

## CLAIMS

## WHAT IS CLAIMED IS:

1. A computer-implemented method comprising:
  - obtaining conversation data, wherein the conversation data corresponds to one or more conversations between customers and agents of a client, and wherein the one or more conversations correspond to a set of intents;
  - identifying explicit elements and implied elements of the set of intents;
  - determining a set of contexts from the set of intents, wherein the set of contexts are determined based on the explicit elements, the implied elements, and the one or more conversations between the customers and the agents;
  - training a machine learning algorithm, wherein the machine learning algorithm is trained using the set of contexts, the explicit elements, the implied elements, and the one or more conversations between the customers and the agents, and wherein the machine learning algorithm is trained to generate a set of actions performable to improve agent responses to new intents;
  - receiving new conversation data corresponding to new conversations;
  - identifying actions performable to improve agent responses to new intents associated with the new conversations, wherein the actions are identified using the new conversation data and the machine learning algorithm;
  - generating one or more recommendations corresponding to the actions, wherein the one or more recommendations are presented to address the new intents associated with the new conversations; and
  - dynamically monitoring adherence to the one or more recommendations in real-time.
2. The computer-implemented method of claim 1, wherein the one or more recommendations include conditional logic, wherein the conditional logic is executable to contextualize new explicit elements and new implied elements for addressing the new intents associated with the new conversations.

3. The computer-implemented method of claim 1, wherein dynamically monitoring the adherence to the one or more recommendations includes processing a data stream of a new conversation between a customer and an agent, wherein the data stream is processed in real-time during the new conversation, and wherein the agent responses from the data stream are evaluated in real-time to determine whether the agent is adhering to the one or more recommendations.

4. The computer-implemented method of claim 1, wherein dynamically monitoring the adherence to the one or more recommendations includes providing feedback to the agents, wherein the feedback is provided based on an evaluation of agent responses according to the one or more recommendations.

5. The computer-implemented method of claim 1, wherein dynamically monitoring the adherence to the one or more recommendations includes determining a sentiment from a new conversation, wherein the sentiment is evaluated to determine whether agent responses in the new conversation adhere to the one or more recommendations.

6. The computer-implemented method of claim 1, further comprising generating a set of performance metrics corresponding to the agents, wherein the set of performance metrics correspond to performance of the agents in addressing the set of intents and sentiments of the customers.

7. The computer-implemented method of claim 1, further comprising obtaining feedback corresponding to the conversations, wherein the feedback is processed to identify the set of actions performable to improve the agent responses to the new intents.

8. The computer-implemented method of claim 1, further comprising using a new set of contexts, new explicit elements, new implied elements, the new conversations, and data corresponding to the adherence to the one or more recommendations to further train the machine learning algorithm.

9. A system, comprising:  
one or more processors; and  
memory storing thereon instructions that, as a result of being executed by the one or more processors, cause the system to:

obtain conversation data, wherein the conversation data corresponds to one or more conversations between customers and agents of a client, and wherein the one or more conversations correspond to a set of intents;

identify explicit elements and implied elements of the set of intents;

determine a set of contexts from the set of intents, wherein the set of contexts are determined based on the explicit elements, the implied elements, and the one or more conversations between the customers and the agents;

train a machine learning algorithm, wherein the machine learning algorithm is trained using the set of contexts, the explicit elements, the implied elements, and the one or more conversations between the customers and the agents, and wherein the machine learning algorithm is trained to generate a set of actions performable to improve agent responses to new intents;

receive new conversation data corresponding to new conversations;

identify actions performable to improve agent responses to new intents associated with the new conversations, wherein the actions are identified using the new conversation data and the machine learning algorithm;

generate one or more recommendations corresponding to the actions, wherein the one or more recommendations are presented to address the new intents associated with the new conversations; and

dynamically monitor adherence to the one or more recommendations in real-time.

10. The system of claim 9, wherein the one or more recommendations include conditional logic, wherein the conditional logic is executable to contextualize new explicit elements and new implied elements for addressing the new intents associated with the new conversations.

11. The system of claim 9, wherein the instructions that cause the system to dynamically monitor the adherence to the one or more recommendations further cause the system to process a data stream of a new conversation between a customer and an agent, wherein the data stream is processed in real-time during the new conversation, and wherein the agent responses from the data stream are evaluated in real-time to determine whether the agent is adhering to the one or more recommendations.

12. The system of claim 9, wherein the instructions that cause the system to dynamically monitor the adherence to the one or more recommendations further cause the system to provide feedback to the agents, wherein the feedback is provided based on an evaluation of agent responses according to the one or more recommendations.

13. The system of claim 9, the instructions that cause the system to dynamically monitor the adherence to the one or more recommendations further cause the system to determine a sentiment from a new conversation, wherein the sentiment is evaluated to determine whether agent responses in the new conversation adhere to the one or more recommendations.

14. The system of claim 9, wherein the instructions further cause the system to generate a set of performance metrics corresponding to the agents, wherein the set of performance metrics correspond to performance of the agents in addressing the set of intents and sentiments of the customers.

15. The system of claim 9, wherein the instructions further cause the system to obtain feedback corresponding to the conversations, wherein the feedback is processed to identify the set of actions performable to improve the agent responses to the new intents.

16. The system of claim 9, wherein the instructions further cause the system to use a new set of contexts, new explicit elements, new implied elements, the new conversations, and data corresponding to the adherence to the one or more recommendations to further train the machine learning algorithm.

17. A non-transitory computer-readable storage medium, storing thereon executable instructions that, as a result of being executed by one or more processors of a computer system, cause the computer system to:

obtain conversation data, wherein the conversation data corresponds to one or more conversations between customers and agents of a client, and wherein the one or more conversations correspond to a set of intents;

identify explicit elements and implied elements of the set of intents;

determine a set of contexts from the set of intents, wherein the set of contexts are determined based on the explicit elements, the implied elements, and the one or more conversations between the customers and the agents;

train a machine learning algorithm, wherein the machine learning algorithm is trained using the set of contexts, the explicit elements, the implied elements, and the one or more conversations between the customers and the agents, and wherein the machine learning algorithm is trained to generate a set of actions performable to improve agent responses to new intents;

receive new conversation data corresponding to new conversations;

identify actions performable to improve agent responses to new intents associated with the new conversations, wherein the actions are identified using the new conversation data and the machine learning algorithm;

generate one or more recommendations corresponding to the actions, wherein the one or more recommendations are presented to address the new intents associated with the new conversations; and

dynamically monitor adherence to the one or more recommendations in real-time.

18. The non-transitory computer-readable storage medium of claim 17, wherein the one or more recommendations include conditional logic, wherein the conditional logic is executable to contextualize new explicit elements and new implied elements for addressing the new intents associated with the new conversations.

19. The non-transitory computer-readable storage medium of claim 17, wherein the executable instructions that cause the computer system to dynamically monitor the adherence to

the one or more recommendations further cause the computer system to process a data stream of a new conversation between a customer and an agent, wherein the data stream is processed in real-time during the new conversation, and wherein the agent responses from the data stream are evaluated in real-time to determine whether the agent is adhering to the one or more recommendations.

20. The non-transitory computer-readable storage medium of claim 17, wherein the executable instructions that cause the computer system to dynamically monitor the adherence to the one or more recommendations further cause the computer system to provide feedback to the agents, wherein the feedback is provided based on an evaluation of agent responses according to the one or more recommendations.

21. The non-transitory computer-readable storage medium of claim 17, wherein the executable instructions that cause the computer system to dynamically monitor the adherence to the one or more recommendations further cause the computer system to determine a sentiment from a new conversation, wherein the sentiment is evaluated to determine whether agent responses in the new conversation adhere to the one or more recommendations.

22. The non-transitory computer-readable storage medium of claim 17, wherein the executable instructions further cause the computer system to generate a set of performance metrics corresponding to the agents, wherein the set of performance metrics correspond to performance of the agents in addressing the set of intents and sentiments of the customers.

23. The non-transitory computer-readable storage medium of claim 17, wherein the executable instructions further cause the computer system to obtain feedback corresponding to the conversations, wherein the feedback is processed to identify the set of actions performable to improve the agent responses to the new intents.

24. The non-transitory computer-readable storage medium of claim 17, wherein the executable instructions further cause the computer system to use a new set of contexts, new

explicit elements, new implied elements, the new conversations, and data corresponding to the adherence to the one or more recommendations to further train the machine learning algorithm.