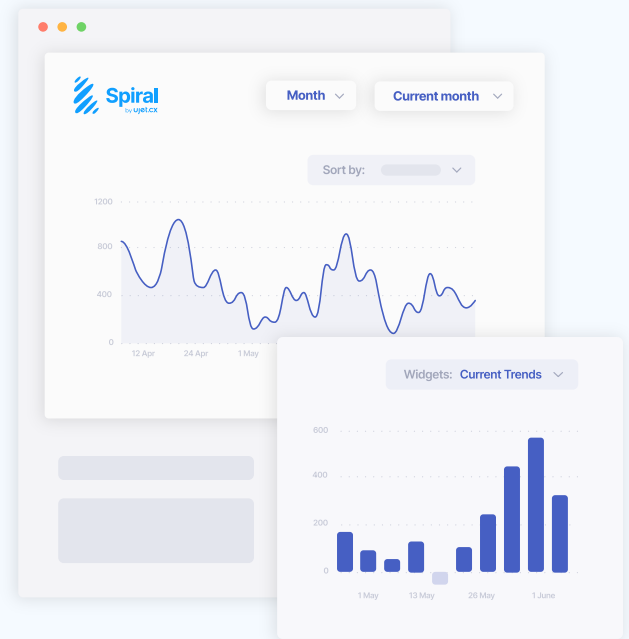




E-BOOK

Solving the 95% Blind Spot: How to Find the Issues Your Contact Center Doesn't Know It Has



Introduction: The \$5 Million Question

Most organizations pride themselves on data-driven decision-making. Yet, in the contact center—the front line of customer experience—over **95% of customer conversation data remains unstructured and invisible.**

This is the **95% Blind Spot.**

This data lives hidden in the full transcript of calls, the nuance of chat exchanges, and the free-text fields of surveys and reviews. When teams analyze only the remaining 5% (manual tags, simple dashboards, sampled data), they create a massive risk profile:

- **Lagging Indicators:** Teams are forced to react to problems weeks or months after they begin.
- **Legacy Debt:** Relying on outdated, manually tagged taxonomies that fail to capture emerging issues or the true root cause.
- **The Unknown Unknowns:** The truly costly and systemic issues that are never tagged, categorized, or even recognized.

Teams aren't fixing problems; they're firefighting with bad intelligence.

The Problem: Legacy Thinking Leads to Workflow Debt

The root of the blind spot is a reliance on legacy thinking.

1

The Trap of Manual Taxonomy

Traditional conversational intelligence (CI) tools require human consultants, tons of upfront manual effort, keyword spotting, and pre-defined categories. This system is fundamentally biased: **you can only find what you already know to look for**. This creates **Acquired Legacy Thinking** that leads to crippling **Workflow Debt**.

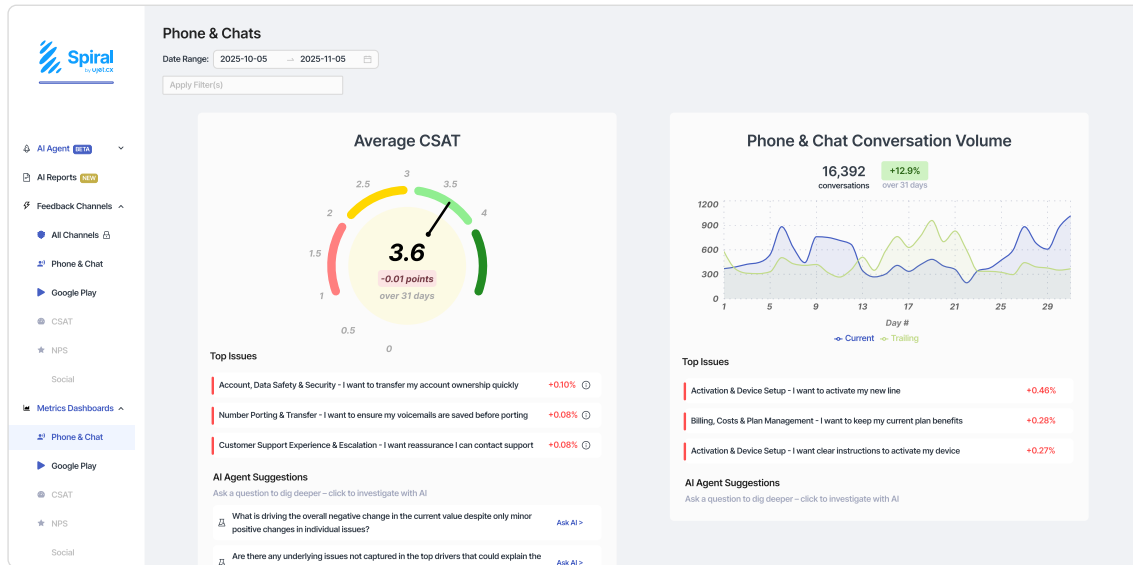
- **Old Category:** "Billing Inquiry"
- **New Problem (The Unknown Unknown):** The new "Billing Inquiry" is actually caused by a specific API change that miscalculates taxes for a single customer segment. Legacy systems just see a "Billing Inquiry" spike, not the single root cause.

2

The Cost of Sparse Signals

The most valuable insights—the ones that predict major product flaws or systemic operational failures—often begin as **sparse emerging signals**. They are mentioned by one or two customers daily across millions of conversations. Since manual tagging and sampling require high volume to be noticed, these critical signals are ignored until they become a major fire.

This inability to capture 100% of the truth prevents the organization from achieving a **One Shared Truth** about the customer experience.



The Avoidance Imperative: Elimination Over Deflection

"Everyone is applying AI wrong."

The industry trend is to measure success by how well AI deflects contacts (creating a "wedge" between the customer and the company). This treats the symptom, not the disease.

Spiral is built on the **Avoidance Imperative**:

- **The Goal:** Eliminate the problem at the source so the customer never needs to contact you in the first place.
- **Deflection:** Keeps the root cause alive and forces the customer to struggle elsewhere.
- **Avoidance:** Uses root cause clarity to remove the friction point entirely, leading to a truly better customer experience and massive operational savings.

Spiral's unique approach delivers the **Decision-Grade Customer Intelligence** needed to support this strategic pivot.

The Spiral Solution: Closing the Blind Spot with Autonomous Taxonomy

Spiral is the **AI Issue Hub** designed for elimination. It leverages a three-pillar system that turns 100% coverage into immediate action:

1

100% Coverage, Zero Sampling

Spiral ingests **every single interaction** (calls, chats, emails, reviews) and understands the content without human intervention. This immediately eliminates the 95% blind spot.



2

Autonomous Taxonomy Generation

Instead of relying on inherited, outdated labels, Spiral uses AI to build the entire issue taxonomy for you—automatically. This **Autonomous Taxonomy** evolves in real-time as your customer issues change, ensuring you capture every sub-issue and every emerging signal without manual effort or alignment meetings.

3

Queryable AI Agent for Root Cause Clarity

Once the data is normalized and categorized autonomously, you can ask Spiral anything in plain language:

- "What caused the recent spike in refunds for customers on our premium plan?"
- "Which issues are driving repeat contacts one week after product onboarding?"

Spiral searches millions of conversations instantly and returns a crisp, explainable breakdown of:

- The precise **root cause**
- The affected **customer segments**
- The measurable **financial impact**
- The recommended **operational or product-level fix**

This is **Explainable Intelligence**—not just what is happening, but *why* and *what to do about it*.

Conclusion: Move from Firefighting to Proactive Elimination

By adopting Spiral, you move from the costly cycle of Legacy Debt and reacting to fires, to a system optimized for **ROI in Days**. You don't need a six-month consulting project; you need a clean sheet of paper.

You can finally gain the clarity and confidence to fix problems in batches, eliminate the need for contact, and sell peace of mind to your executive team.

Ready to stop paying the price for the unknown-unknowns?

[Book a full demo](#) to see how Spiral delivers root cause clarity and enables true contact avoidance.