Delight Your Customers With Generative AI

Deliver seamless CX with Teradata VantageCloud Lake on AWS

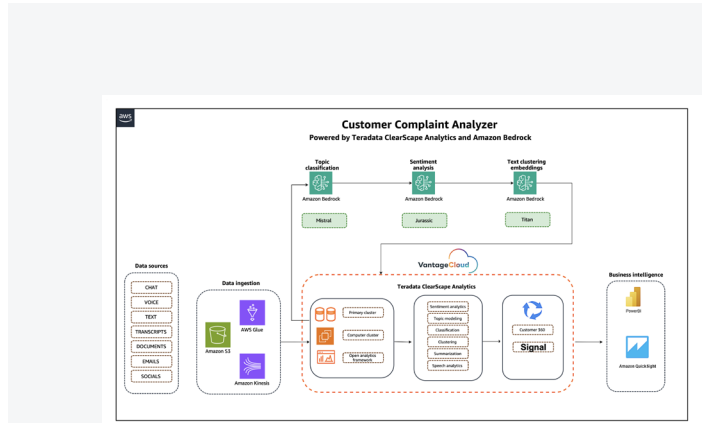### Resolve complaints with customer journey analytics

Who's complaining? Bank customers, that's who. In fact, the Consumer Financial Protection Bureau, a U.S. government agency, reports more than 20,000 complaints to financial institutions each week.[1] These complaints—emails, phone calls, social posts, chat messages—are all captured as unstructured data. That's a lot of data for financial institutions to review, identify, and resolve—often by manual, time-consuming, and costly methods.

There's a lot riding on whether those issues get resolved to a customer's satisfaction. According to one survey, almost a third of customers will simply leave a beloved brand after just one poor experience.[2] Another study found that 80% of customers now think that the experience a company provides is just as valuable as its products and services— and 73% expect more personalization.[3] For organizations that deliver, the rewards are high: Brands that create a personalized customer experience (CX) can reap up to a 10% revenue increase.[4]

Financial institutions can more effectively resolve customer complaints and increase customer satisfaction and engagement with Teradata's advanced analytic and generative AI capabilities, available within Teradata VantageCloud Lake on Amazon Web Services (AWS)—the most complete cloud analytics and data platform for AI.

Teradata VantageCloud Lake on AWS harmonizes data from various channels, enabling financial institutions to overcome the challenges of siloed data and legacy systems. By leveraging ClearScape Analytics™, Teradata's powerful engine for deploying AI/ML pipelines, and the large language model (LLM) powered Customer Complaint Analyzer, companies can analyze customer channel interactions to deliver more personalized experiences and accelerate complaint resolution.

Key capabilities of the Customer Complaint Analyzer

Sentiment analysis: Determine whether feedback is negative, neutral, or positive

Classification: Use LLMs to predict if an incoming communication is a complaint or not

Clustering: Leverage LLM embedding to cluster similar complaints together

Summarization: Create a more concise abstract of the complaint

Topic modeling: Identify complaint topics within the communication

1. Consumer Financial Protection Bureau, "Four million complaints: More than just a milestone," https://www.consumerfinance.gov/about-us/blog/four-million-complaints-more-than-just-a-milestone/, 2023.

2. Qualtrics XM Institute, 2023 Global Consumer Trends Report, https://www.qualtrics.com/ebooks-guides/2023-cx-trends-report/, 2023.

3. Salesforce, "State of the Connected Customer Report," https://www.salesforce.com/resources/research-reports/state-of-the-connected-customer/.

4. BCG Personalization Index™, https://www.bcg.com/capabilities/marketing-sales/personalized-customer-strategy-in-the-age-of-ai, 2024.

Why customer journey analytics?

Customer journey analytics is the process of following and analyzing customers' experiences as they interact across various channels and touchpoints. By gaining insight into the context of a customer's channel interactions, an organization can determine the optimal path for addressing tasks or complaints. This enhanced CX can directly impact customer retention and profitability. By eliminating channel friction, financial institutions can reduce servicing costs to increase customer profitability.

VantageCloud and ClearScape Analytics integrate with Amazon Bedrock in an open and connected framework to leverage generative AI for analyzing and resolving customer complaints. Amazon Bedrock is a fully managed service to help easily build and scale applications with LLMs, foundation models (FMs), and generative AI tools.

Throughout the solution's lifecycle, to convert data into intelligence, Teradata interacts via API with multiple FMs in Amazon Bedrock, such as Amazon Titan for text embedding, Mistral AI for topic classification, and Jurassic for sentiment analysis. This provides a multimodal solution where the output of one model may serve as the input for another model. The model's inferences or output from Amazon Bedrock are persisted in Teradata at each step and form a centralized and retraceable understanding of the customer journey.

Customer Complaint Analyzer:
Turn complaints into resolutions

VantageCloud and ClearScape Analytics feature a Customer Complaint Analyzer Solution Accelerator that quickly unlocks insights about complaints to maximize the effectiveness of customer complaint resolution, which directly increases customer retention and customer lifetime value. With VantageCloud, customers can leverage the Customer Complaint Analyzer to:

Automate complaint resolution with virtual assistance capabilities

Generate user-friendly explanations for customer complaint predictions using LLMs

Increase institutional knowledge about complaints to accelerate resolutions

Teradata and AWS:
Teaming up for financial services

Teradata collaborates with AWS to provide an integrated, streamlined customer experience. We help companies accelerate their modernization journeys by taking advantage of integrated and harmonized data.

Ready to create satisfied, loyal customers?

Streamline complaint resolution and reduce customer churn with the combined power of Teradata VantageCloud Lake on AWS, ClearScape Analytics, and Amazon Bedrock.

Learn more at:
https://www.teradata.com/insights/videos/accelerating-complaint-resolution-with-teradata

About Teradata

At Teradata, we believe that people thrive when empowered with trusted information. We offer the most complete cloud analytics and data platform for AI. By delivering harmonized data and Trusted AI, we enable more confident decision-making, unlock faster innovation, and drive the impactful business results organizations need most.
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