



Speed to Value: The Spiral Promise

Live in Hours, ROI in Days—
Validated by Turo's Results



The Challenge: Waiting for Answers and Paying the Price

In the world of customer experience (CX), traditional conversational analytics often requires six to twelve months for implementation, along with expensive, consultant-led taxonomy building, and slow data integration. When you're losing **\$7 for every avoidable customer interaction**, waiting half a year for actionable insights can cost you millions, and is simply unaffordable.

This delay keeps organizations locked in the **95% Blind Spot**, reacting to problems based on a small sample size of data, rather than proactively eliminating problems at the source. The legacy model of **manual tagging dependency** and **dashboard architecture** creates **acquired legacy thinking** that prevents teams from achieving **one shared truth** and pivoting to true contact **avoidance**.

The New Standard: Spiral's Lightweight, Elimination-Focused Value

Spiral by UJET is engineered for immediate, impactful results, delivering **decision-grade customer intelligence** at the speed of business. Our core promise is validated by customers like Turo, the world's largest car-sharing marketplace, who saw dramatic improvements in **just three months** of using UJET and Spiral.

Phase	Duration	Legacy System Approach (Costly Debt)	Spiral by UJET Approach (Elimination)
Setup & Integration	Hours to 3 Days	Months of planning; heavy IT lift; requires consultants and custom reports.	Lightweight integration (4-8 hours of effort); Zero manual pre-work . We ingest the data, and the system does the rest.
Insight Generation	Instant	Manual tagging, human intervention, and relying on old, outdated topic models.	Autonomous taxonomy generation immediately processes 100% of data to find the root cause (the "why").
ROI Measurement	Days	Delayed, qualitative reports after months of data collection.	Explainable, financially quantified breakdown delivered by the Queryable AI Agent for immediate operational fix.

The Technology That Delivers Immediate ROI: Spiral's 3-Pillar System

Spiral's speed is a function of its novel architecture, which eliminates the need for manual alignment meetings, consultants, and legacy taxonomy. The system is built around three core pillars:

1. Autonomous Taxonomy Generation

Spiral uses advanced LLMs and clustering algorithms to build the entire issue taxonomy for you. This means **no tagging, no labels, no spreadsheets, and zero bias**. The taxonomy constantly evolves as your business and customer issues change, immediately closing the 95% blind spot and eliminating **legacy taxonomy debt**.

2. Ultra-Specific Issue Detection

The system processes **100% of conversations** across all channels (no sampling), enabling **early sparse signal detection**. This is how Spiral finds the true **"unknown-unknowns"**—the critical issues mentioned by only a handful of customers that often become the next major fire.

Spiral identifies:

- The primary contact driver (Chief Complaint)
- Sub-issues / user stories
- Sparse emerging signals (issues weeks before dashboards move)

3. Searchable AI Agent (Explainable Intelligence)

Instead of relying on rigid BI tools, Spiral offers a powerful interface for **cross-functional intelligence**. Teams across Product, Operations, and Finance can ask complex questions in plain language and receive a crisp, **financially quantified** answer:

- *"Why did handle time spike last week?"*
- *"Which issues are driving refunds this month?"*
- *"What changed after our latest product release?"*

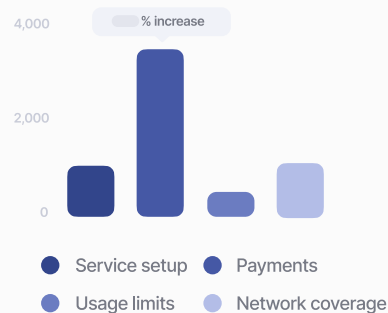
Spiral delivers the **root cause clarity** needed to move from guessing to acting.

What are the top customer contact reasons in the first month of service activation?

📋 Analyzing support chats, calls, reviews, surveys and emails

🔍 Running an analysis on patterns, trends, and distributions

Top customer contact reasons over the last month



Key findings:

6,122
Total monthly contacts

11.8%
of contacts are repeat issues

23.2%
of contacts are unresolved

4.8%

Case Study Snapshot: Turo's Strategic Transformation

TURO

Turo partnered with UJET to unify its support operations, leveraging both UJET CCaaS and our Spiral conversational analytics platforms. Spiral's contribution was pivotal: analyzing customer feedback in real-time and pinpointing common pain points.

TURO'S MEASURED IMPACT (IN JUST THREE MONTHS):

91% ↑

Improvement in
SLA performance

28s ↓

Reduction in Average
Handle Time (AHT)

5% ↑

Increase in
CSAT scores

This isn't just faster reporting; it's faster, more precise **action** based on **root cause clarity**.

How Turo Drove Immediate Impact and Strategic Transformation:

Spiral empowered Turo to move beyond tactical containment and focus on strategic elimination:

- **From Reporting to Strategy:** Spiral helped Turo build a sophisticated Voice of the Customer program, ensuring the data was used strategically across the organization. As Julie Weingardt, Chief Operations Officer at Turo, noted: *"Spiral's AI transformed our approach and helped us build a Voice of the Customer program that is smart and strategic, by capturing structured feedback during the support journey."*
- **Pinpointed the "Why" and Improved Proactively:** Spiral's AI analytics provided the crucial **"why" behind every customer interaction**, moving Turo beyond simple reporting metrics and giving **peace of mind** to the COO. She further stated: *"Spiral AI's platform allows us to analyze customer conversations and commentary, pinpointing areas where we can improve proactively."*



- **Refined Agent Training & Self-Service:** By instantly identifying which topics were causing customer effort and which complex conversations were slipping through, Turo was able to optimize its knowledge base and **retrain support agents on specific topics**, which directly contributed to the dramatic **28-second AHT reduction**.
- **Elimination of Friction:** By focusing on the root causes uncovered by Spiral, Turo was able to reduce customer effort and deliver a seamless experience, demonstrating the power of the **avoidance imperative** in practice.

Conclusion: Stop Paying the Tax on Delay

The cost of delaying the identification of “**unknown-unknowns**” far outweighs the cost of the solution. If your current system demands six months of consulting before you see measurable change, you are paying a massive tax on old thinking and accumulating costly **workflow debt**.

Spiral delivers the **cross-functional intelligence** needed to pivot immediately, making contact **avoidance** a reality.

Ready to see immediate ROI in days, not months?

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



how can I reduce handle time 🔍

📄 Looking into handle time trends now

📄 Examining monthly handle time trends for more granular view

📄 Creating report