

Analytics Intelligent (AI) Engine

Effortlessly turn customer data into insights and actions—
minimal manual effort, maximum clarity.

It's easy to feel overwhelmed by the volume of communication data your business receives — and even easier to miss or take on board what really matters. Behind every email, review or support ticket is a customer trying to be heard. But when insights are buried in thousands of messages, how can you be sure you're listening?

That's where AI Engine truly shines. It helps you cut through the noise and uncover what your customers are really telling you — the praise, the pain points, the patterns you need to act on. It doesn't just organise your data — it brings clarity, connection, and meaning to it. With one unified view across channels and teams, you can respond faster, solve problems earlier, and build stronger relationships. Because when you start listening with intent, everything changes.

Getting Started With AI Engine

Step 1: Connect Your Data

Integrate your existing sources like emails, chat logs, transcribed voice, CRM system and social media platforms.

Step 2: Customise Your Setup

Use the Rulebook to define how your data is analysed — tailored to your business language and goals.

Step 3: Analyse In Real Time

AI Engine processes your data using AI and human logic to identify key topics, sentiment and trends.

Step 4: Access Clear Insights

View your results in a central dashboard, giving you a clear, structured understanding of your customer conversations.

Business Benefits of AI Engine

Focus Where It Matters



Cut the noise. Act with purpose. AI Engine's intelligent Topic Analysis filters out the clutter, so your teams can spend less time searching — and more time solving the right problems.

Insights That Fit Your Business



No more one-size-fits-all. With the Rulebook, you define what matters — tailoring the way data is captured and analysed to reflect your specific goals, language, and priorities.

A Complete Picture, Instantly



End the scatter. AI Engine pulls insights from every platform into one clear view — so you can understand your customers in context, not in silos.

Let The Systems Do The Work



Less admin, more action. Seamless integration into your existing tools means fewer manual tasks and smoother processes — helping your teams move faster and focus on what they do best.

Decisions You Can Stand Behind



Insight you can trust. Spot trends, detect risks, and uncover opportunities with confidence — all in real time, and always grounded in the voice of your customer.

Insight Without The Overhead



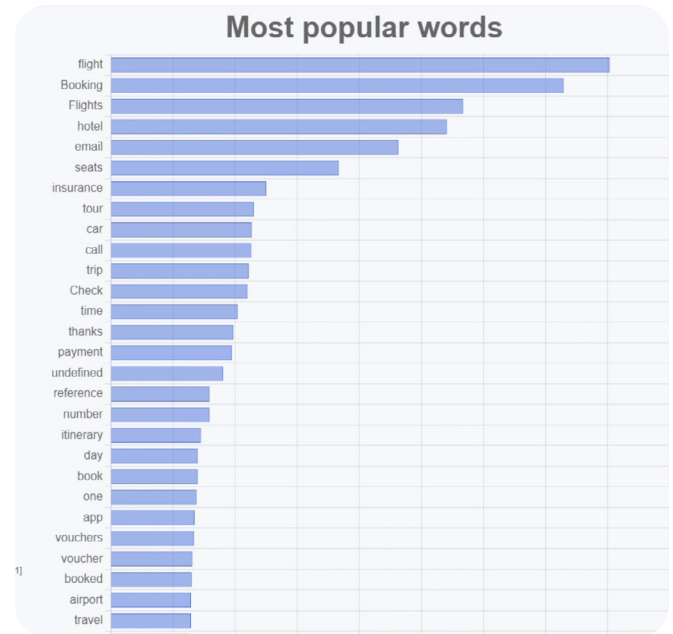
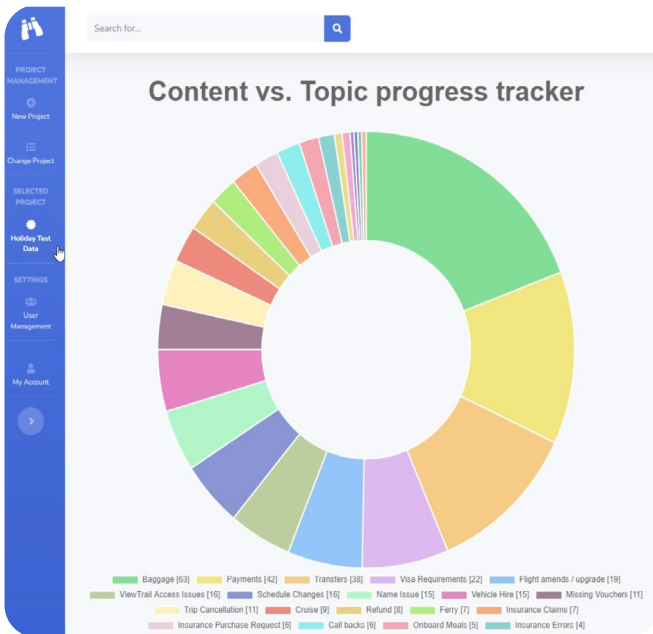
No analysts required. AI Engine makes it simple for any team to extract meaningful insight from text — no technical expertise, just immediate value.

90%

of enterprise businesses say data is becoming increasingly important to their overall business.

23X

Companies that use data to make decisions are 23 times more likely to attract new customers.



Features

Rulebook

Topic Analysis

Central Dashboard

System Integration

Multi-Device & Carrier Integration

Customisable Language Options

Description

Define and apply custom rule sets to govern how data is categorised, filtered, and interpreted — enabling analysis tailored to your organisation's language, context, and objectives.

Automatically detects and groups recurring themes within textual data using unsupervised machine learning — ensuring focus on high-relevance content and reducing noise.

Provides a unified, real-time view of all analytical outputs, including trends, sentiment shifts, and topic frequency — with drill-down capability for detailed exploration.

Offers pre-built and API-based integration options to connect seamlessly with platforms and internal systems, ensuring consistent data flow across workflows.

Performs deep linguistic processing including sentiment analysis, entity recognition, intent detection, and keyword extraction across multiple languages and content types.

Supports ingestion of text from varied sources such as email, CRM systems, support platforms, and transcribed voice inputs — enabling comprehensive, cross-channel analysis.

Talk to the solutions people.

Britannic are an award-winning specialist in business communications, systems integration, digital transformation and managed services. Their leading technical expertise and consultative approach has helped UK businesses to digitally transform their contact centres, customer experience, and communications with innovative technologies and services such as: Conversational AI, Workflow and Process Automation, Omni-channel communications, Interaction Analytics, Next Generation Networks and SIP Routing, UCaaS, CCaaS, and Video Interaction Management, to increase efficiencies, personalise interactions, introduce automation and reduce cost.

Book A Free Demo With One Of Our Specialists Today!