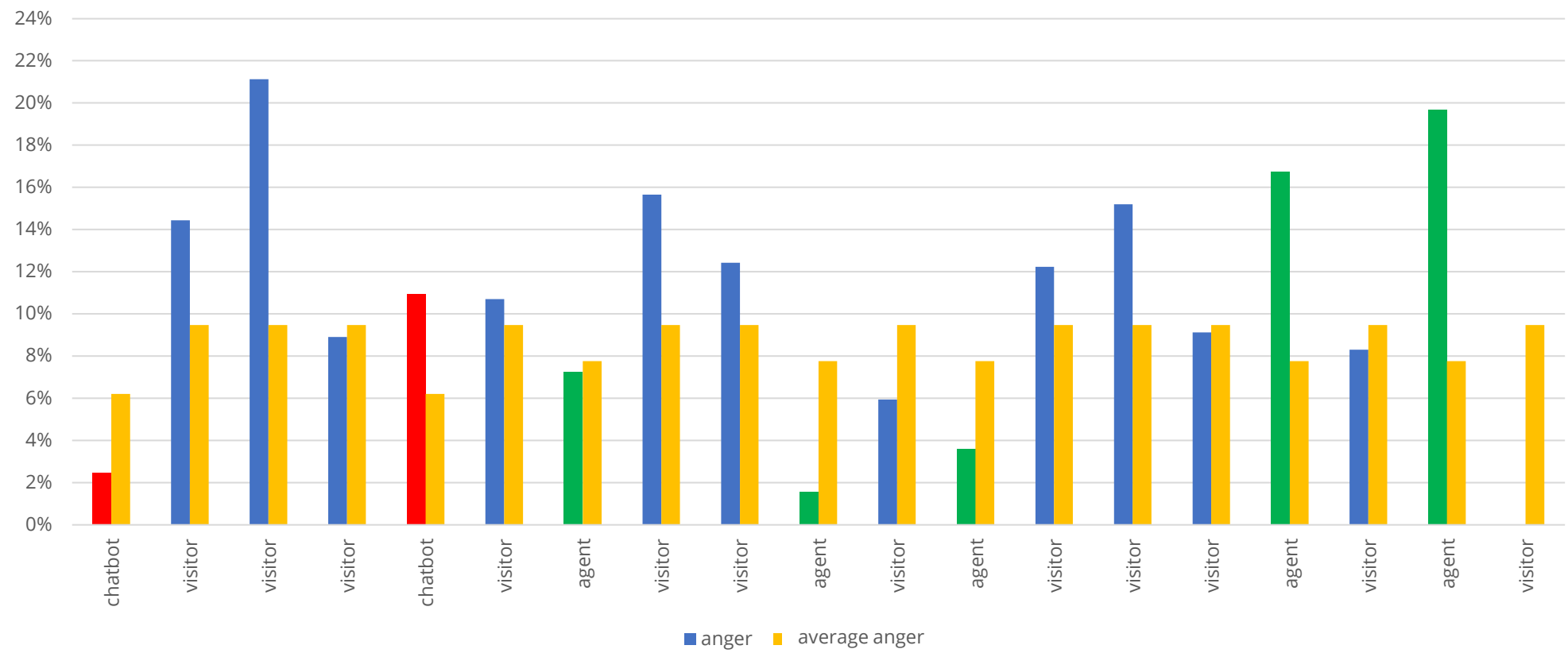
- Visitor began conversation 1 with a high level of anger intensity well above the average level and a low level of trust (below average).
- The agent's utterances were mostly devoid of the emotion of anger and emanated trust which had a toning effect, bringing the visitor's anger intensity eventually to a below average level.
- Noteworthy is the high level of anger intensity in the chatbot's statements. Such a state of affairs can cause negative feelings in the visitor - in this case an increase in anger and like a decrease in positive emotions in this case trust.
- NOTE: the exclamation mark raises the level of anger by as much as 4%.

Conversation 2

chatbot	Hello [PERSON_NAME]. What brings you to ###Chat?
visitor	🗨️ Talk to agent
visitor	Sales
visitor	Something else
chatbot	All right, I will transfer you to one of our Sales agents :)
visitor	sir
agent	Hello! How can I help you?
visitor	i have paid bill 348\$
visitor	this for helpdesk ?
agent	Please allow me a moment to take a look at your account
visitor	[EMAIL_ADDRESS][DOMAIN_NAME]
agent	Yes, that's for Helpdesk
visitor	can u refund sir
visitor	i never use helpdesk
visitor	i think billing for team plan
agent	Certainly, I can cancel your subscription and refund this invoice as an exception, allow me a moment to handle that
visitor	thanks sir
agent	Done, I have closed the subscription and issued a refund for that charge
visitor	ok sir thanks alot

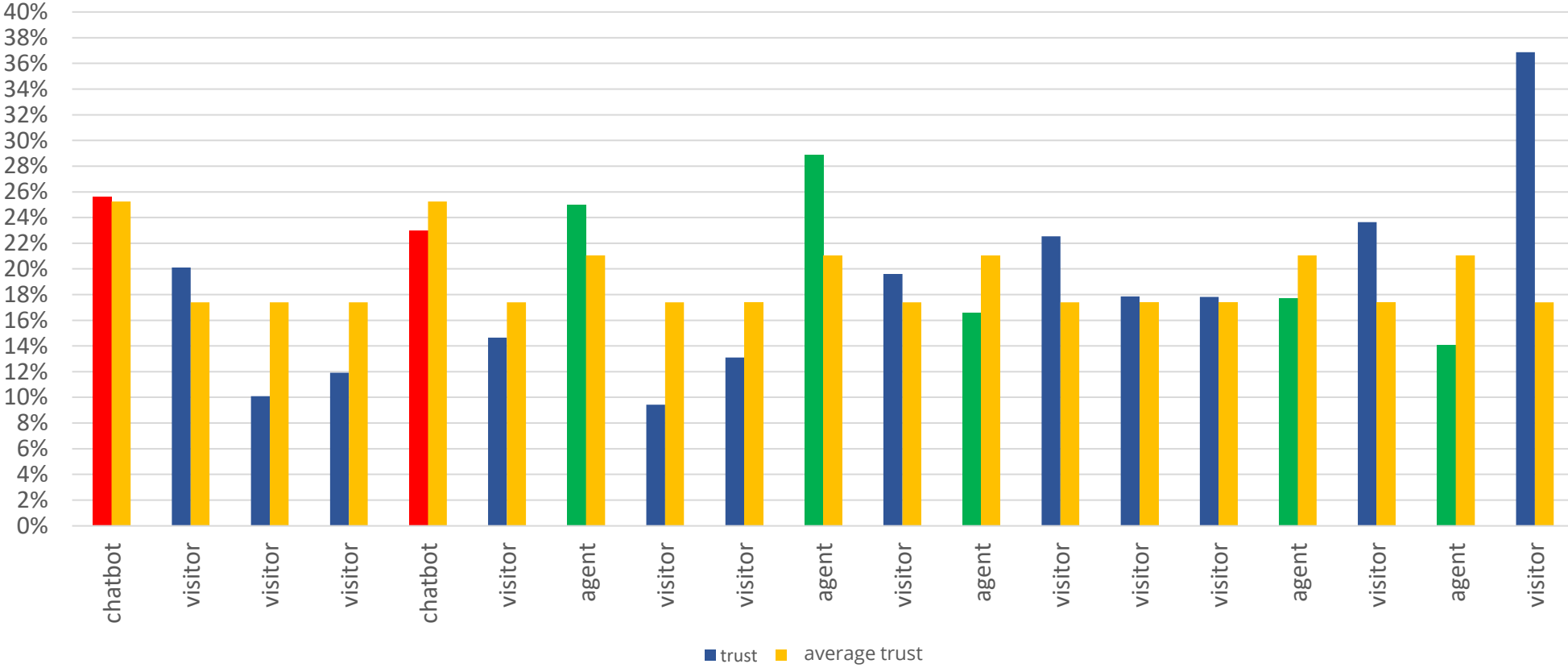
Intensity of emotion

VISITOR / AGENT conversation 2



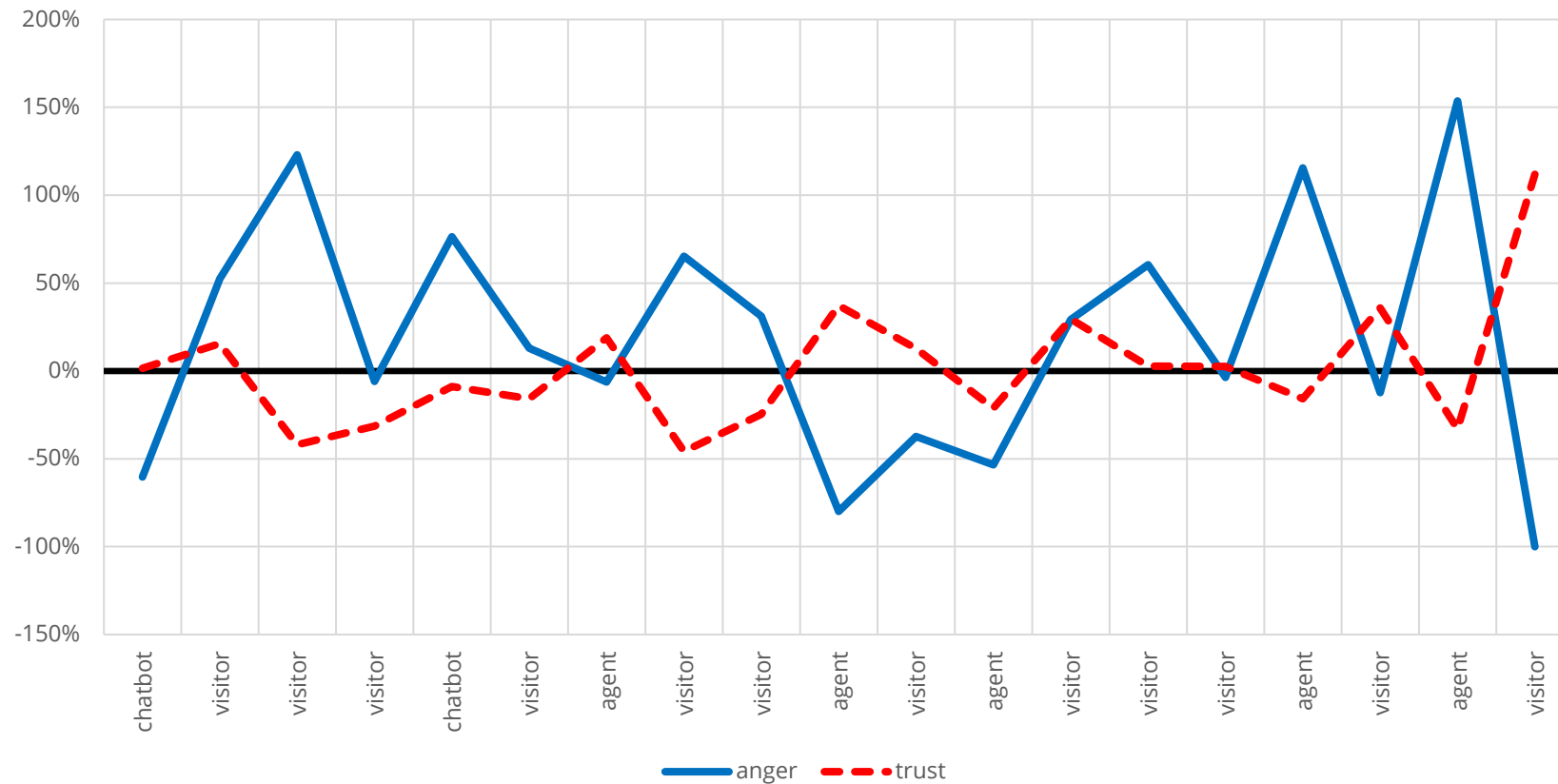
Intensity of emotion

VISITOR / AGENT conversation 2



Course of conversation

VISITOR / AGENT conversation 2



Conclusions:

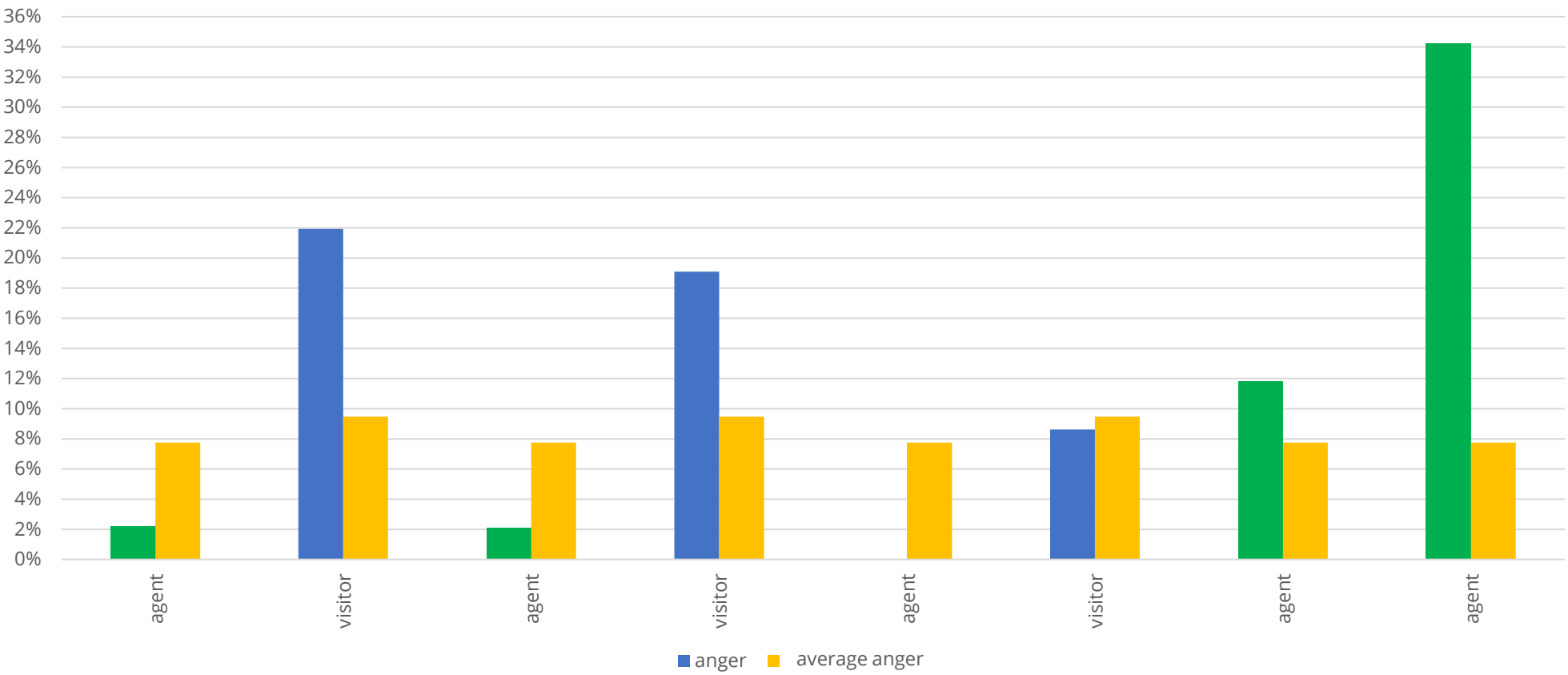
- Conversation 2 is an example of when an agent in a conversation was effectively able to lower the intensity of the visitor's anger.
- The intensity of trust in the agent at a level close to the average was quite effective in inhibiting the visitor's negative emotion leading to the anger taking a downward trend.
- Again, the jump in the level of anger in the chatbot's statements is noteworthy.
- It is also worth analyzing the agent's statements ending the conversation - despite their originally neutral meaning, they can evoke negative emotion in the recipient.
- Just add "Thank you for Your patience..." to this utterance and it already decreases the level of anger (20% -> 16%) once MIGHT increase the level of trust (14% -> 26%)

Conversation 3

agent	Hello [PERSON_NAME]
visitor	cancel
agent	Hello
visitor	i want to cancel
agent	Sure, no problem, can you tell me why do you want to cancel - just for feedback purposes?
visitor	my website is close
agent	Ok, please allow me a moment to cancel your subscription.
agent	I have cancelled the subscription, you won't be charged further

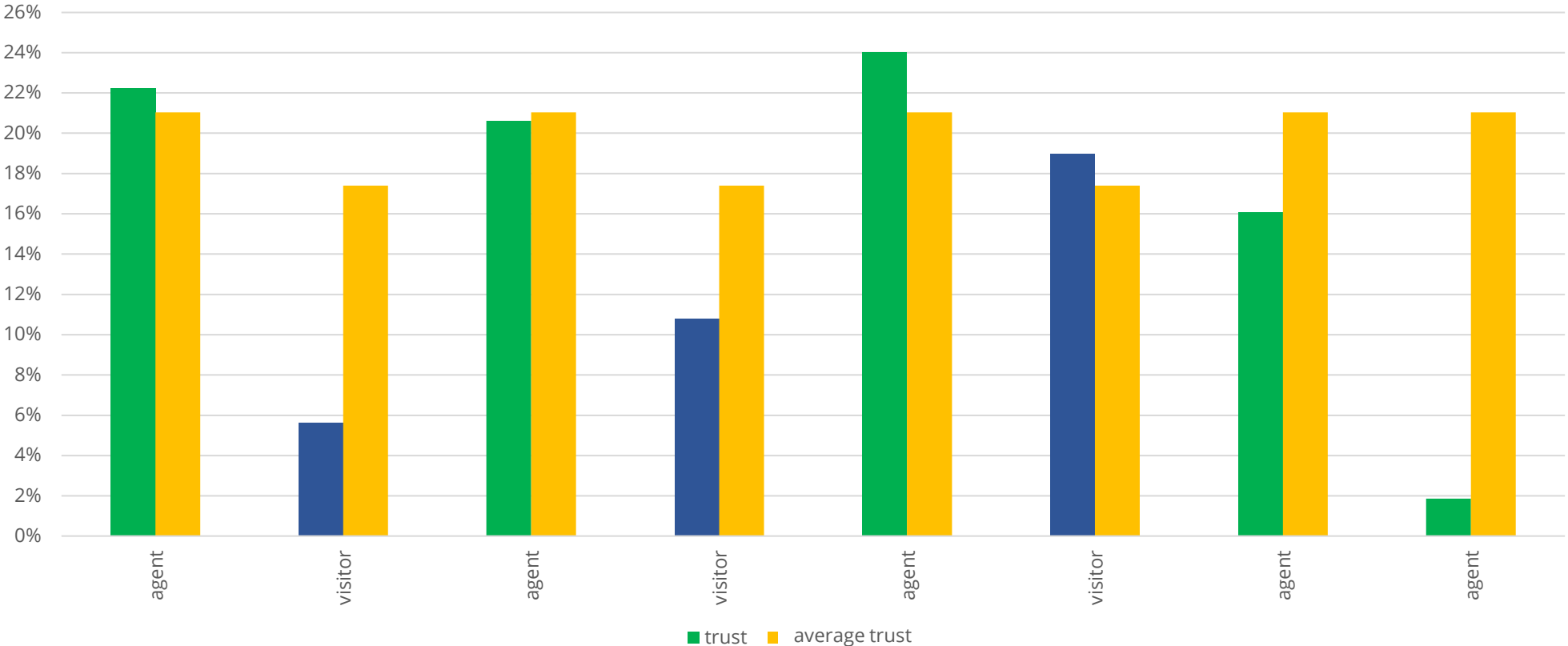
Intensity of emotion

VISITOR / AGENT conversation 3



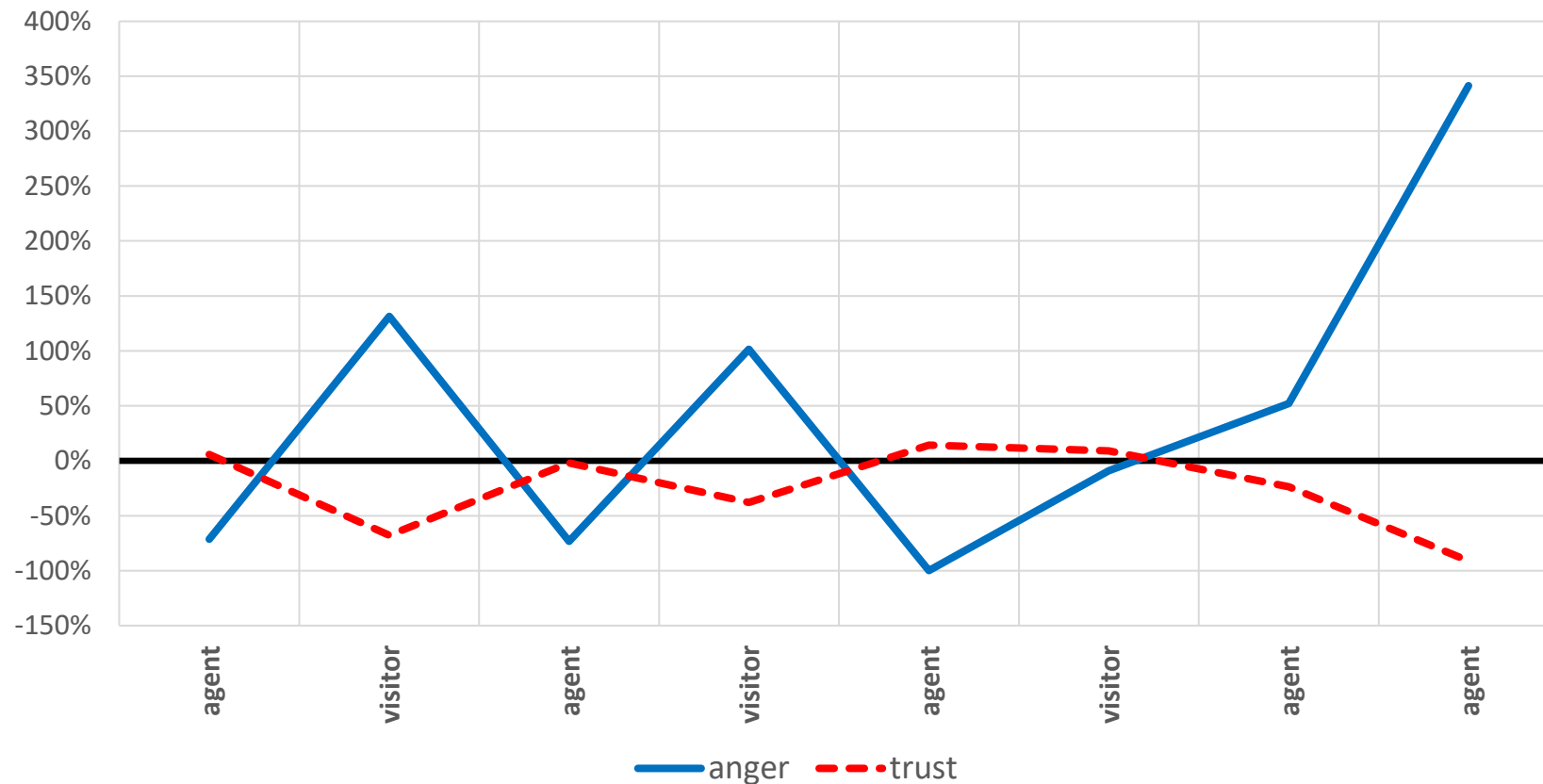
Intensity of emotion

VISITOR / AGENT conversation 3



Course of conversation



VISITOR / AGENT conversation 3



Conclusions:

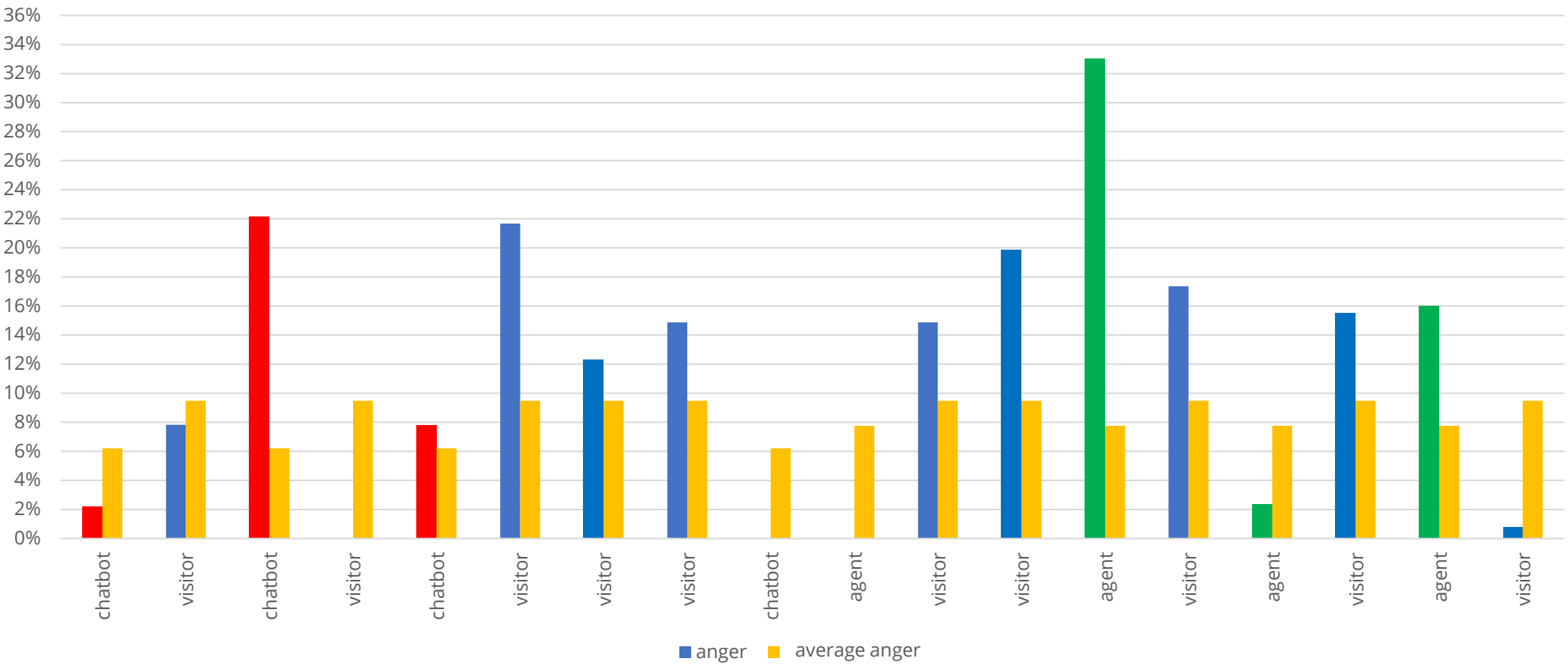
- Conversation 3 was conducted by the agent containing positive emotion in his statements at a level close to the average (this can be considered a neutral level), while at the same time the intensity of anger was low (below average).
- Care should be taken to ensure that the agent's closing statements have a more subdued emotional tone (lower the anger).
- Simply adding "Thank you for your contact and feedback" at the end of the statement is enough to lower the level of anger by 5% and raise the level of trust by as much as 12%!

Conversation 4

chatbot	Hello [PERSON_NAME]
visitor	how can I resign from ###chatinc
chatbot	Oops! Could you try to rephrase your query?
visitor	 KnowledgeBase
chatbot	Type your question here, and we will show you the most related KnowledgeBase articles.   Use keywords to find the article you need
visitor	how can I resign as a member in ###Chat inc ?
visitor	 No
visitor	 Talk with Agent
chatbot	A real Support Hero will be with you in a moment 😊
agent	Hi, nice to see you here. How can I help you?
visitor	hello. how can I quit my membership with ###Chat inc ?
visitor	I dont want to have it anymore.
agent	You do not need to cancel your ###Chat trial account. Once the trial period is over (it lasts 14 days), your trial account will be automatically canceled.
visitor	ok. it says 1 day left of my trial, so [DATE] it will be automatically canceled ?
agent	Yes
visitor	ok. I dont need to do anything ? :)
agent	Nothing at all:)
visitor	Ok, good. Thank you for your answer.

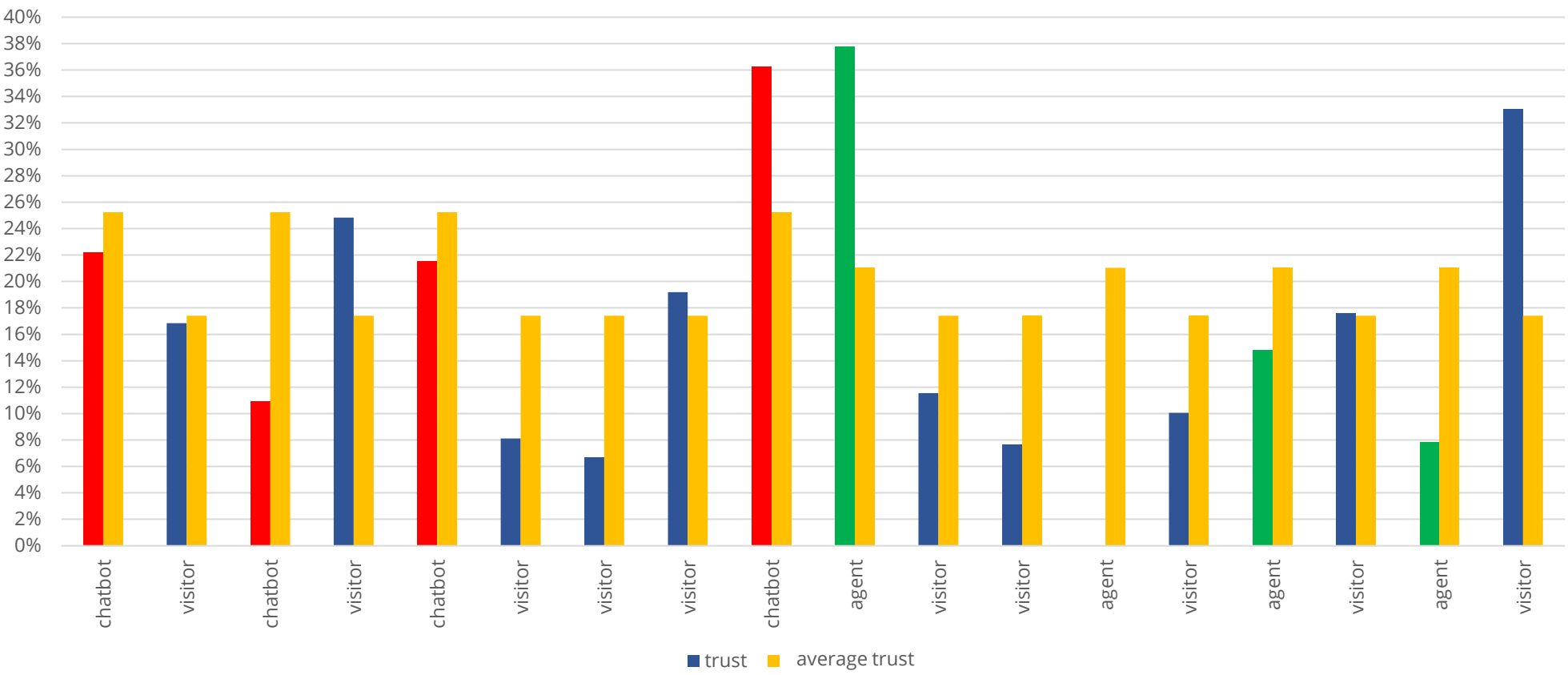
Intensity of emotion

VISITOR / AGENT conversation 4



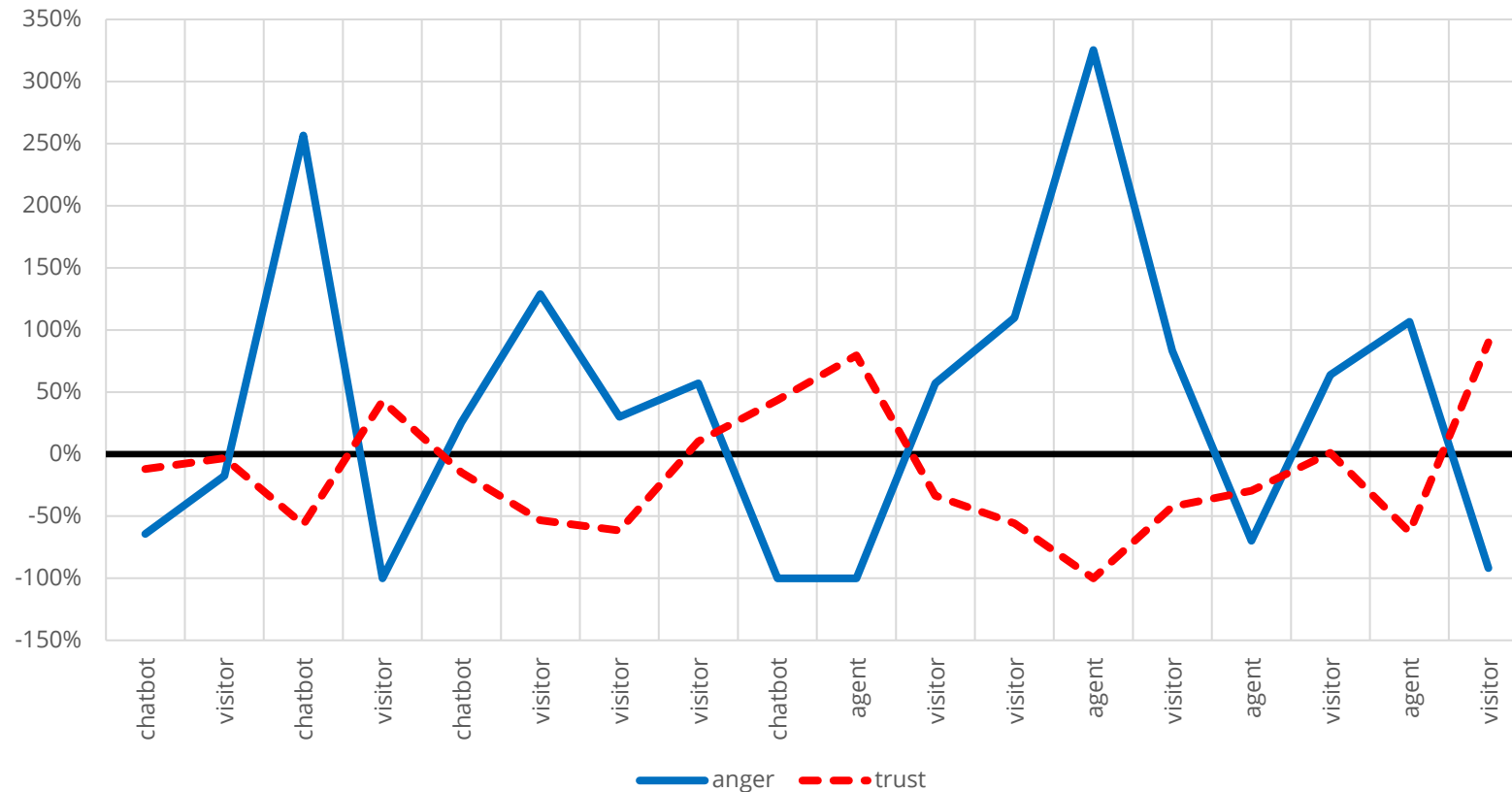
Intensity of emotion

VISITOR / AGENT conversation 4



Course of conversation

VISITOR / AGENT conversation 4



Conclusions:

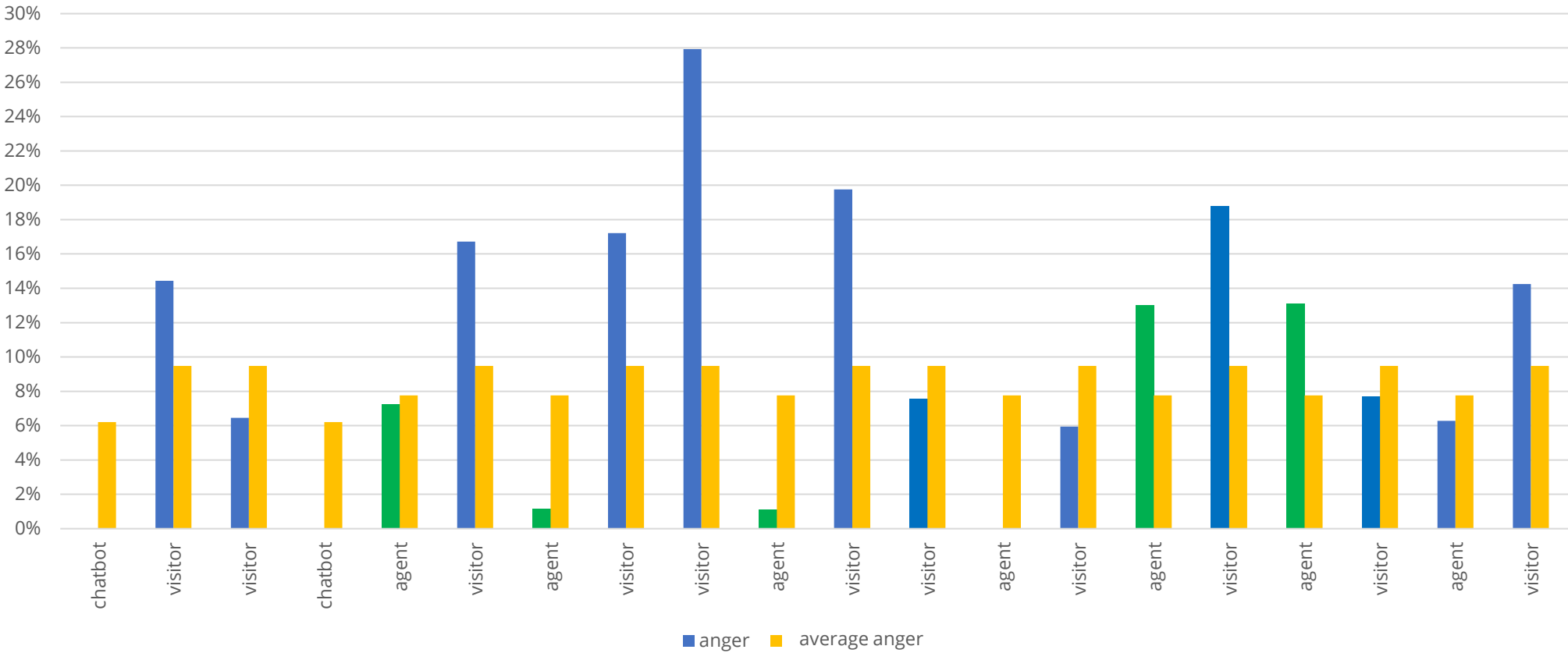
- Conversation 4 shows that it is advisable in situations when the agent informs the visitor about some system solutions (even favorable for the visitor) the content of such information should be given in the most positive way possible, and certainly not causing the recipient to increase negative emotions (the agent's statements ending the conversation).
- It is unfavorable when the first statement of the chatbot may cause anger in the recipient. Even if (as in this case) it is necessary for the visitor to rephrase the query - such a disposition from the chatbot should be given in an emotionally neutral way for the recipient.
- A slight change in the agent's expression causes big positive changes in the emotion of anger and trust:
 - Original statement („You do not need to cancel your ###Chat trial account. Once the trial period is over (it lasts 14 days), your trial account will be automatically canceled. ") contains 33% anger and 0% trust.
 - A slight change (adding at the beginning „everything is ok and...") reduces anger by 7%.
 - More change in the first sentence („Everything is ok and you don't have to do anything.") causes a final drop in anger by HALF (17%) and confidence emerges (5%).

Conversation 5

chatbot	Hello PPgaming CT [PERSON_NAME]
visitor	🗨️ Talk to agent
visitor	Support
chatbot	A real Support Hero will be with you in a moment 😊
agent	Hello! How can I help you?
visitor	I can't create chatbot
agent	Can you elaborate, please? What issue are you facing exactly?
visitor	I am the owner of the account, but I can't install the chat bot function
visitor	He keeps showing unable to create
agent	Can you please share a screenshot of the issue?
visitor	I'm the owner but she keeps dancing this
visitor	can help me confirm what is the problem
agent	Please share your login email for ChatBot
visitor	[EMAIL_ADDRESS][DOMAIN_NAME]
agent	I cannot find such an account on in the ChatBot database, do you have an account created on [DOMAIN_NAME]? It's separate from your ###Chat account
visitor	But I am the account owner, but she has been unable to let me register
agent	You are the ###Chat account owner, yes. But ChatBot requires a separate account and I cannot see you added to the database under the email [EMAIL_ADDRESS][DOMAIN_NAME] Does your company already have a chatbot license, or do you want to open a new one?
visitor	Can't use the same account?
agent	###Chat and ChatBot are separate accounts you can to integrate. You need to open a new trial license on [DOMAIN_NAME] Then you need to follow these instructions to integrate them: [URL][DOMAIN_NAME]
visitor	I test it

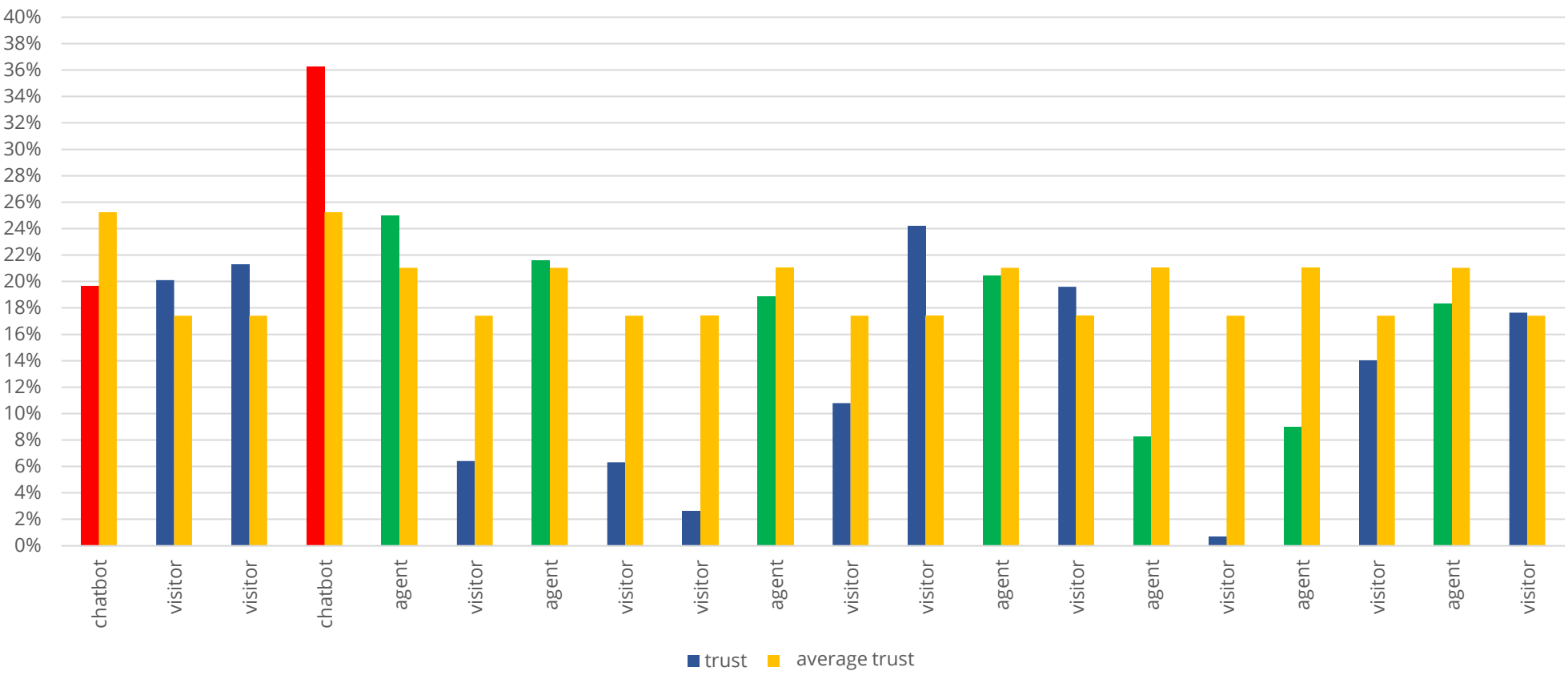
Intensity of emotion

VISITOR / AGENT conversation 5



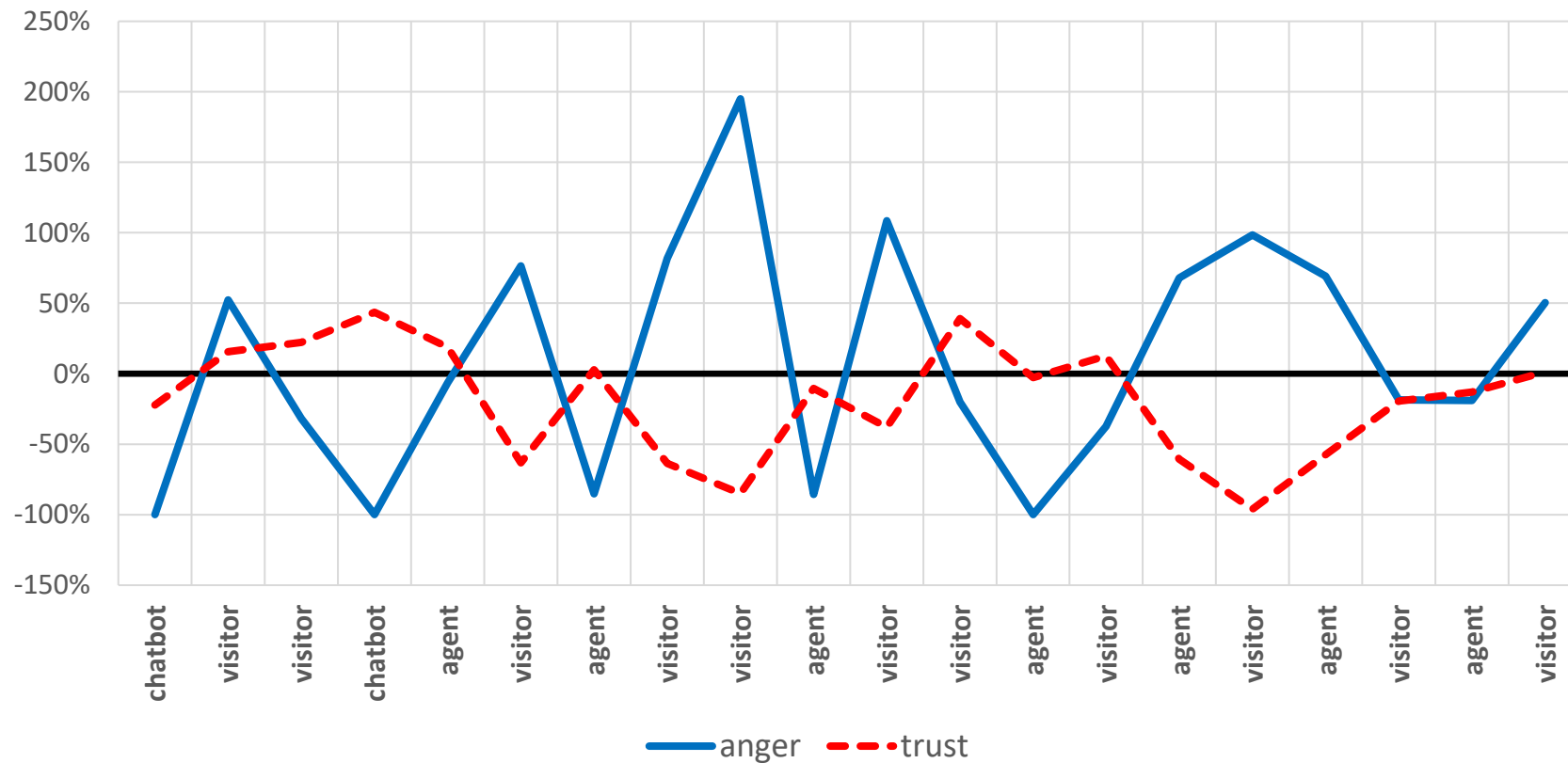
Intensity of emotion

VISITOR / AGENT conversation 5



Course of conversation

VISITOR / AGENT conversation 5

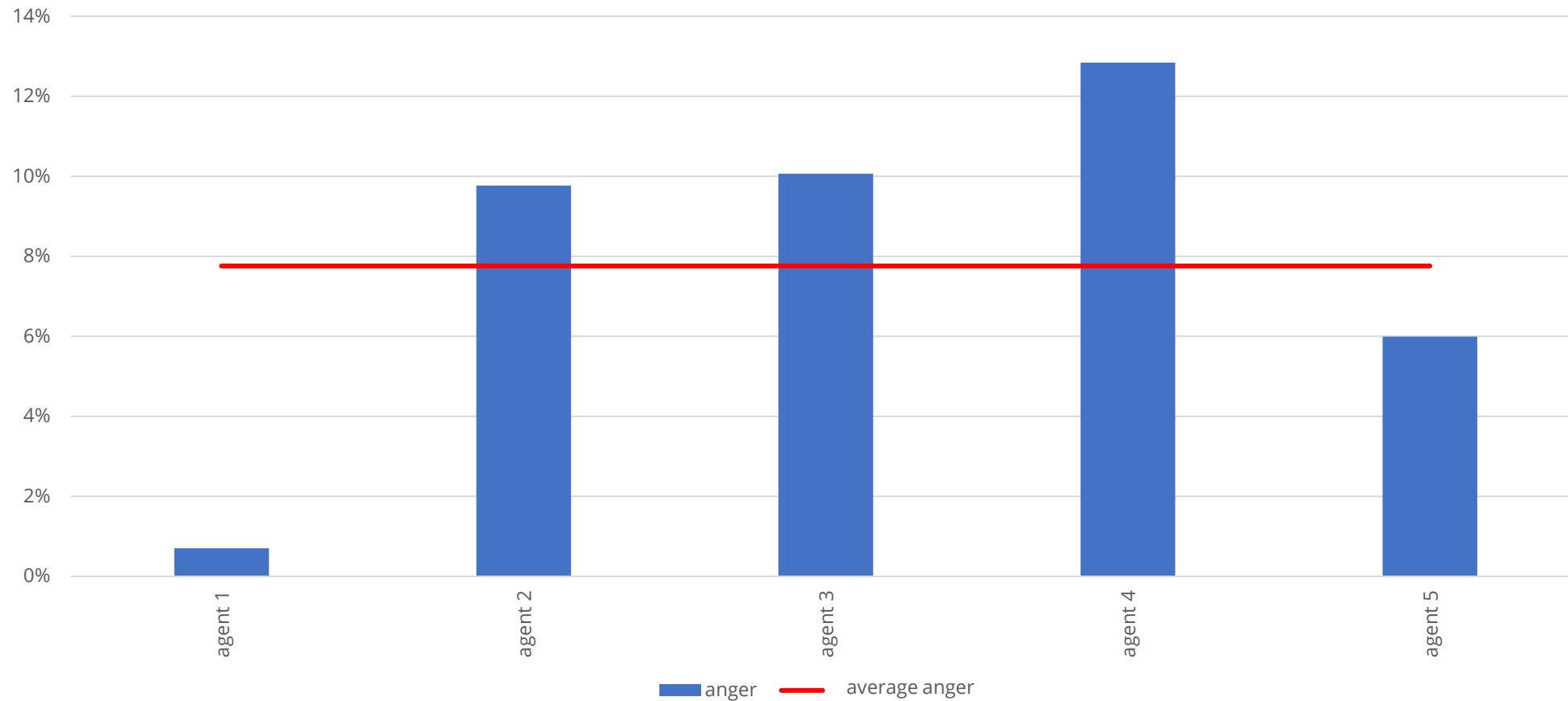


Conclusions:

- Conversation 5 shows that the agent for most of the conversation gave the visitor content where the emotive coloring of anger was at a level close to average (neutral). However, it would be advisable to reinforce the agent's utterances with the emotion of trust - the intensity of this emotion is at the medium level, which probably did not allow to lower the intensity of anger in the visitor's utterances.
- It is necessary to emphasize the neutrality of the chatbot's statements with a slight tendency to evoke the emotion of trust in the recipient.

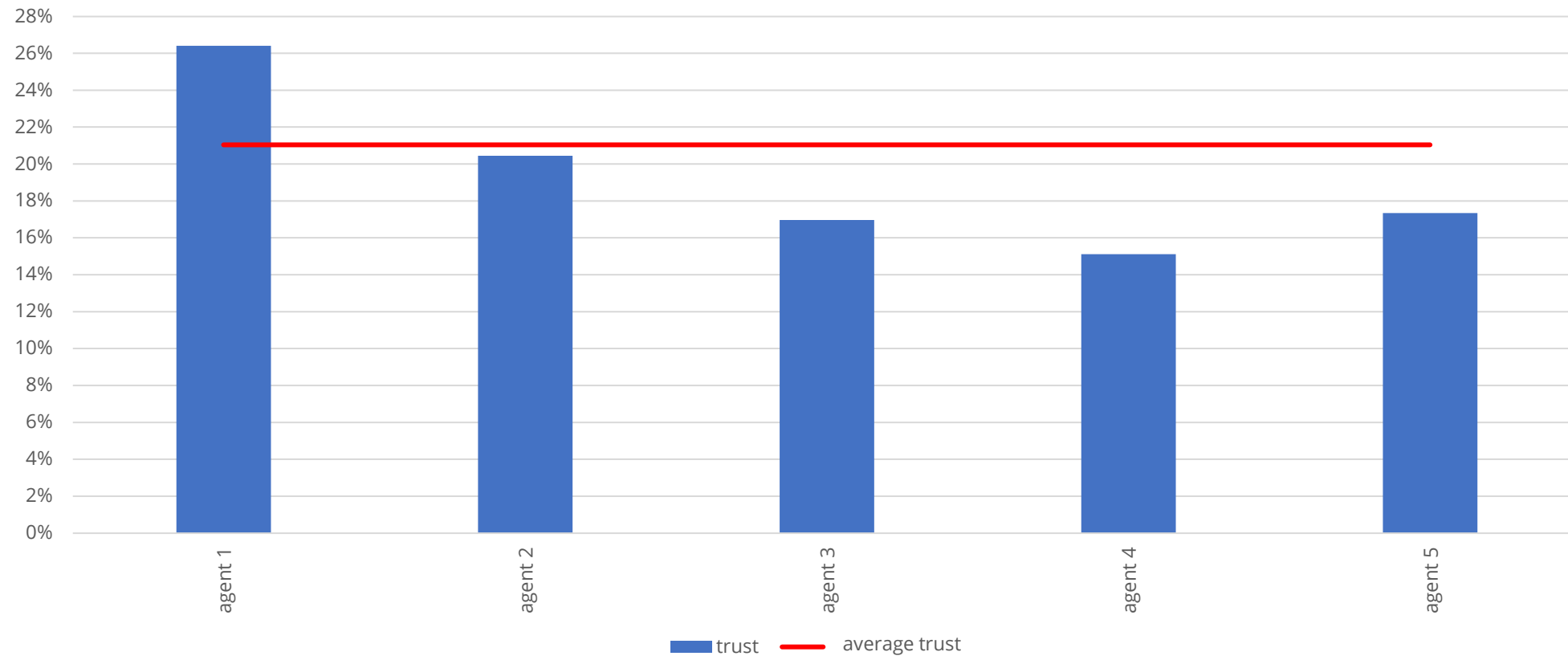
Comparison of agents

AGENT - intensity of anger emotion - comparison



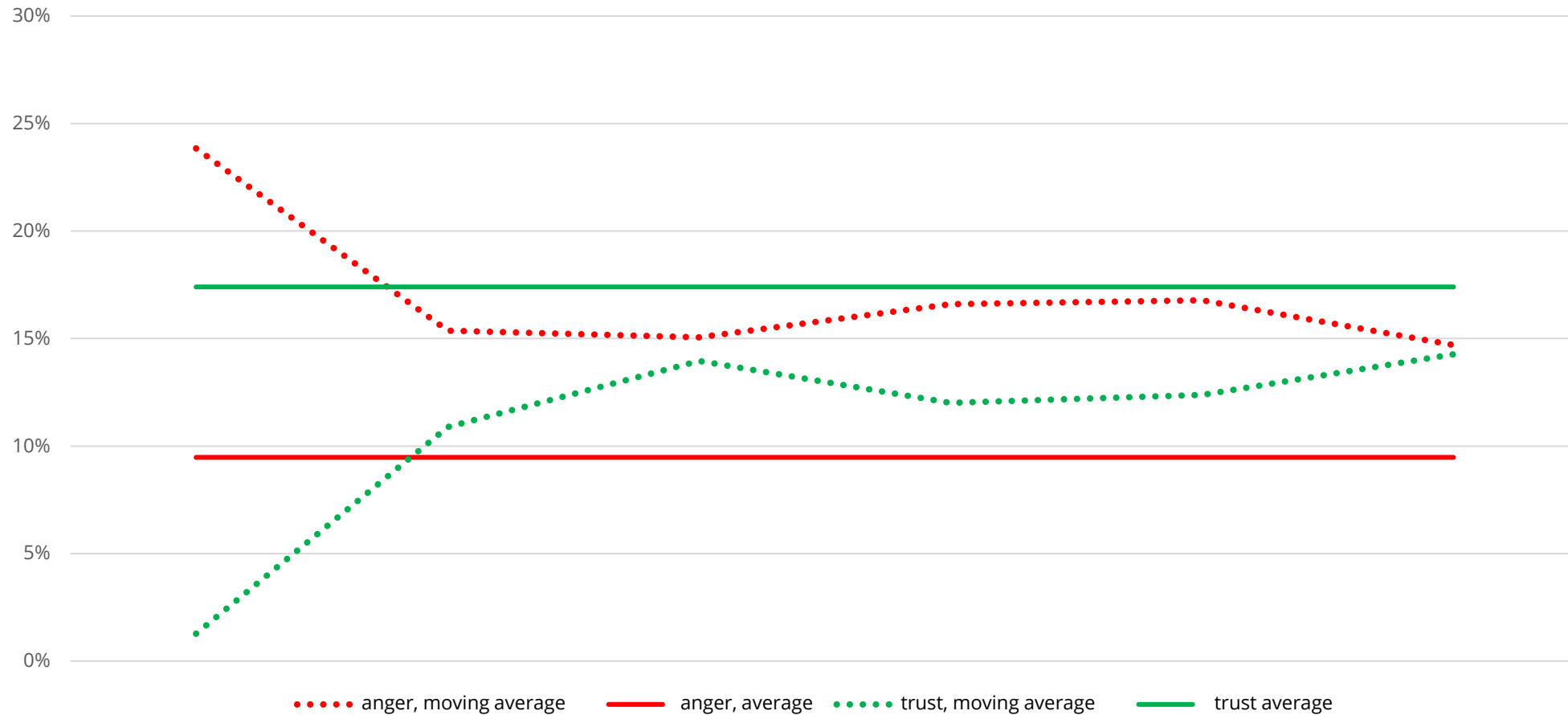
Comparison of agents

AGENT - intensity of trust emotion - comparison



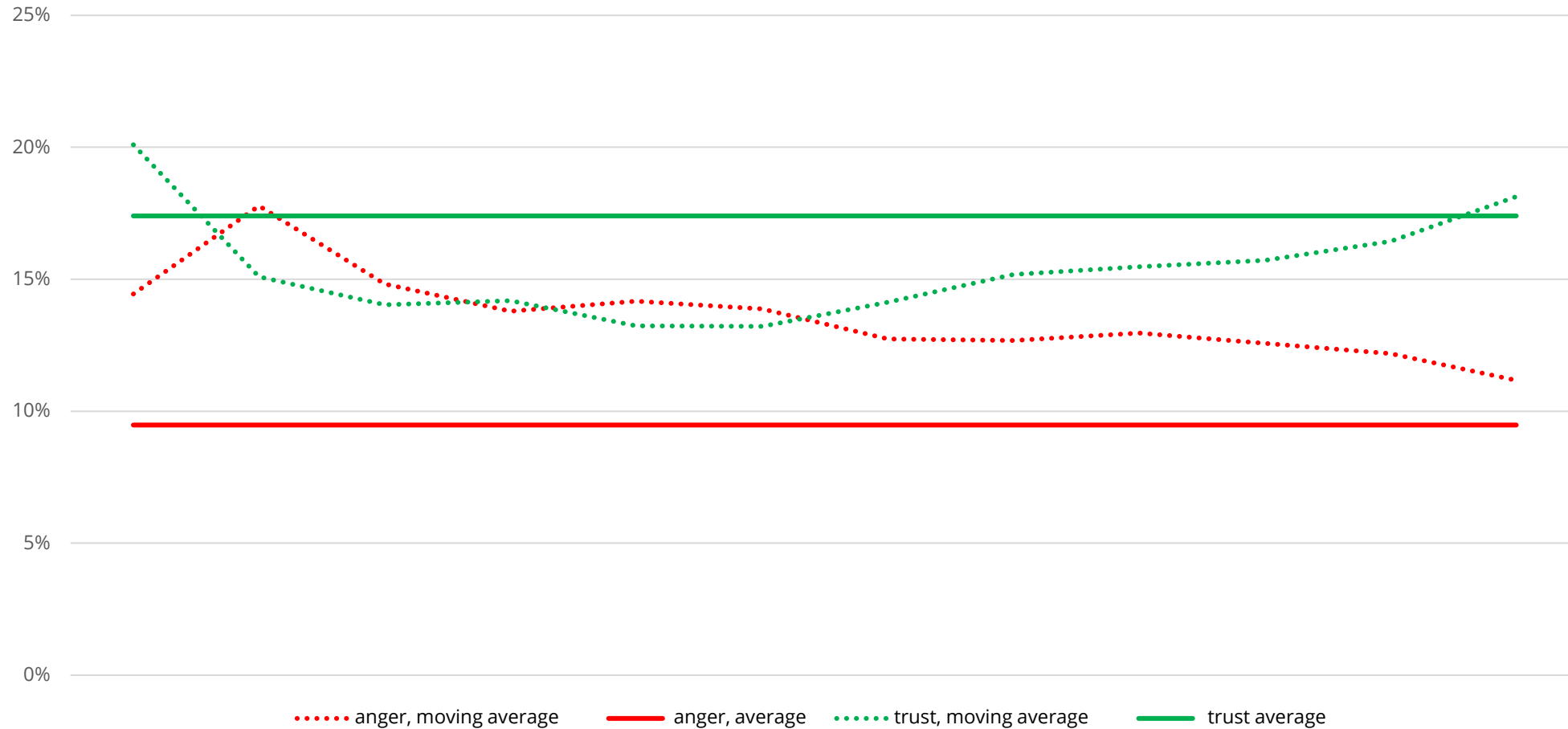
Changes in the intensity of emotion in visitors' speech

Changes in emotion intensity Visitor 1

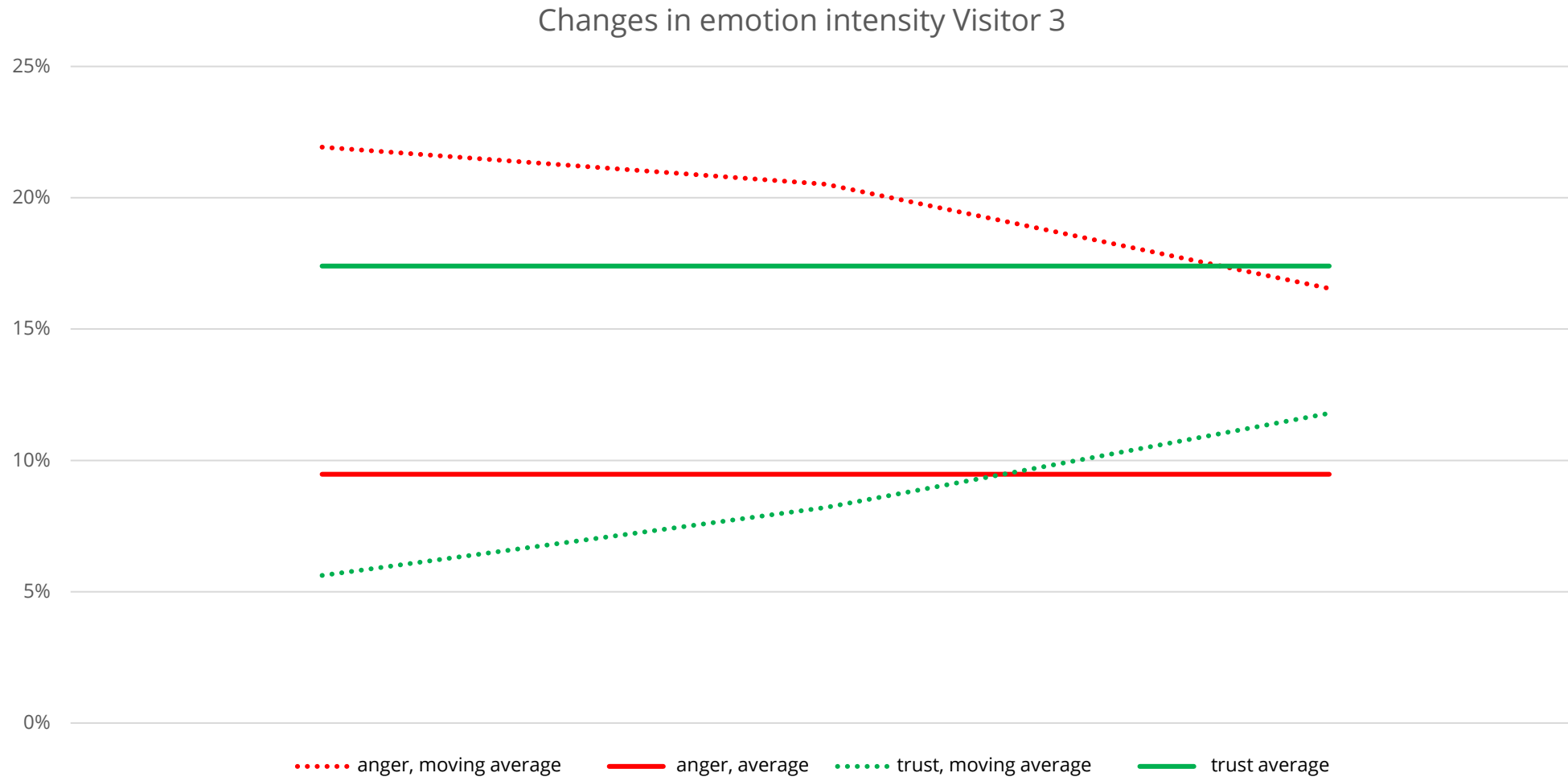


Changes in the intensity of emotion in visitors' speech

Changes in emotion intensity Visitor 2

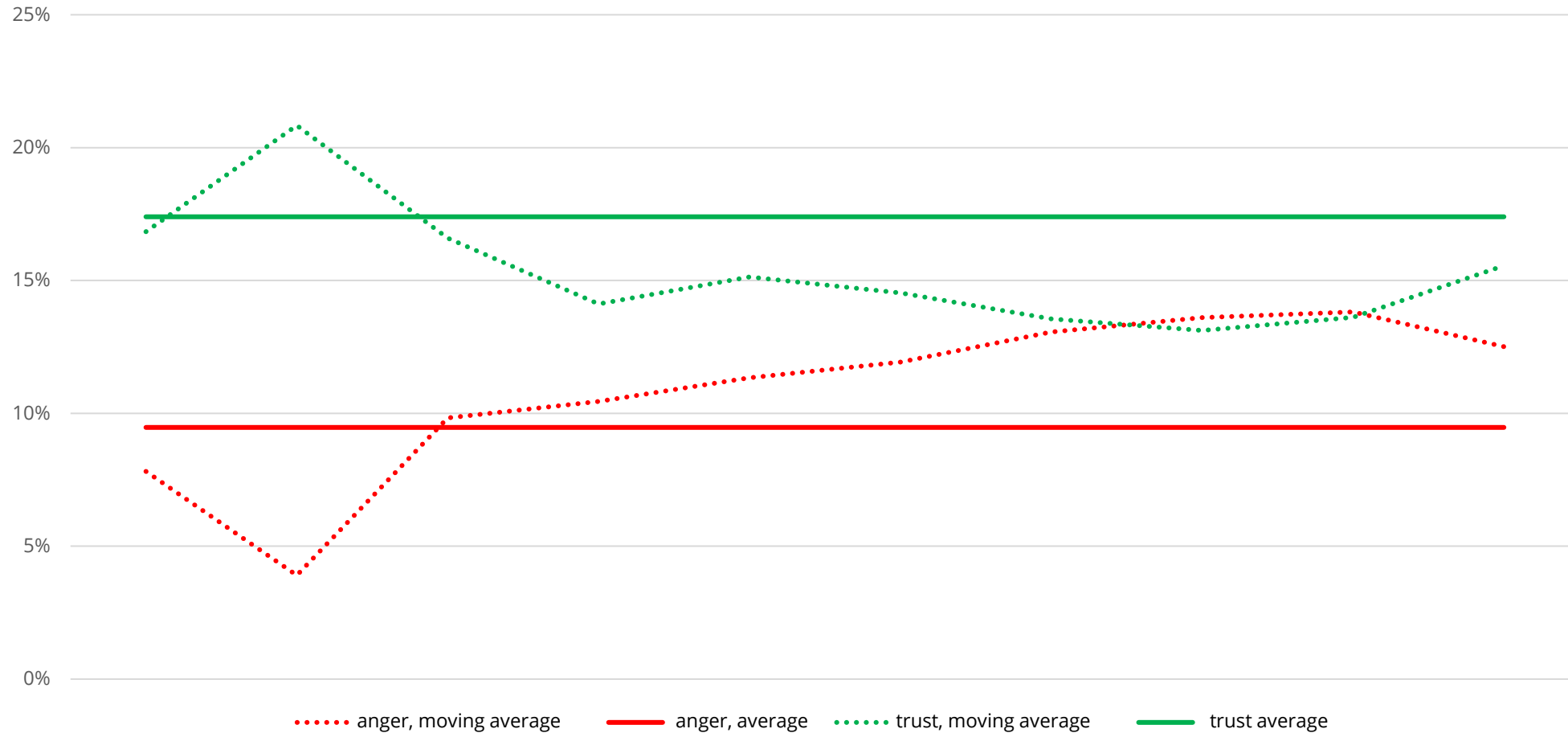


Changes in the intensity of emotion in visitors' speech



Changes in the intensity of emotion in visitors' speech

Changes in emotion intensity Visitor 4



Changes in the intensity of emotion in visitors' speech

Changes in emotion intensity Visitor 5

