IntelePeer Introduces SmartAnalytics to Enhance Conversational AI Customer Interactions and Reporting

Comprehensive solution captures all interactions between AI and Human agents

Dania Beach, FL, May 12, 2025 — IntelePeer, a leading end-to-end Conversational AI platform provider, introduces SmartAnalytics, a comprehensive suite of reporting and insight tools that captures every customer interaction with AI agents and live representatives. Available to all SmartAgent and SmartOffice customers, SmartAnalytics features an Interaction Explorer, a powerful way to search and track trends from customer communications, a self-service business intelligence functionality to custom tailor analysis to meet business needs, and real-time data insights that can be exported across the business.

“In today’s rapidly evolving business landscape, data and analytics have become the cornerstone of strategic decision-making that creates a competitive advantage,” commented IntelePeer CEO, Frank Fawzi. “Companies that effectively harness the power of their data are not just making informed choices, they’re revolutionizing their operations, customer experiences, and bottom lines. Analytics requires a complete data set across the entire communications path that only Intelepeer can deliver. With SmartAnalytics’ ability to provide real-time data, our customers can quickly uncover hidden patterns, predict market trends, and personalize customer interactions at scale. Coupled with our ability to record and transcribe calls into a data lake, businesses now have a holistic and meaningful view into their customer interactions.”

Key features of IntelePeer’s SmartAnalytics include:

- **Performance Assessment Dashboard:** SmartAnalytics’ dashboard highlights key metrics such as call containment rates, transfer rates, and interaction durations. Providing a comprehensive overview, businesses can quickly assess performance and identify areas for improvement. Granular insights into specific customer interactions enable the optimization of conversational workflows and AI agent responses, ensuring continuous enhancement of automated systems.
- **Advanced Interaction Analysis:** SmartAnalytics’ Interaction Explorer leverages IntelePeer’s unique end-to-end voice path to record and transcribe entire conversations, whether handled by AI agents, live agents, or a combination of both. Users can efficiently filter, view, and analyze interactions using metadata and can search call transcripts for specific words and phrases.
- **Data-Driven Decision Making:** SmartAnalytics empowers users with near real-time monitoring, providing visibility into key performance indicators and business insights. The platform’s self-service feature allows users to create and customize their own dashboards, facilitating deeper, tailored analyses of data to meet specific business needs. This enables agile decision-making and rapid improvements.
- **Seamless Integration and Data Sharing:** The ability to export and share data allows users to integrate interaction details into existing business intelligence systems for comprehensive cross-functional analysis. SmartAnalytics also supports integration with Snowflake Share and Snowflake Reader Account capabilities, enabling secure and efficient data sharing and collaboration across organizational boundaries.

“A new standard in data analytics is emerging in the industry,” commented Jim Lundy, CEO and Lead Analyst, Aragon Research. “Advanced analytics are empowering companies to become more agile, responding to market changes and customer needs in real time. Such insights into one’s business are fundamental drivers of innovation, growth, and long-term success in the modern business ecosystem.”

Powering SmartAnalytics is a rich ecosystem that includes the Snowflake AI Data Cloud, which serves as the foundation for connecting the technologies IntelePeer offers its customers. The platform’s compatibility, ease of developer onboarding, robust security controls, and rich set of forward-looking features seamlessly fits with IntelePeer’s existing technology. The Snowflake AI Data Cloud further strengthens IntelePeer’s ability to provide a unique view into user activity, gives customers a deeper understanding of the user experience, and provides the ability to uncover more meaningful insights.

For more information about IntelePeer, visit:www.Intelepeer.ai.

About IntelePeer
IntelePeer streamlines customer interactions, enabling businesses and contact centers to lower costs, improve the customer experience, and accelerate return on investment. Harnessing the power of agentic AI, IntelePeer’s Conversational AI Platform delivers speed, observability, visibility, and flexibility — all built on top of a global, secure communications network. Producing human-like interactions, the platform automates voice and digital customer service capabilities and provides industry-leading time-to-value with solutions that work seamlessly with existing enterprise software and infrastructure, and easy-to-use tools that can be utilized by anyone.
