

# Spiral by UJET: The AI Issue Hub for Decision-Grade Data



What if anyone in your entire company—from an engineer performing root cause analysis to a marketing leader validating a campaign—could instantly ask a plain language question and get a definitive, contextualized, and quantified answer about any customer issue across 100% of your customer conversations and reviews?

Spiral by UJET uses proprietary AI leveraging LLMs and clustering algorithms to autonomously create a taxonomy of your customer conversations, reviews, and feedback across all channels. Once complete, Spiral surfaces blind spots, with ultra-specific issue detection. The best part? All of this is made accessible through an easy-to-use AI agent - all it takes to get deep research about your customers is simple queries in natural language.

## Don't Just Measure Efficiency. Eliminate the Problem at the Source.

You are driven by a mandate to cut costs, reduce customer churn, and continually improve the quality of your customer experiences. The truth is, optimizing metrics like Average Handle Time (AHT) and First Contact Resolution (FCR) isn't enough to satisfy your C-suite; they demand true business impact, such as improvements in Net Promoter Score (NPS) and Customer Lifetime Value (CLV). The greatest revenue opportunity isn't in maximizing agent efficiency—it's in proactively eliminating the contacts that shouldn't happen in the first place. This shift requires "decision-grade data"—a complete, financially quantified understanding of every customer issue.

## The True Cost of the 95% Blind Spot

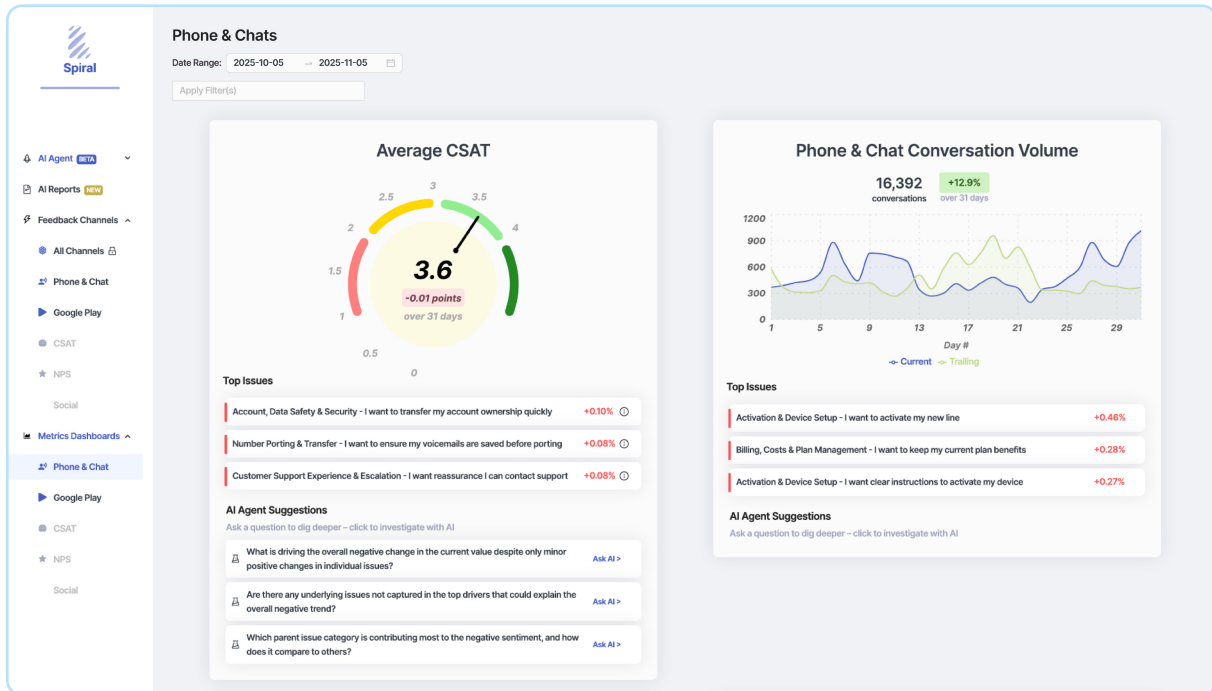
The performance gap is widening between CX leaders and the rest. A key reason is the "95% blind spot," where the vast majority of unstructured customer feedback remains unanalyzed, leaving the root causes of issues hidden.

- **Financial Losses:** Organizations are losing up to \$30 million in preventable churn every year and wasting \$7 for every avoidable contact, which adds up quickly!
- **CX Performance Gap:** The top 10% of teams achieve 92% CSAT compared to the 68% industry average.
- **Value Erosion:** Leaders see 40% lower churn and 35% higher Customer Lifetime Value (CLV) than the competition.

## What's Standing Between You and Delivering Great CX?

The core challenge isn't a lack of tools, but an information failure caused by fragmented systems and reactive approaches.

- **Fragmented Data & "Frankenstack":** Critical feedback is siloed across separate systems like CCaaS, CRM, ticketing, surveys, and more. Existing attempts to solve this create a "Frankenstack" of disconnected tools.
- **Inadequate Analytics:** Legacy analytics platforms and Quality Management (QM) tools are limited to high-level topic modeling or antiquated Natural Language Understanding (e.g. word clouds). They only tell you what happened (e.g., CSAT is down), not the ultra-specific, actionable why (e.g., a specific bug, tied to a release version).
- **Reactive, Not Proactive:** Without real-time, deep conversational data, you are constantly solving problems after the customer has been frustrated. This forces you to play catch-up, risking churn, and losing customers and revenue.
- **Operational Disconnect:** Product and Operations teams often make crucial roadmap decisions based on incomplete data, leading them to spend millions solving the wrong problems.



## Spiral by UJET: Conversational Analytics Made Actionable

Spiral by UJET is a specialized AI issue hub that autonomously transforms millions of raw customer conversations into a single, unified, proactive intelligence layer. It gives you the definitive, contextualized, and financially quantified answers about any customer issue across 100% of your interactions, regardless of channel.

- **Autonomous Deep Research Agents:**

Proprietary AI uses Large Language Models (LLMs) and clustering algorithms to automatically generate an unbiased, unified, and ultra-specific taxonomy from your data, eliminating manual tagging and human bias.

- **Ultra-Specific Issue Detection:** We go beyond simple sentiment or keyword analysis to perform bifurcated classification, finding the primary driver (Chief Complaint) and uncovering all related intricacies (Sub-Issues/User Stories) to identify "unknown unknowns". Our detection accuracy is proven to be ~98% based on customer testing and validation.
- **Omnichannel Single Source of Truth:** Unify 100% of your conversational and customer feedback data—from Calls, Chats, Emails, NPS, CSAT, Social, and Reviews—into a coherent view for cross-functional action.

- **Queryable AI Agent for Immediate Action:** All classified data is instantly searchable. Any user can use natural language to ask complex questions (e.g., "What are the top contact reasons after plan activation?") and instantly generate detailed, cross-segment reports in seconds.
- **Accelerated Value & Roadmap:** Spiral is a non-disruptive, platform-agnostic solution that integrates with your existing CCaaS, CRM, and BI tools. Integration typically takes 4–8 hours total, driving near-instant ROI and accelerating your roadmap to continually improve your customer experience, products, and services.

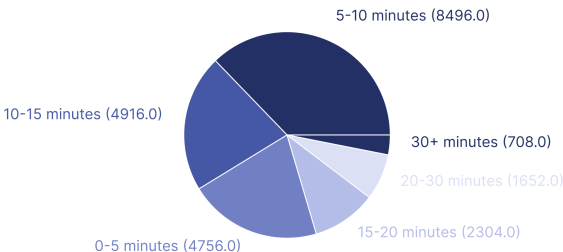
## Top Handle Time Drivers Analysis

Understanding what drives longer handle times in customer service interactions is crucial for improving efficiency. I've analyzed the data to identify the key factors that contribute to longer handle times.

### Overview of Handle Time

The average handle time across all conversations is approximately **648 seconds (10.8 minutes)**, with times ranging from 36 seconds to over 2 hours. Handle times are not evenly distributed - most conversations (58%) are resolved within 10 minutes, while only 3% take more than 30 minutes.

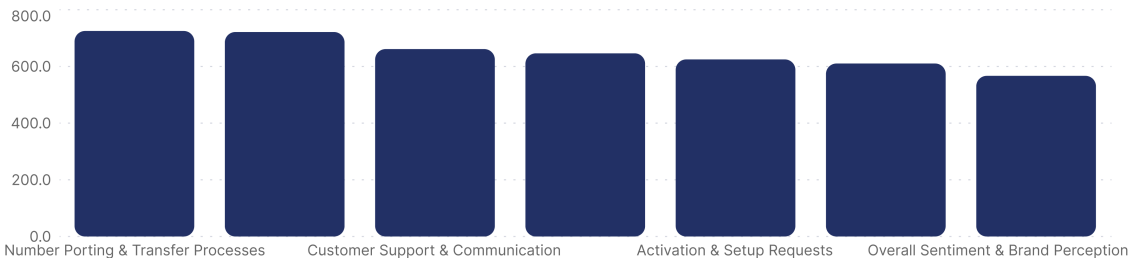
Handle Time Distribution



### Key Driver #1: Issue Type (Taxonomy Category)

The type of issue being addressed is a major driver of handle time. Some categories consistently require longer handling than others.

Average Handle Time by Issue Category



The data shows that **Number Porting & Transfer Processes** and **Digital & App Experience** issues take the longest to handle, with average times exceeding 12 minutes (720 seconds). These complex processes often require detailed verification steps and technical troubleshooting.



## Spiral by UJET Business Value

When you can trust the technology to be simple, safe, and scalable, it's easier to find business value. The teams at Turo, Owlet, and Whitepages trust Spiral by UJET to deliver a reliable and actionable intelligence that can drive real business impact and continual improvement across their organizations:

TRUSTED BY



WITH SPIRAL BY UJET YOU GET:



### Actionable Intelligence

Your organization obtains decision-grade data—the knowledge required to proactively enhance the customer journey and prevent future issues.



### Contact Volume Elimination

Directly measure and eliminate the repeatable, costly root causes of customer contact.



### Strategic Product & Service Roadmap

Product and Engineering teams receive a reliable, data-driven feed of product pain points, complete with quantified financial impact (P&L attribution) to prioritize fixes.



### Cross-Functional Consultation

Finance, Sales, and Marketing teams gain a consultative lens into customer wants and needs, using granular CX data to validate investment theses and refine messaging, all powered by the same single source of truth.

Learn more at [ujet.cx](https://ujet.cx) or give it a try today at [spiralup.co](https://spiralup.co)