



**For immediate release**

**Images available on request**

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## **New Advanced AI Chatbot Analytics Solution**

Chatpulse gets to the heart of conversational data with qualitative as well as quantitative analysis

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The CAI Company is pleased to introduce Chatpulse, a SaaS tool for in-depth insights into conversational data and bot analytics.

Darren Ford, CEO at The CAI Company said “This is the solution that we always wanted in our work as conversational AI consultants. Since we weren’t able to find it, we decided to make it ourselves.”

The use of AI Agents, voice and chat assistants continues to grow, with over 8.4 billion voice assistants expected to be in use globally in 2025\*, and businesses increasingly rely on these tools for customer engagement. However, in spite of this, measurement of chatbot performance has been a challenge not well served by existing business intelligence (BI) tools and dashboards. Current analytics offerings focus on surface-level metrics such as message volume or intent match scores, though these often fail to reflect the actual user experience.

This is where Chatpulse comes in.

Chatpulse is an analytics platform that rethinks how automated conversations are evaluated and improved. Built specifically for conversational AI, it shifts the focus from tracking *what* happened to understanding *why* it happened. It works with data from any conversational AI platform or technology.

Darren explains, “Chatpulse uses a combination of our proprietary algorithms and software, large language models and neural-network-based techniques for language processing to generate a rich set of indicators that represent the voice of the customer, surface hidden problems, and deliver actionable recommendations. Advanced AI is paired with an intuitive interface that serves both technical and non-technical teams - enabling faster, better-informed decisions.”

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Expanding on functionality Darren said “The summarisation and visualisation capability is one of Chatpulse’s most distinctive features. It enables teams to scan and understand millions of conversations in minutes, turning dense transcript data into digestible insights - without relying on manual review or data science support.

“Unlike general-purpose BI dashboards, Chatpulse is purpose-built for conversational AI. Domain specific indicators include: fallback trigger topics, sentiment analysis, agent requests, abandoned conversations along with intelligent summaries at both the message and conversation level. It connects complex AI processing with real-world operational needs, which enables teams to move from raw data to targeted action faster and with greater confidence.”

Powered by a scalable, real-time data ingestion pipeline, Chatpulse can process conversational data from a range of sources that includes chatbot platforms, voice assistants, and spreadsheet exports. The architecture is cloud-native and cost-efficient, using service queues and elastic infrastructure that scale only when needed. Once ingested, the proprietary re-structuring of the data enables more efficient querying and the ability to quickly shift from viewing large-scale trends to the details of individual conversations or variables.

Chatpulse is Model Context Protocol (MCP) server enabled. MCP is an open standard that lets AI systems connect securely to tools, APIs, and data sources, allowing other AI technologies to talk to the data within Chatpulse. This enables chat with Chatpulse and instant reporting on insights, performance benchmarks, key metrics, recommendations, usage patterns and trends, daily volume analysis, and intent and topic analysis.

So how does this all translate to business value?

Already delivering strong results for users, Chatpulse clients include one of the world’s largest technology companies and HelloFresh, one of the world’s largest food box delivery companies.

Real world impact Chatpulse has had so far for users:

1. Identified that 9% of one voice assistant’s conversations involved blank inputs, an insight that led to improvements in speech detection and prompt design.
2. Revealed that 31% of a client’s conversations that routed to a sales queue were actually shipping queries, resulting in more accurate intent mapping and reduced handovers.
3. Highlighted vague prompts that caused drop-offs during sales journeys, prompting clearer content and better conversion.
4. Linked low satisfaction scores to specific interface elements, enabling teams to adjust design and improve experience.



5. Cost savings: A 2% improvement in containment translates to estimated annual savings of £500,000–£600,000 for organisations handling over 500,000 conversations per month (based on call cost of £5).

These kinds of insights reflect a meaningful shift from guesswork to evidence-based action.

As a result, teams using Chatpulse have been able to take data-driven decisions that:

- Reduce support and operational costs
- Identify and resolve root causes faster
- Improve customer satisfaction through more effective conversation design
- Make targeted, data-informed decisions
- Align technical improvements with business goals

Darren concluded “Chatpulse offers a more effective way to work with conversational data, especially as automated interactions become a core part of how organisations communicate with customers. By applying AI to interpret and contextualise conversations, Chatpulse helps teams move beyond basic metrics to uncover meaningful insights, making it easier to identify opportunities for improvement and respond quickly to issues. Its uniqueness is reinforced by patents issued this year covering the underlying AI processes and algorithms.

“What sets Chatpulse apart is its ability to uncover issues that conventional tools simply don’t detect, and that it does so in a way that is fast, scalable, and repeatable.”

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<https://thecaicompany.com/chatpulse/>

\* <https://www.demandsage.com/voice-search-statistics/>

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## Notes to Editors

### About The CAI Company

The CAI Company is a team of highly skilled specialists that provide Conversational AI strategy, design and build expertise to companies deploying Conversational AI projects; customers include HelloFresh, AT&T, CSG International, ICA Gruppen and Kings College London. Expertise in strategy, conversation design, data science, AI, GenAI, machine learning, and UX skills drive exceptional business outcomes for customers from automated conversational applications.

Decades of successful Conversational AI project experiences show that the art to delivering meaningful results is an unrelenting focus on business objectives, combined with the creation of exceptional user experiences with intelligent automated dialogues.

Please visit [www.theCAIcompany.com](http://www.theCAIcompany.com) to find out more or follow us on LinkedIn <https://www.linkedin.com/company/the-cai-company>.