miarec

Finally, Know What Your Customers Really Think.

Traditional surveys only scratch the surface. They only reach a fraction of your audience and miss the raw, unfiltered feedback customers share in real conversations.

MiaRec Voice of the Customer (VoC) enables you to listen without requiring additional resources. By analyzing 100% of your recorded conversations, MiaRec VoC surfaces the insights that surveys miss. Discover what your customers are saying, feeling, and expecting—then act on it to improve experiences, reduce churn, and build long-term loyalty.
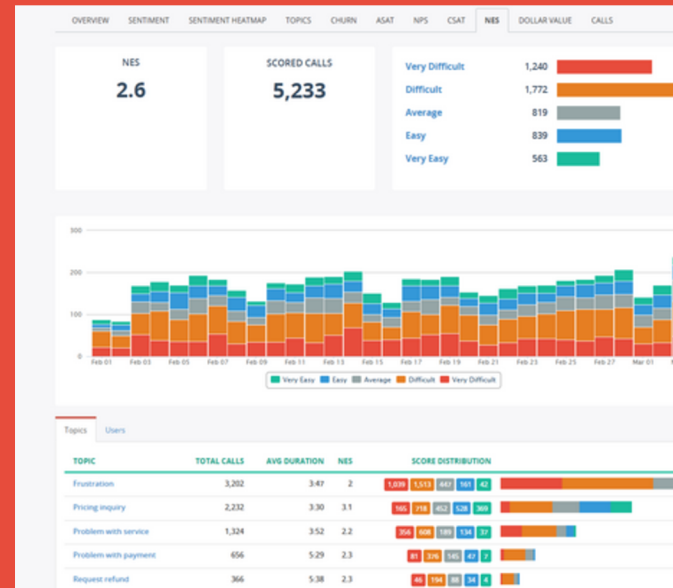
CHALLENGES

- Post-call and NPS surveys reach too few customers and yield delayed insights
- Hidden churn signals and objections go unnoticed
- Manual review of calls is inefficient and incomplete
- Leadership lacks clear visibility into real customer sentiment

THE MIAREC SOLUTION

Boost your customer experience and retention with reliable CX KPIs and insights. MiaRec's Voice of the Customer (VOC) solution enables you to leverage the power of advanced AI to analyse every customer conversation (in the form of call recordings) for sentiment, emotion, key topics, and intent. This helps you detect trends, understand pain points, and respond more quickly to what truly matters to your customers. In other words, you don't have to rely on post-call survey results and cross your fingers. Make data-driven decisions effortlessly with clear visibility into what your customers say and feel by tracking vital KPIs such as CSAT, NES, and NPS.

Then dig deeper with LLM-based Sentiment Analysis to expose emotional trends, enabling rapid spot-and-fix detection of potential issues and prioritization of improvements that improve agent and customer outcomes. Topic Analysis reveals the underlying reasons for customer calls, including billing inquiries and product-related questions. Combine sentiment and topic analysis for powerful root-cause analysis, such as repetitive calls and gaps in training. This enables you to spend less time analyzing data and more time tackling challenges.

25%	30%	90%
Improvement in CSAT & NPS Scores	Reduction in Customer Effort	Faster Response to Negative Feedback

KEY CAPABILITIES

AI-Powered Sentiment Analysis

Understand how customers feel throughout their journey using context-aware AI sentiment scoring.
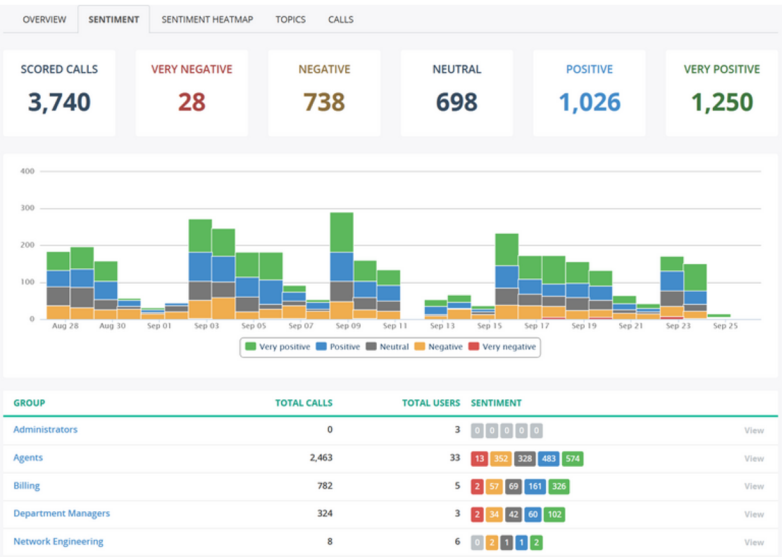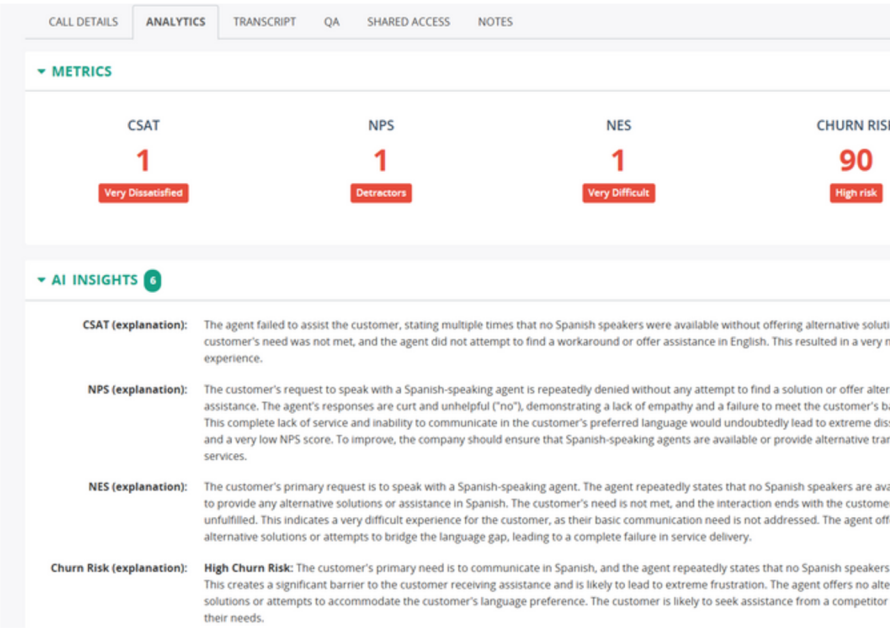
Topic Detection And Trend Surfacing

Identify top call drivers, complaints, feature requests, and more—automatically.

Predictive AI-powered CX Insights

Accurately measure CSAT, NPS, and Effort Score using AI trained on real conversations—not surveys.

Churn Risk Detection

Flag conversations that suggest potential cancellations or loyalty risks.

BENEFITS

Customizable Dashboards

Capture the voice of every customer, not just the ones who respond to surveys.

Move From Reactive To Proactive

Act on emerging issues before they escalate or go viral.

Elevate Your CX Strategy

Use real-world data to improve journeys, reduce friction, and personalize support.

Break Down Silos

Align marketing, product, service, and sales around what customers actually say.

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Want to learn more?

Scan the QR code or visit
https://info.miarec.com/demo to
schedule a personalized product demo.