Capturing the Voice of the Customer with AI: Turning Feedback into Growth

16th Annual ECC Summit – Lisbon 2025

Marcell Igneczi, Co-Founder & CEO of COMPUTD

A Changed Landscape:

AI has transformed contact centers.

Are we still listening?

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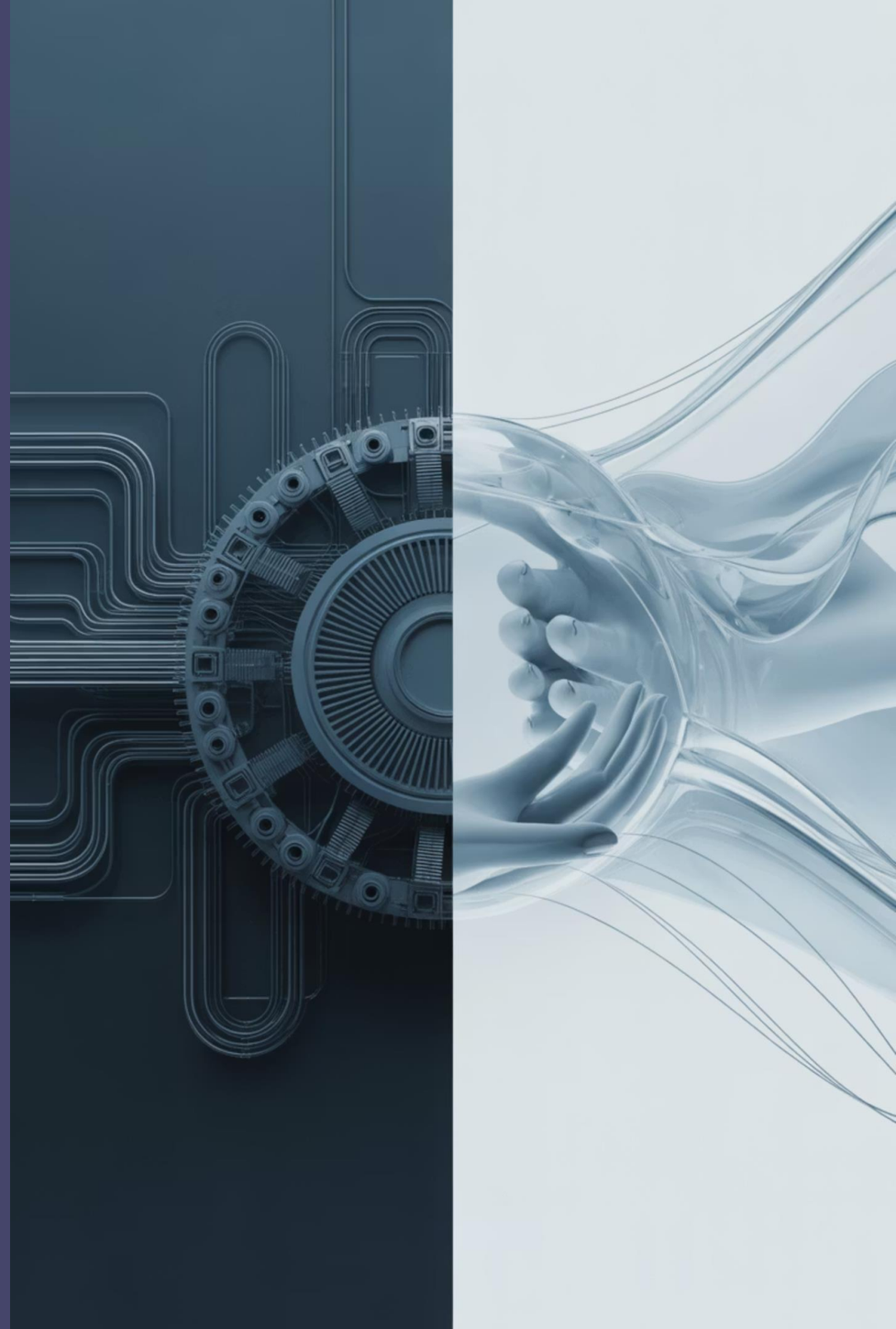
Efficiency is good. Empathy is better.

Faster, cheaper, automated

Understanding, loyalty, growth



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"Not how can we automate contact, but how can we understand it?"

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Marcell Ignéczi

Co-Founder & CEO of COMPUTD

Data Scientist and AI developer

Agent

Process Designer

Reporting specialist

> Every tool changes, but one challenge remains:
> how do we capture the Voice of the Customer?

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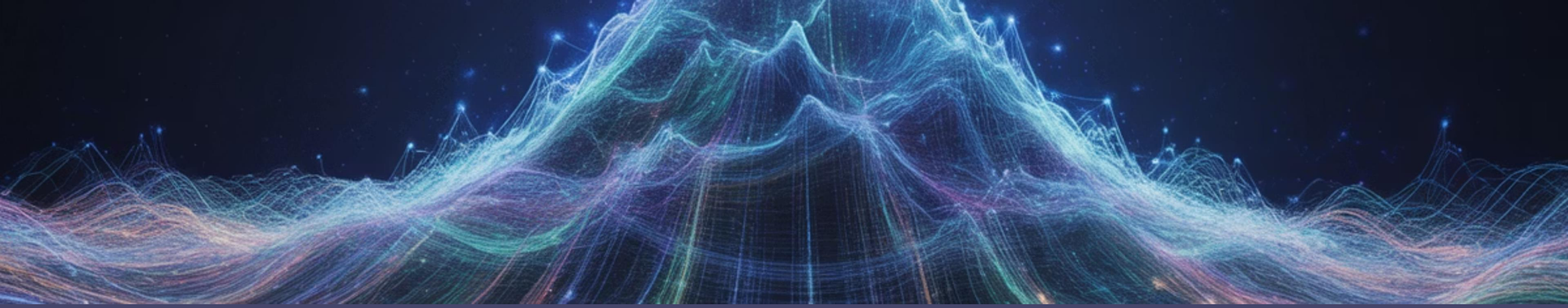

Every contact center sits on a mountain of untapped insight.

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The LOV Chaos Story

Agents chose the first similar value 80% of the time.

The data existed — but the insight didn't.

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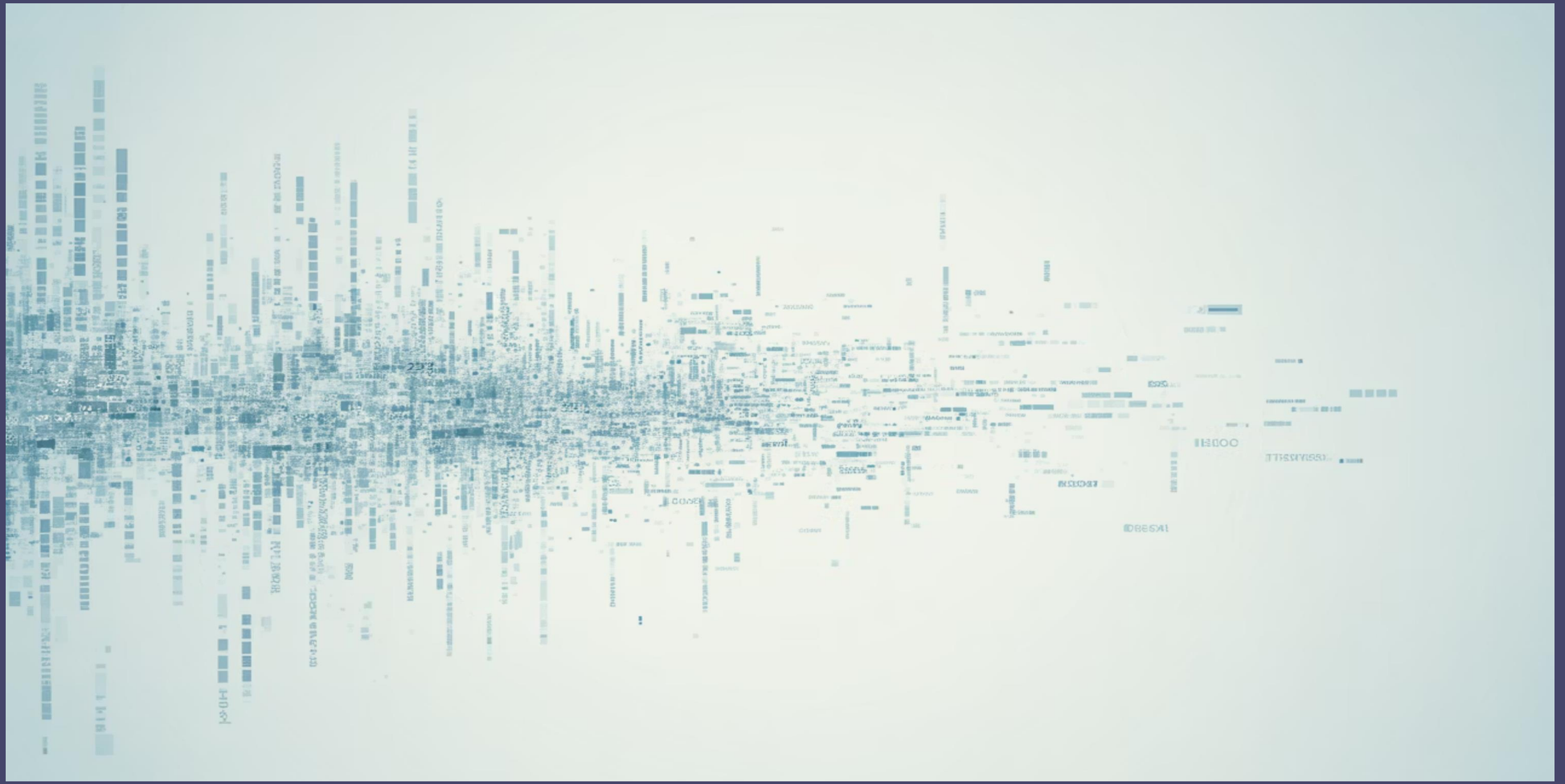
AI turns noise into patterns.



Same label, three problems.

Supply Chain Delays

Courier Handoffs

Tracking Gaps

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Knowledge Graphs

Nodes

Edges

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Remember intent based bots?

Same logic, but now for the entire contact center.

Let's take a concrete example:

Customer Case 1

"I shopped at your store and found only half the items. I had to go elsewhere."

Customer Case 2

"You advertised a wide selection, but in-season apparel was limited and sizes were missing."

Agent Note

"Customer says availability is getting worse over time."

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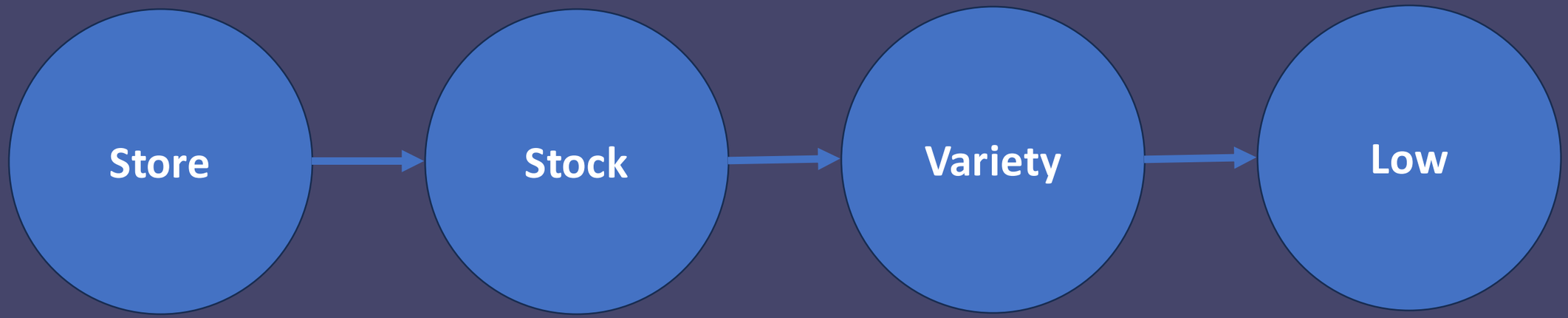
Connecting feedback into meaning.



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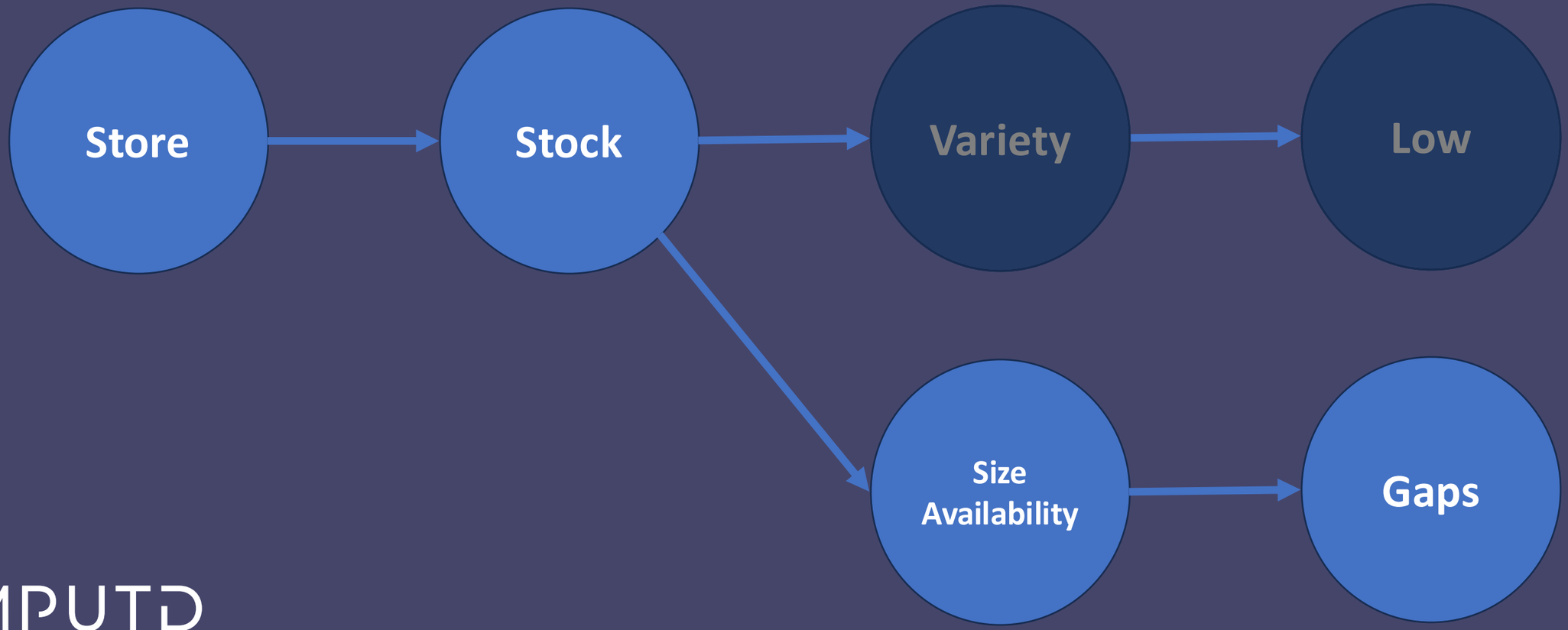

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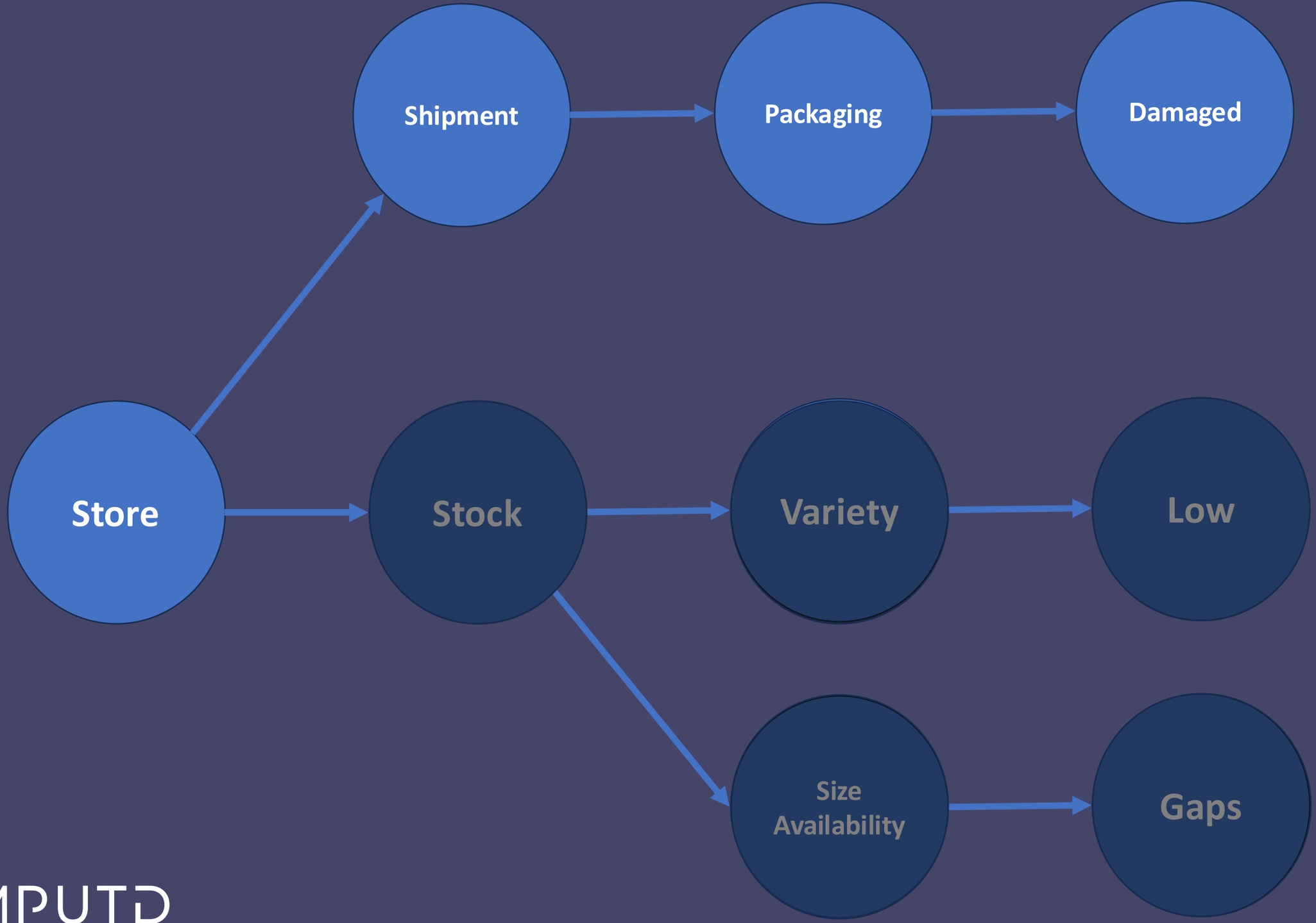
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Damaged
Store
Stock
Variety
Low
Size
Availability
Gaps

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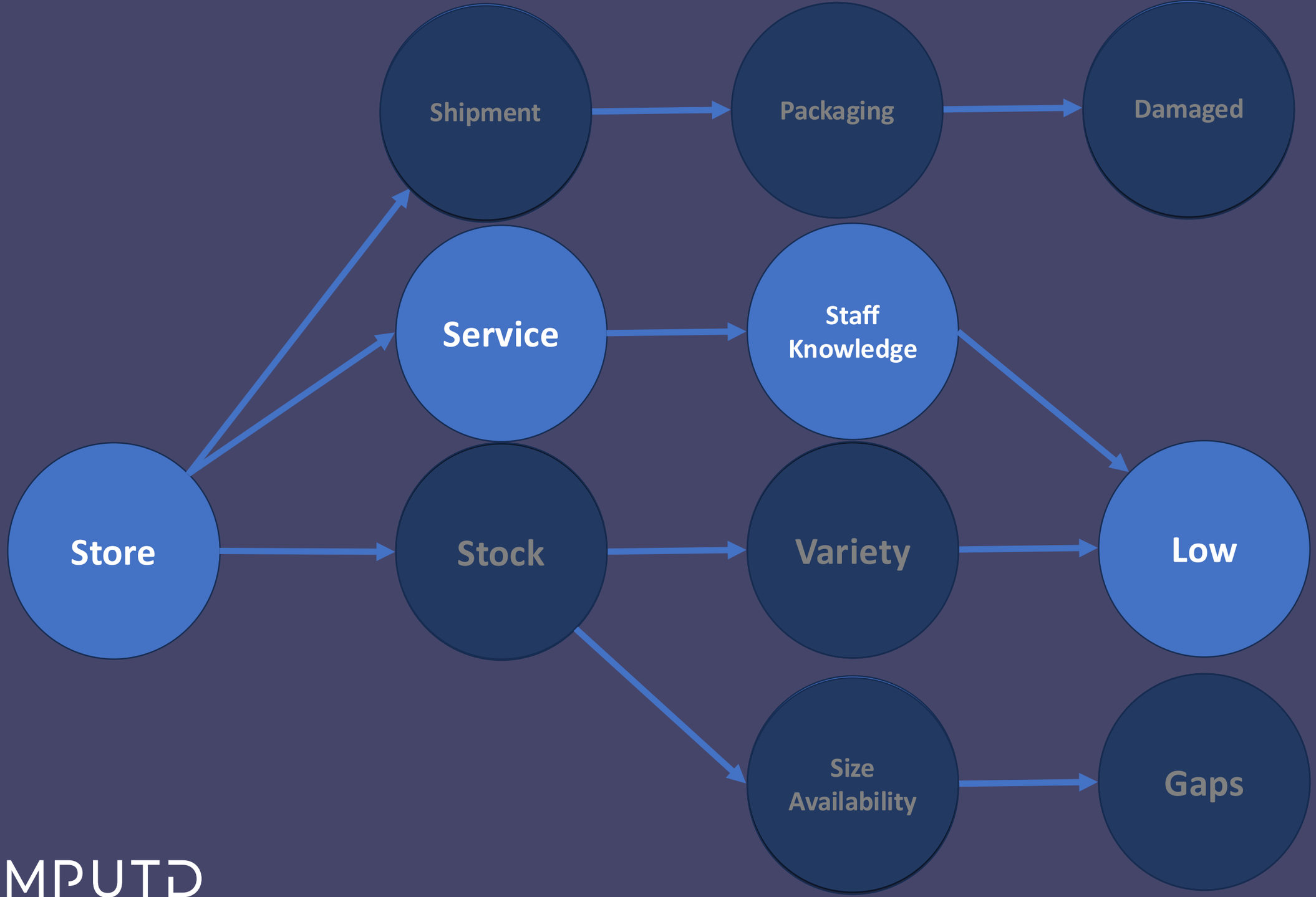
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120 vague complaints

12 actionable insights

18% contact reduction

Not through automation. Through clarity.

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The most emotional data source we've ignored.

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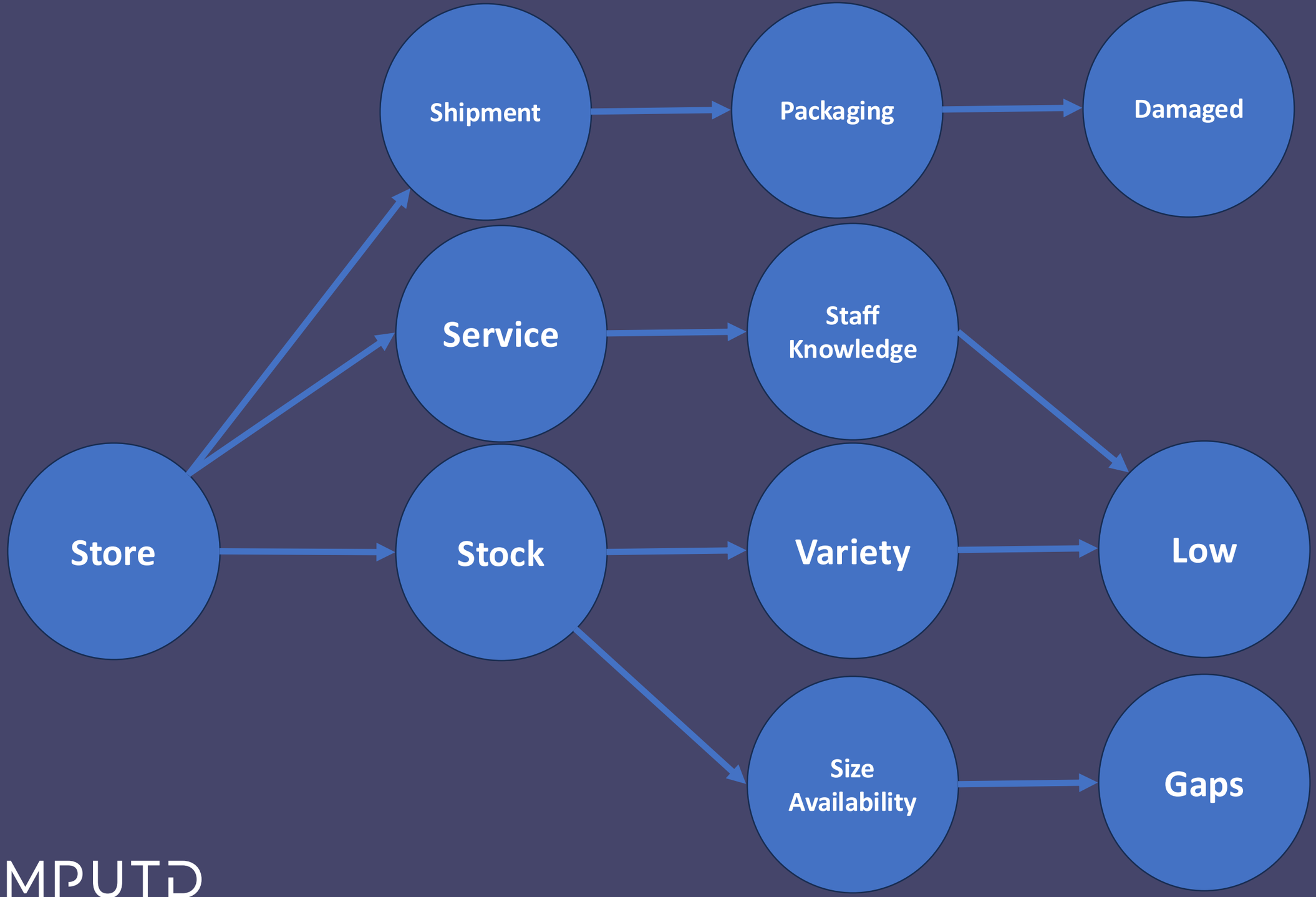
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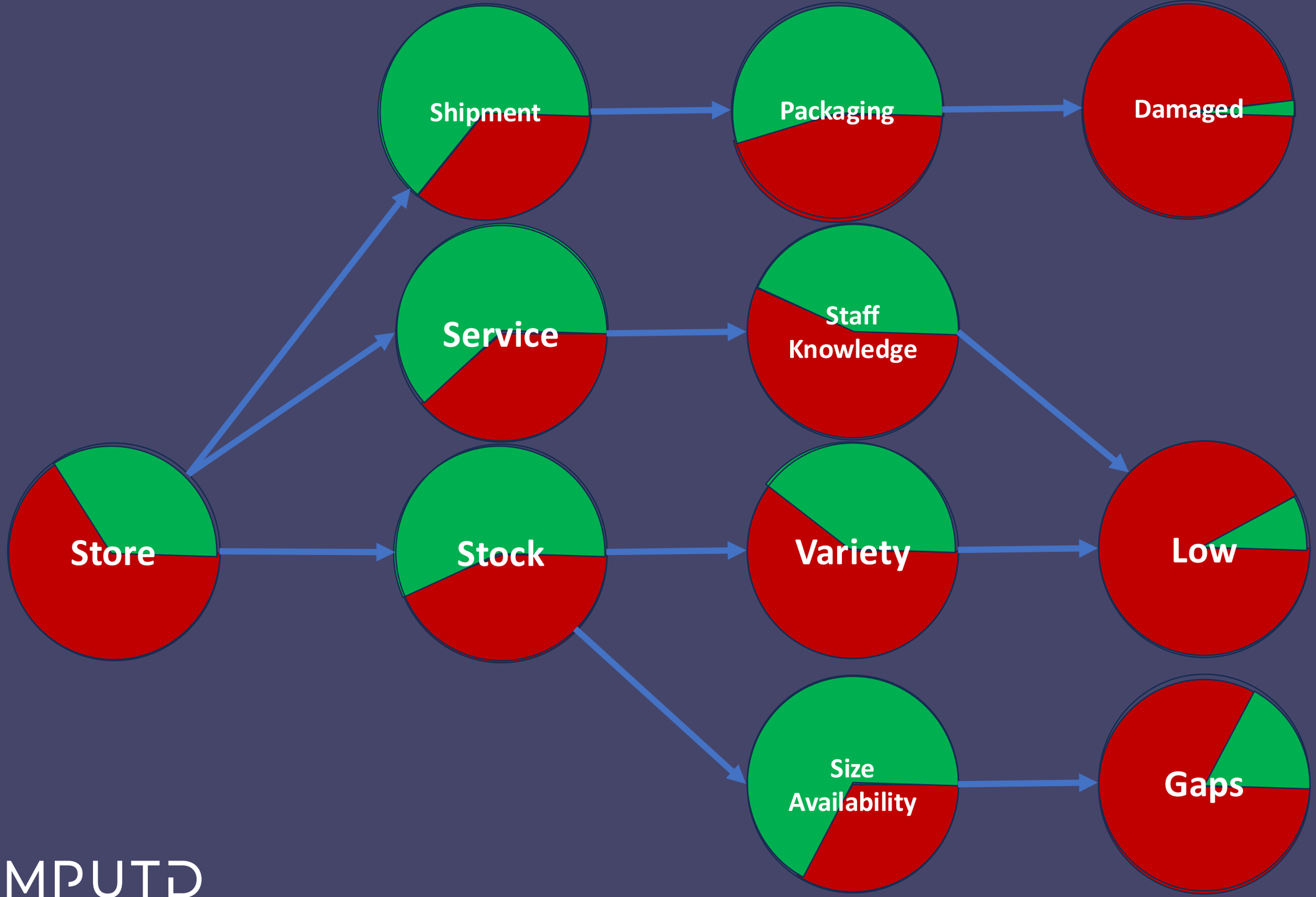
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Gaps

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“What is really driving contact volume?”


“What is changing in customer sentiment this month?”

Scale and act – With Purpose

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Turning Listening into Action

Operations

Streamlined processes and improved service delivery based on customer feedback.

Training

Customized programs to address common pain points and enhance agent effectiveness.

Product

Direct feedback informs feature enhancements and new product development cycles.

Leadership

Data-driven strategic decisions and fostering an empathetic organizational culture.

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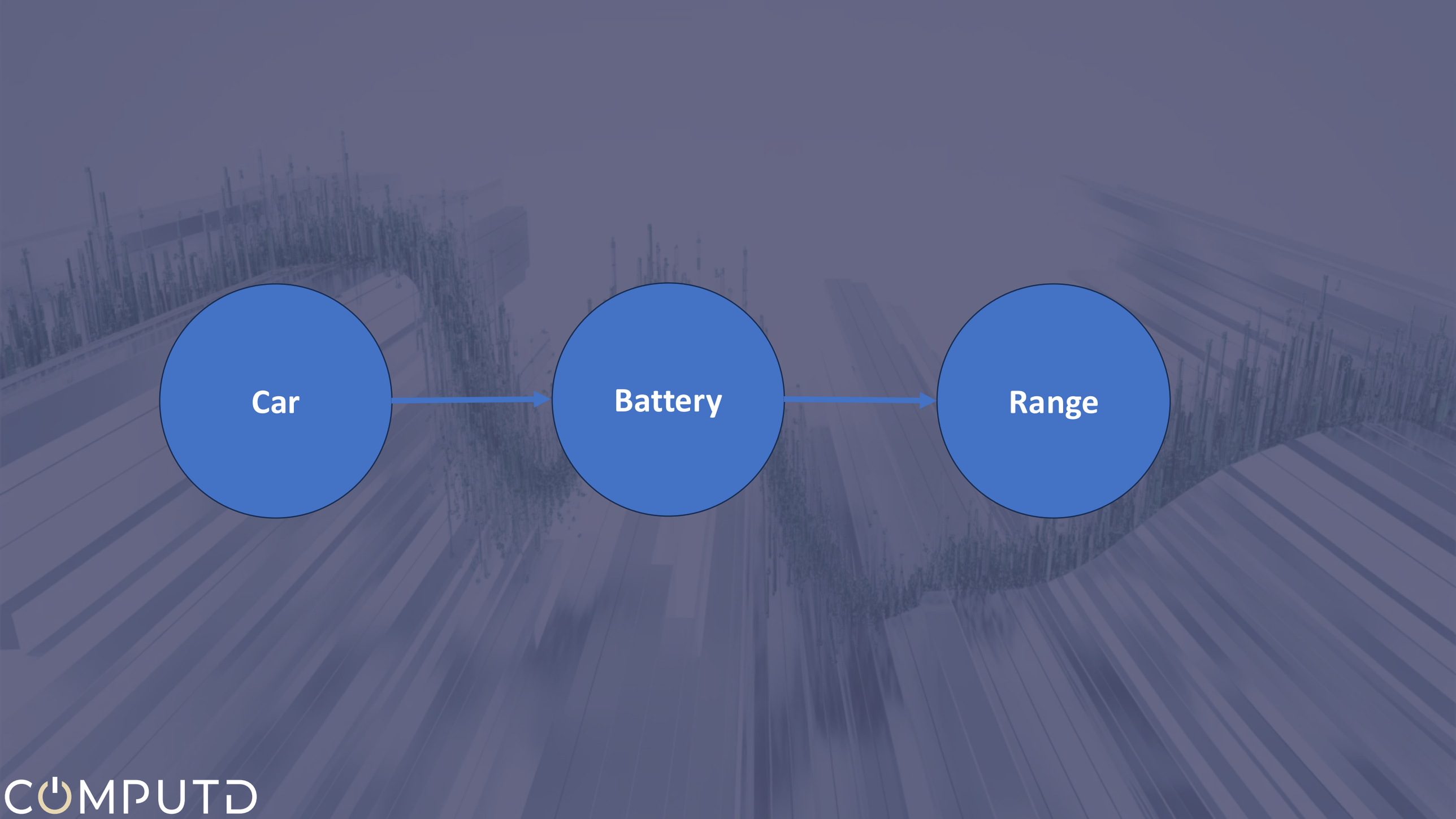
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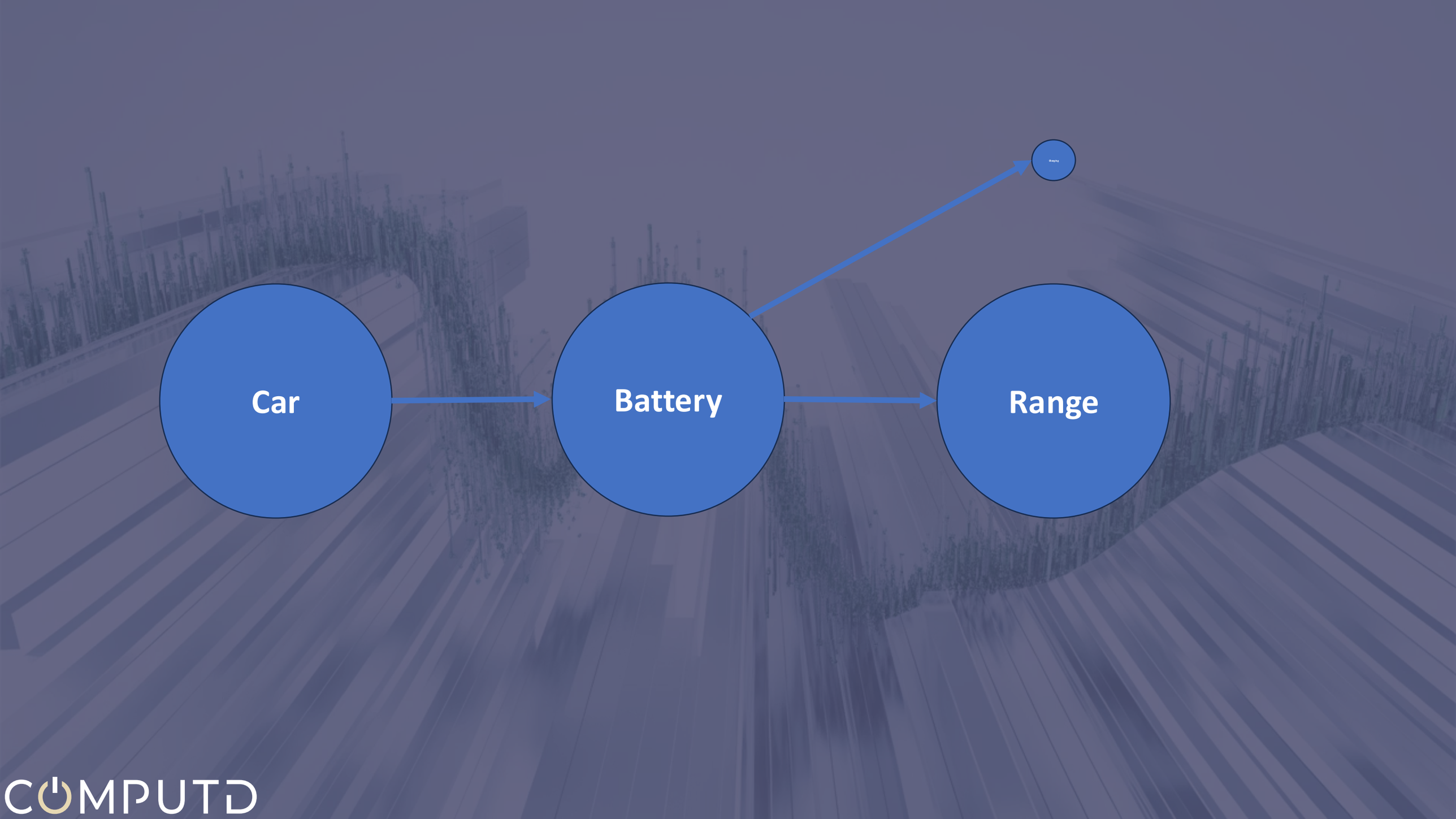

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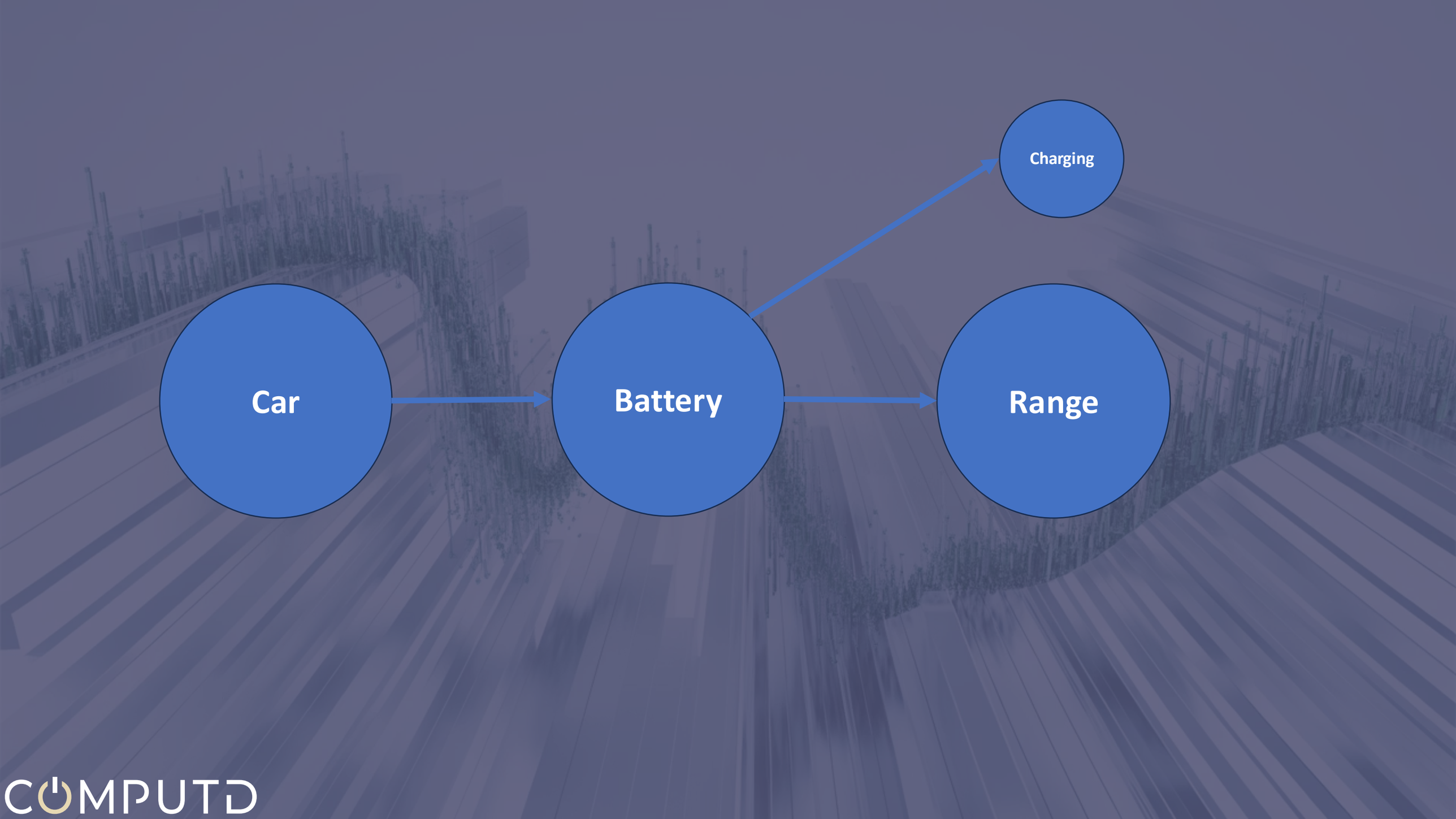

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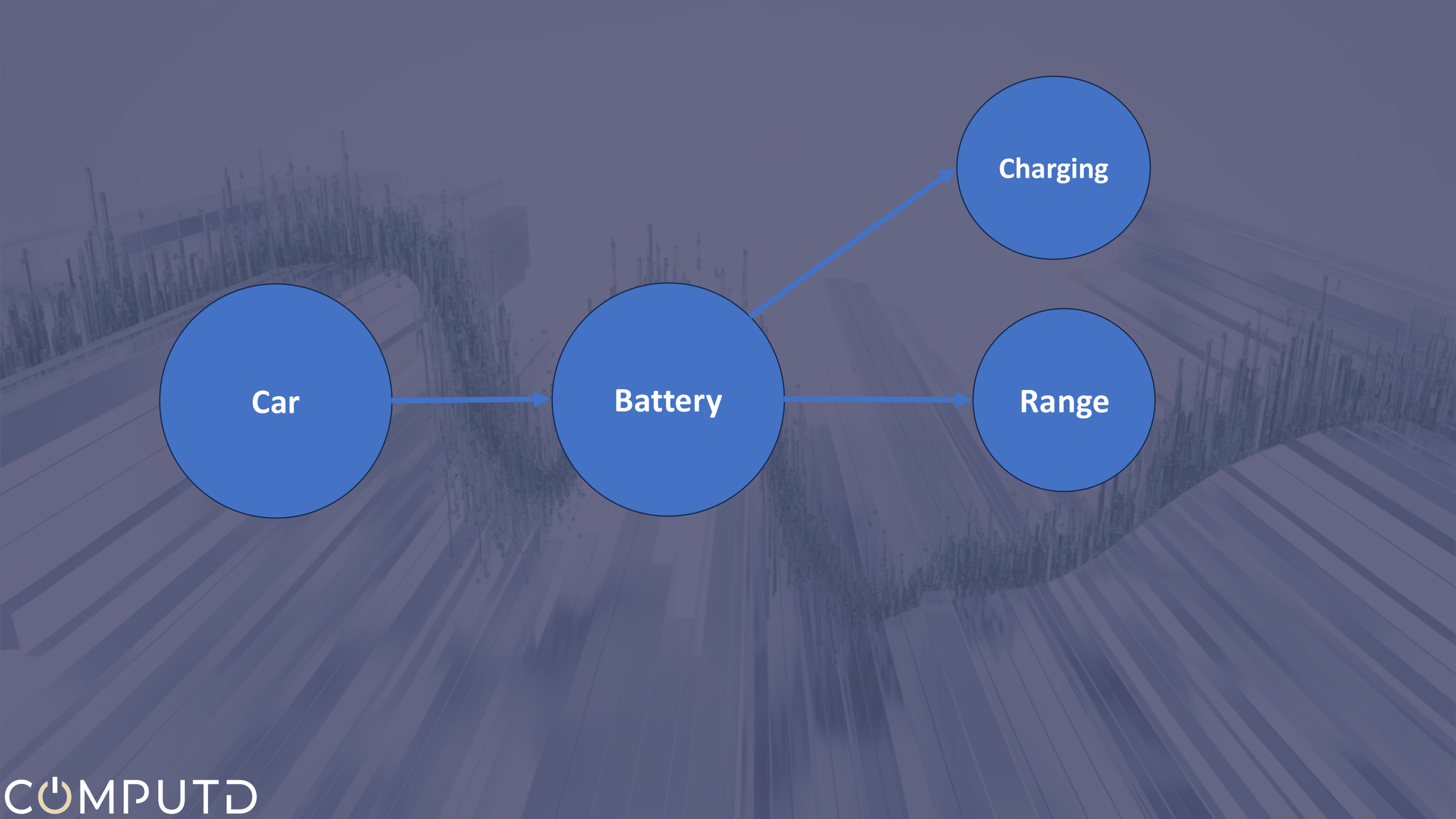

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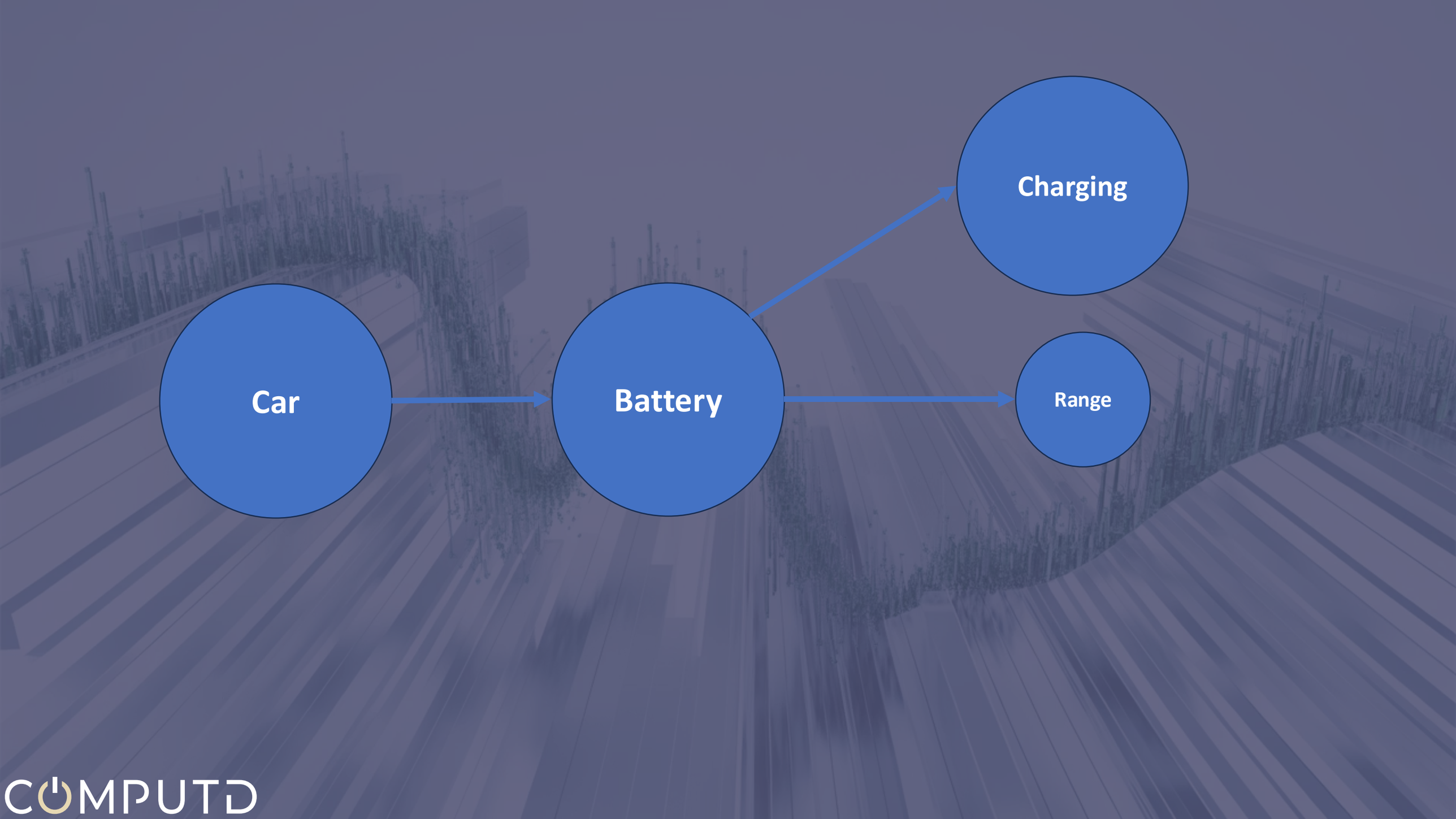

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The Future of Contact Centers

Cost Center

Historically viewed as a necessary expense, primarily focused on handling inbound queries and resolving immediate issues.

Value Center

Evolving to actively contribute to business goals, identifying opportunities for sales, retention, and customer insight.

Knowledge Center

Becoming a strategic hub for data-driven insights, proactively anticipating customer needs and shaping future product and service development.

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"AI allows us to be more human, not less."

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The real power of AI is not in answering, but in understanding.

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I’m here to listen

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