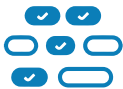# Implementing ChatGPT in Salesforce Chats for Sentiment Analysis to Achieve 22% Improvement in Customer Satisfaction

HIGHLIGHTS

Implemented ChatGPT With Salesforce Chats for Sentiment Analysis

Created a Custom Object With Multiple Fields to Record Chat Sentiment

Achieved 22% Improvement in Customer Satisfaction

Realized 30% Efficiency in Detecting Customer Issues

THE CUSTOMER

The customer is a prominent e-Commerce marketing platform provider and a catalyst for direct-to-consumer growth for numerous brands. Their single platform integrates solutions for reviews, loyalty, SMS marketing, and more to boost CX. Their platform integrates the most used tools including Google, Instagram, and other components of technological infrastructure.

THE CONTEXT

The customer was using Salesforce Service Cloud to manage their service operations. However, they realized that to deliver superior support services, they needed better insights into customer sentiment. They wanted a robust solution to analyze customer feedback and interactions and empower them with information about CX, satisfaction levels, and pain points.

THE OBJECTIVE

The customer wanted to leverage ChatGPT for sentiment analysis of interactions, specifically focusing on Live Chat Transcripts. They aimed to use a feature that would allow their support team to gauge customer sentiments, whether negative, neutral, or positive, at the conclusion or during ongoing communication. They wanted to partner with an organization with extensive expertise in Salesforce that could help them with a solution to enhance customer satisfaction.

THE SOLUTION

After analyzing their goals, team Grazitti designed a versatile solution that could be easily adapted to analyze sentiments in different contexts or domains.

Here's how we helped them:

- We created multiple fields on a Custom Object called 'AI Results'.

- Whenever a record or chat transcript is created for which a sentiment is to be analyzed, it would create a record for the 'OpenAI Results' in Custom Object.

- This record contained the information we passed to Apex when calling OpenAI. In return, we received the sentiment analysis result.

- This helped the support team to analyze the sentiment of the chat, based on the positive/negative/neutral responses of the users.

- We enabled their team to recheck the recorded sentiments by marking the Resend Checkbox as 'True'.

- They could also record the Timestamps in the 'Save Timestamp' field to keep track of the date and time of analysis.

THE OUTCOME

With Grazitti's help, they were able to leverage OpenAI for sentiment analysis of customer interactions, specifically focusing on Live Chat Transcripts.

Here's what they witnessed.

- **Valuable Customer Insights:** By utilizing sentiment analysis, they gained valuable insights into customer sentiments. This enabled them to understand how customers felt about their products, services, and overall experiences. These valuable insights also provided a look into the effectiveness of their support team's responses and areas for improvement.

- **Elevated Customer Satisfaction:** By understanding customer sentiment in real-time, they could respond more effectively, deliver personalized experiences, and ensure prompt issue resolution. This, in turn, enabled them to foster customer loyalty and drive overall satisfaction by **22%**.

- **Enhanced Problem Identification:** The sentiment analysis feature enabled them to achieve a **30%** increase in identifying challenges and pain points faced by customers. By analyzing negative sentiments, they could pinpoint specific issues, proactively detect patterns of dissatisfaction, identify recurring issues, and prioritize problem resolution.

- **Continuous Monitoring and Evaluation:** With sentiment analysis in place, the team could consistently monitor and evaluate interactions. This allowed them to track changes in sentiment over time, identify trends, and make data-driven decisions to further optimize customer experiences.