



ASR.GE • CALL CENTER ANALYTICS

ყველა ზარი. გასაგებად.

Call center analytics: every recorded call transcribed, classified and counted.

ASR.GE • TBILISI • GEORGIA • 2026

Every call is recorded. Few are heard.

1,620

calls a month on a mid-size
support line

220

calls one QA lead can review by
hand (10 a day, 22 days)

86%

of calls never reviewed by anyone

Failed deposits, disputes and fraud signals sit in audio nobody opens. Managers see call counts, not reasons.

Four outputs from every call.



Transcript

Speaker-separated Georgian text. Agent and customer on their own lines.



Classification

Call type, issue label and urgency, each with a confidence score.



Entities

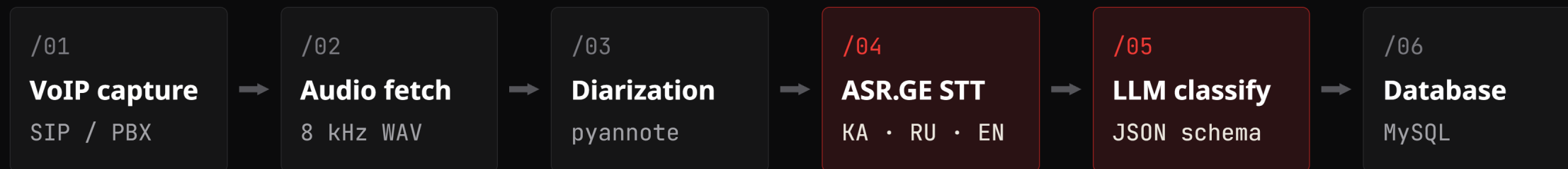
Transaction IDs, amounts, locations and names, pulled into fields.



Status

Resolved, follow-up or escalated. Open cases surface without a manual search.

From phone line to dashboard in six steps.



≈13 s

to transcribe a 3-minute call on one GPU

0

changes to how agents take calls

1 row

per call, queryable and exportable

One quarter of a support line, in five numbers.

4,860

Calls processed

92 days • 53
a day

148 s

Avg handling time

2 min 28 s

85%

Answered within
20 s

target 80% • met

0.91

Avg classification
confidence

94% at 0.80
or above

70%

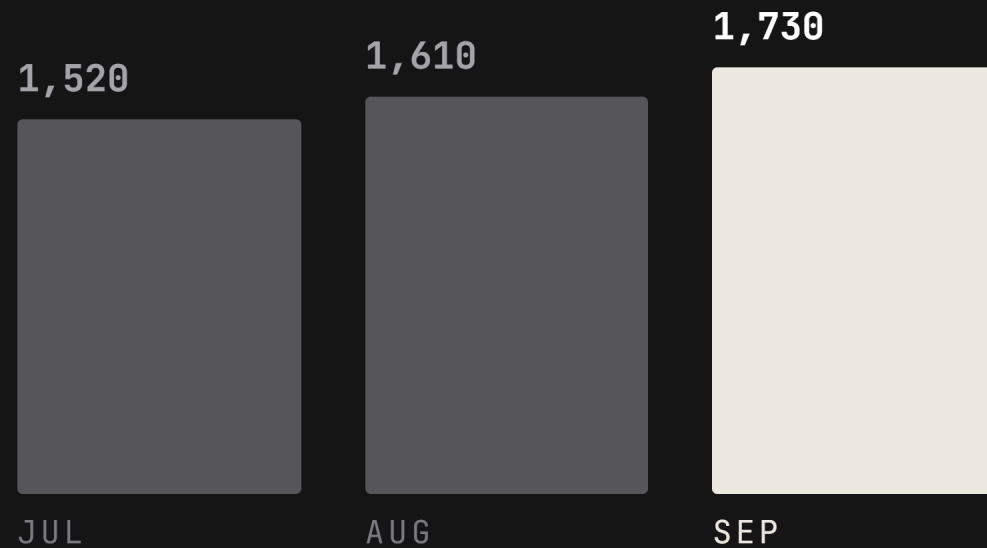
Resolved on
first call

3,402 of 4,860

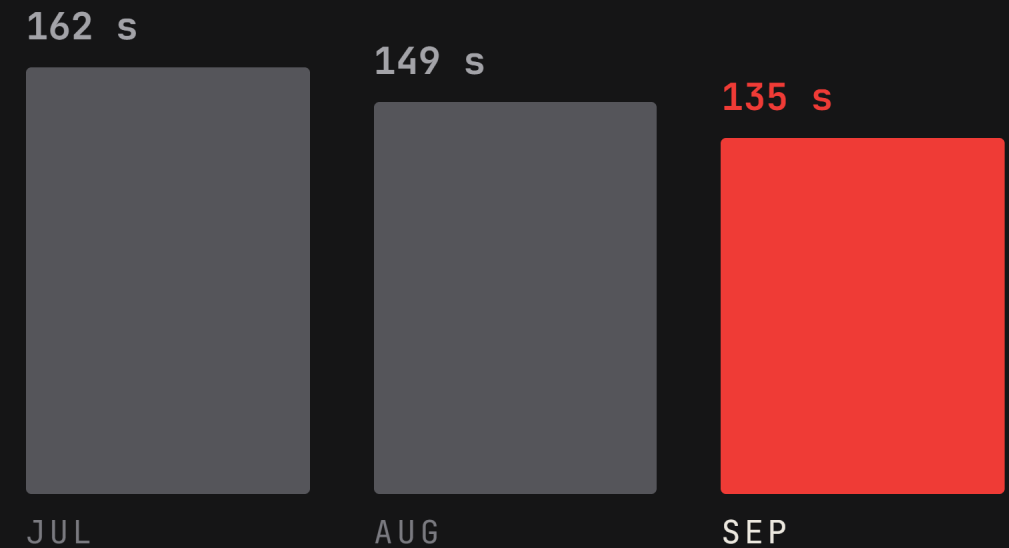
Mock data for a fictional fintech support line. Your pilot dashboard shows the same five figures from your own recordings.

Volume up 14%. Handling time down 27 seconds.

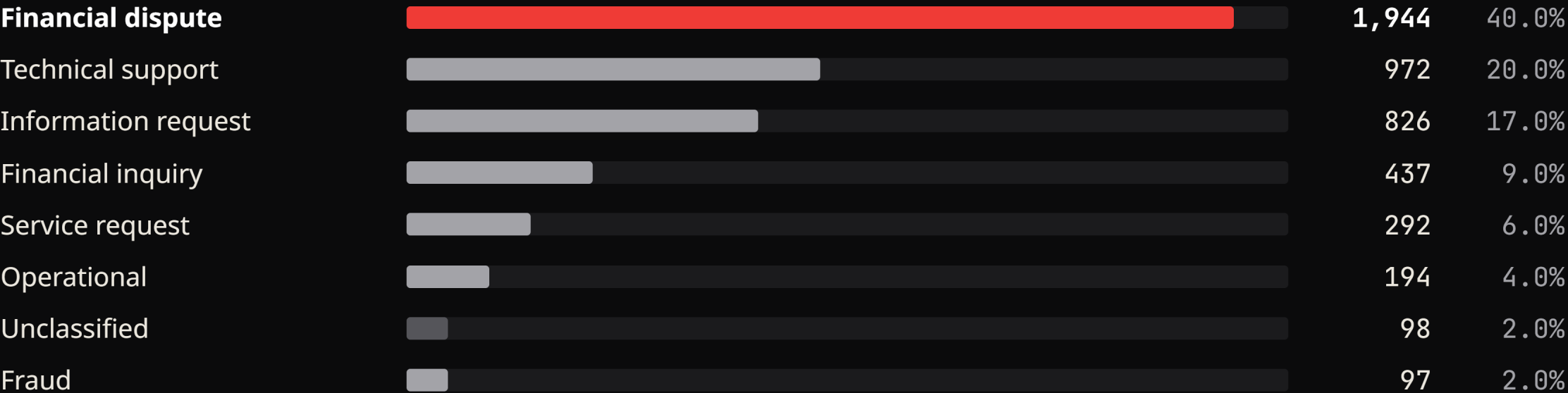
Calls per month



Avg handling time, seconds



40% of calls are financial disputes.



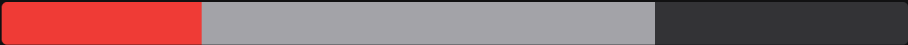
4,860 CALLS • 94% CLASSIFIED AT 0.90+ CONFIDENCE • THE REST GO TO HUMAN REVIEW

Deposit failures drive one call in four.

Top 6 issue labels

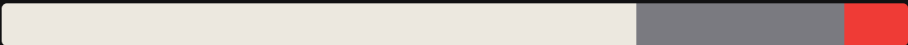
Issue	Calls	Share
Deposit failure	1,312	27.0%
Terminal malfunction	486	10.0%
Identity verification	404	8.3%
Transaction issue	389	8.0%
General inquiry	351	7.2%
Payment issue	243	5.0%

Urgency



High • 1,069 • 22%
Medium • 2,430 • 50%
Low • 1,361 • 28%

Outcome



Resolved • 3,402 • 70%
Follow-up • 1,118 • 23%
Escalated • 340 • 7%

Each call becomes one structured record.

```
{  
  "call_id": "CR-48217",  
  "call_type": "Financial Dispute",  
  "issue_type": "Deposit Failure",  
  "urgency": "Medium",  
  "confidence": 0.88,  
  "transaction_id": "TX45892173",  
  "amount": 72.0,  
  "currency": "GEL",  
  "location": "Borjomi",  
  "is_resolved": false,  
  "follow_up_required": true  
}
```

Classification

Call type, issue and urgency feed the category and urgency charts.

Financial data

Transaction ID and amount let you match the call to the ledger.

Status

A follow-up flag puts the call in the open-cases queue.

Built for Georgian phone audio.

8 kHz

Tuned on narrowband call-center recordings, not studio speech.

KA • RU • EN

Handles customers who switch language inside one call.

21% → 12%

Word error rate after fine-tuning.

14×

Faster than real time on a single GPU.

/10 • PILOT

A pilot on your own calls.

/01 • WEEK 1

Connect

We read recordings from your PBX or VoIP portal. Agents change nothing.

/02 • WEEK 2

Calibrate

We fit call types and issue labels to your taxonomy using a sample of your calls.

/03 • WEEKS 3-4

Run

The dashboard goes live. New calls are classified within minutes of hang-up.

You receive the dashboard, a CSV export and one JSON record per call.



Ready to *listen.*

Book a demo and bring a sample of your own recordings: asr.ge/demo

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