

CERTARA.AI

The client has large volumes of call center transcripts that hold important information on customer interactions, trends and events that can impact department decision making and improve customer service.

Challenge: Call center transcripts are full of messy data (misspellings, irrelevant dialogue, etc.) and the client with Certara.AI has been applying AI text extraction to this content.

Next Phase: GPTs are uniquely adept at “understanding” large corpuses of text. Now with Certara.AI GPTs, the client can summarize call transcripts.

Opportunity: A rapidly growing relationship consisting of additional software licensing and services. Over \$1M in additional value based on upcoming projects.

Why is this relevant? This same use case can be applied to the type of text the majority of Certara’s clients interact with: research documents, clinical trial patient summaries, internal reports, market intelligence and more.

With the information they need faster, the client improves customer interactions and has informed insight on trends. It also applies a validated use case for deploying GPTs in other departments.