

# Newgen **Digital Sensing Software**

---

Customers today engage with organizations through multiple channels, including offline, mobile, social media, e-mail, live chats, and instant messaging, and they expect the interactions to be personalized, quick, and consistent, irrespective of the channel they choose.

The **Newgen Digital Sensing Software** enables you to listen to customers across communication channels in real-time and analyze interactions using new-age technologies, including artificial intelligence (AI), machine learning (ML), natural language processing (NLP), and named entity recognition (NER).



## Key Challenges Faced by Organizations

- Ineffective omnichannel and cross-channel engagement capabilities
- Manual processes for responding to customer queries
- Lack of consistency across high volumes of customer interactions
- Limited resources to provide 24x7 support
- Communication silos, resulting in loss of context and duplication of efforts
- High turnaround time for managing queries, requests, etc.
- Potential revenue loss
- Decreasing customer loyalty





# The Newgen Digital Sensing Software

The Newgen Digital Sensing Software strengthens an organization's relationship with its customers by automating customer engagements across all digital channels. It uses AI-driven intelligence, ML-based algorithms, NLP, NER, classification, and orchestration capabilities to determine the customer's intent and sentiments. It also integrates various customer engagement touchpoints, including e-mail, calendars, social media, messengers, customer relationship management, and core systems.

The software identifies the context to deliver meaningful responses and drive prompt and appropriate actions for customers. This ensures quick, consistent, and precise resolutions for common customer queries, thereby reducing the turnaround time and maximizing operational efficiency.

**The software can readily integrate with 100+ core systems, ensuring reliability and quick time-to-market**



# The Software Highlights

The software interlinks different products, including an analytical engine and rules management, workflow management, and customer engagement systems.

## Multi-channel Integration

- Engage with customers anytime, anywhere via their preferred communication channels
- Monitor incoming messages with unified, single-stream interactions across all connected networks

## AI Engine

- Determine intent, classification, sentiments, and more with supervised ML models based on neural networks
- Ensure rapid deployment with ready-to-use, language-agnostic AI and ML models for different verticals

## Context Discovery

- Drive context-aware resolutions using insights, including entities, keywords, severity, sentiment, and classification, derived from inbound messages
- Extract contextual information with NLP and NER
- Identify whether a conversation is new or related to an existing ticket



## **Decision Support System**

- Define business rules to automatically route service requests to relevant individuals, departments, or processes
- Prioritize cases based on urgency, customer requirements, agents' skill set, and workload
- Automatically trigger responses, alerts, or actions specific to products or services, based on requirements

## **Automated Response and Customer Engagement**

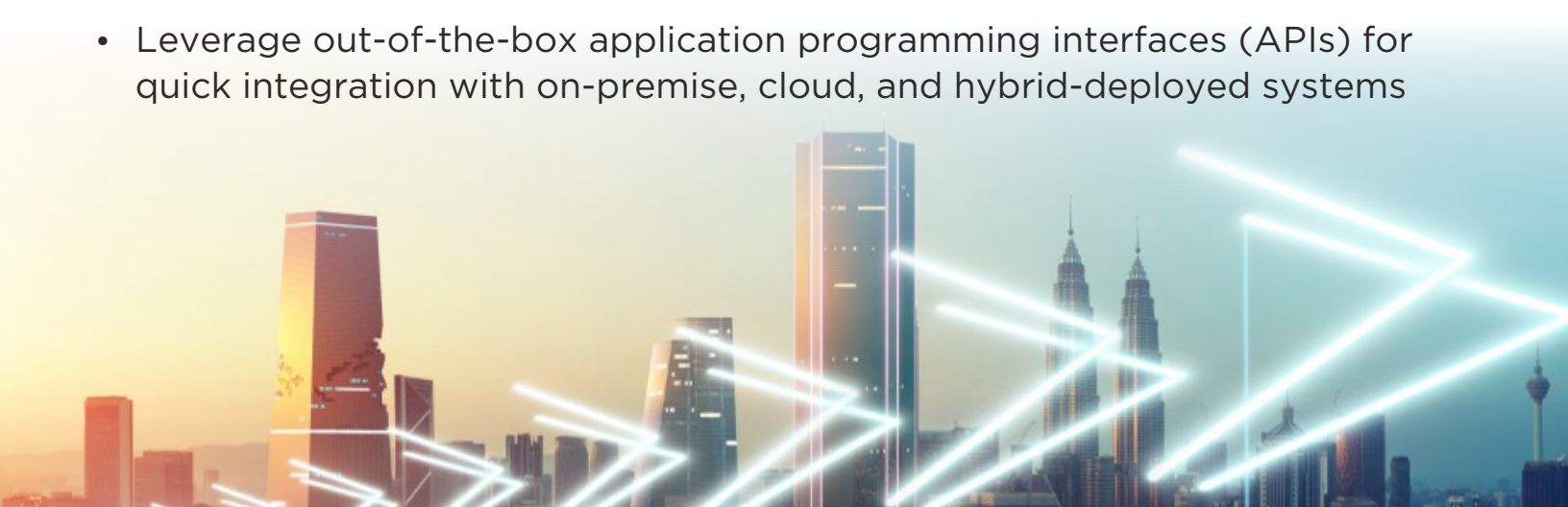
- Deliver personalized and contextual responses to customers
- Auto-send timely updates and notifications regarding the customers' service requests
- Track and review historical customer interactions and events
- Interact with customers in their preferred language

## **Monitoring, Reporting, and Insights**

- Gain insights into comprehensive and customizable dashboards, graphical charts, and reports with advanced active, on-demand, and predictive analysis capabilities
- Leverage AI-generated insights to enable data-driven decisions
- Identify and resolve issues proactively with real-time AI results and case trends

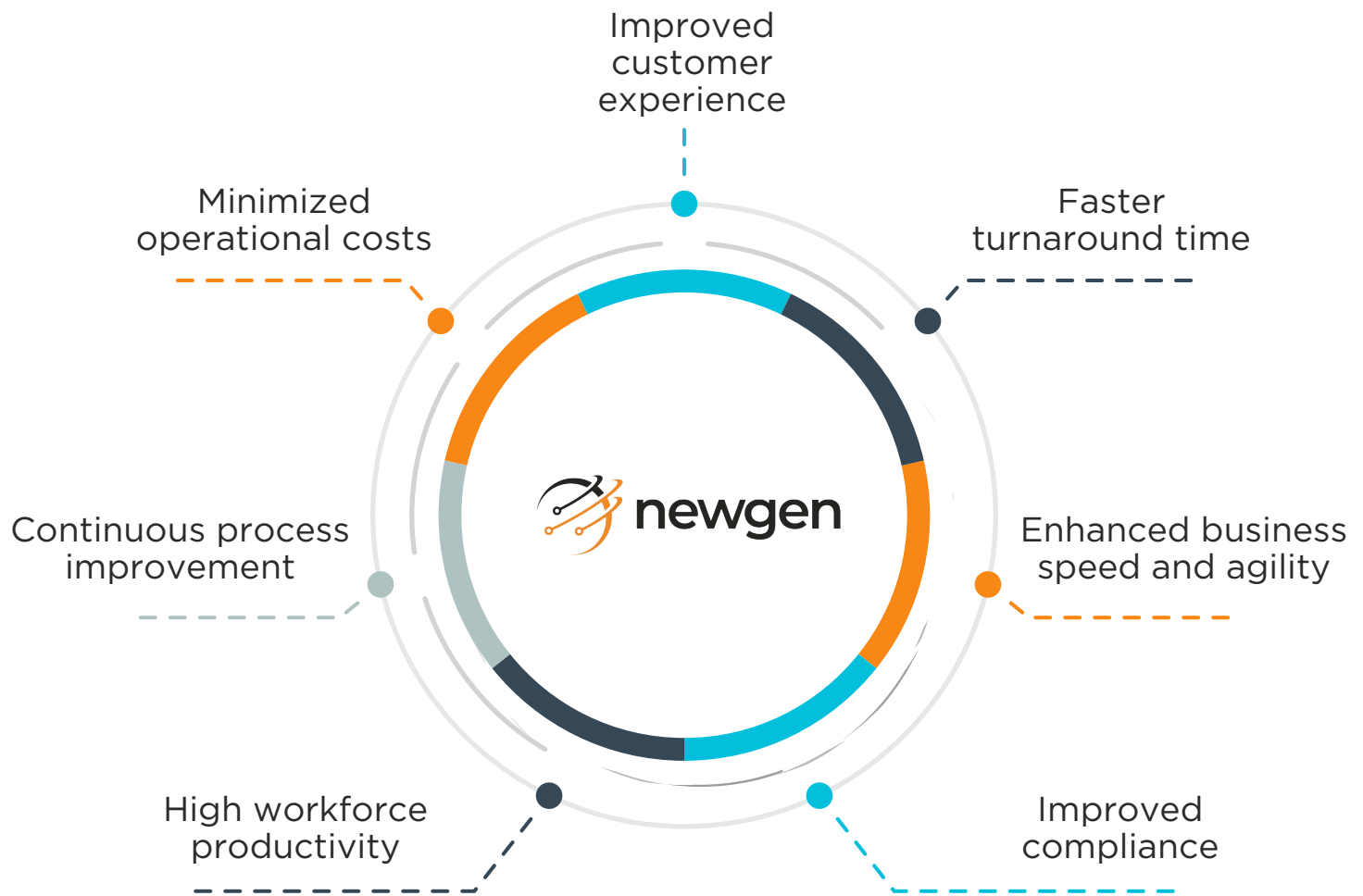
## **Platform APIs**

- Integrate with existing IT systems and business applications for seamless information flow
- Leverage out-of-the-box application programming interfaces (APIs) for quick integration with on-premise, cloud, and hybrid-deployed systems





# Why Choose Newgen Digital Sensing Software?



## About Newgen

Newgen is the leading provider of a unified digital transformation platform with native process automation, content services, and communication management capabilities. Globally, successful enterprises rely on Newgen's industry-recognized low code application platform to develop and deploy complex, content-driven, and customer-engaging business applications on the cloud. From onboarding to service requests, lending to underwriting, and for many more use cases across industries. Newgen unlocks simple with speed and agility.

### FOR SALES QUERY

AMERICAS: +1 (202) 800 7783  
CANADA: +1-202-800-7783  
AUSTRALIA: +61 290 537 174  
INDIA: +91 11 40773769  
APAC: +65 3157 6189  
MEA: +973-1-619-8002, +971 44541365  
EUROPE: +44 (0) 2036 514805

info@newgensoft.com  
www.newgensoft.com

