



Next Generation Speech Analytics

“ Only two sources of competitive advantage

Jack Welch
Former CEO of GE



1 Learn more about our customers faster than the competition



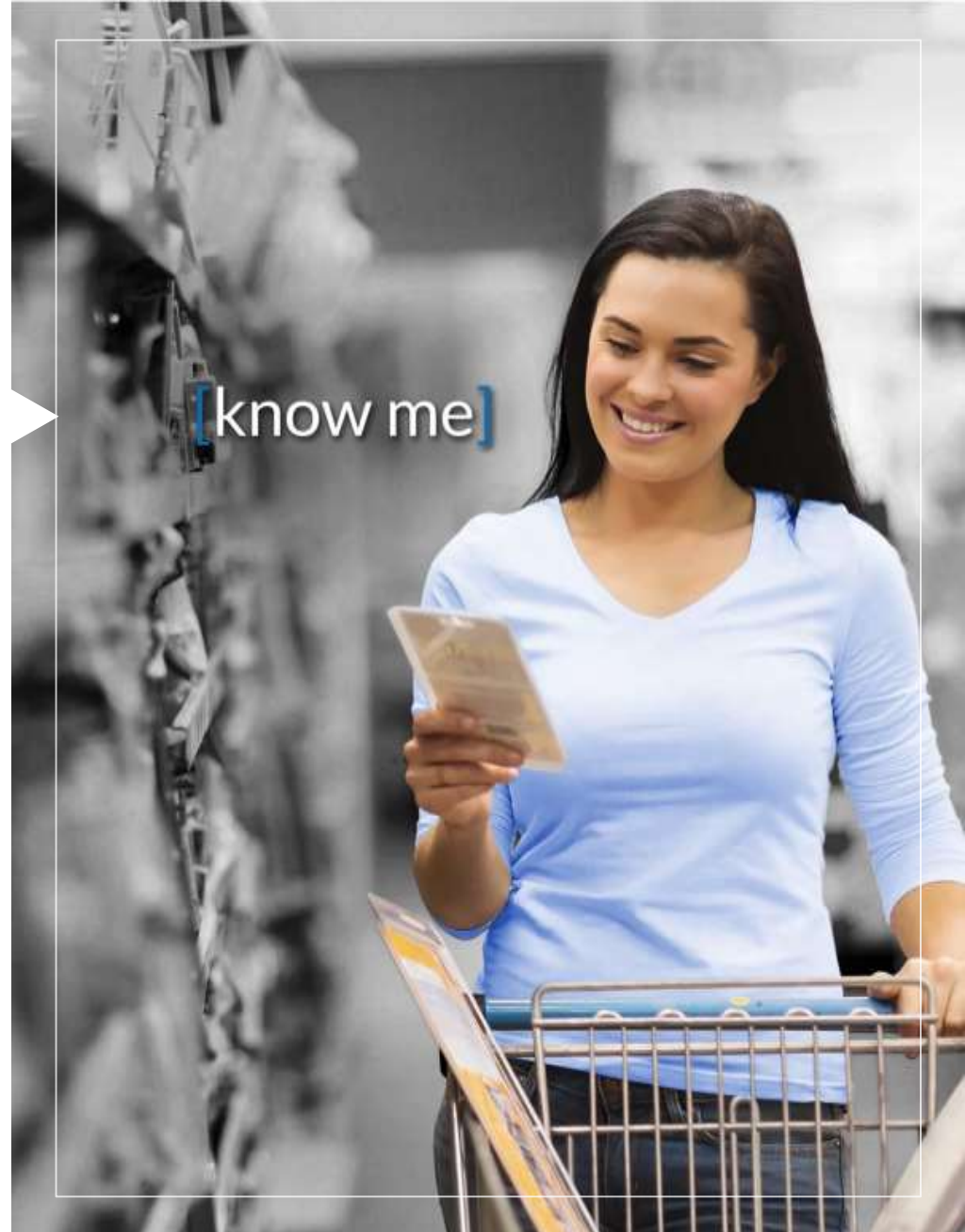
&



2 Turn that learning into action faster than the competition.”

Knowing Your Customer

- All interactions
 - Customer service calls
 - Recent browsing activity
 - Recent chat activity
 - Transaction history
 - Social activity
 - Location
 - Device
-



Delivering Insights Across All Touchpoints

Speech Analytics



- Deep Behavioral Insights
- At-risk Customers
- Automated Root Cause Analysis
- Self-service Abandonment

Voice

Survey Feedback



- Transactional & Relationship Satisfaction
- Employee Feedback
- Loyalty Drivers
- Product/Service/Channel Feedback

Structured Surveys

Text Analytics



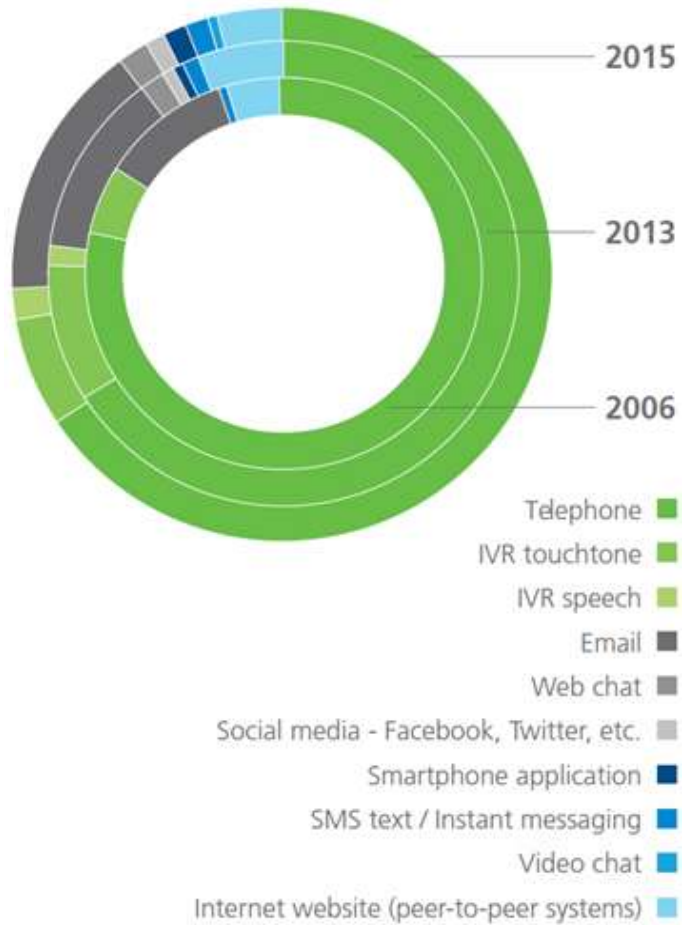
- Open Survey Verbatim
- Email/Chat/SMS
- Customer Sentiment
- Social Media Analysis and Response

Unstructured Text



Omnichannel - Engagement Analytics

Phone is still by far the widest used channel

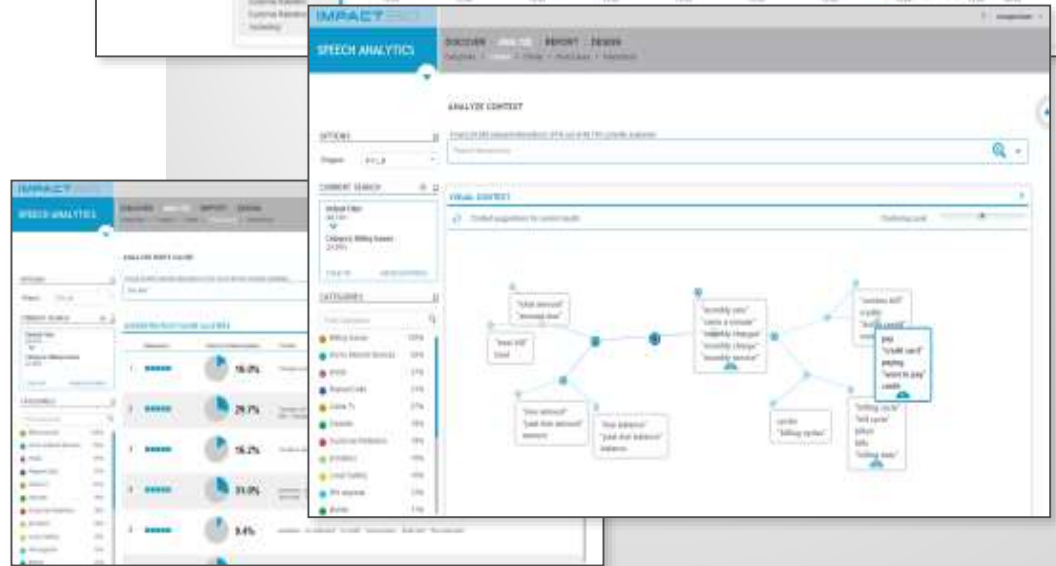
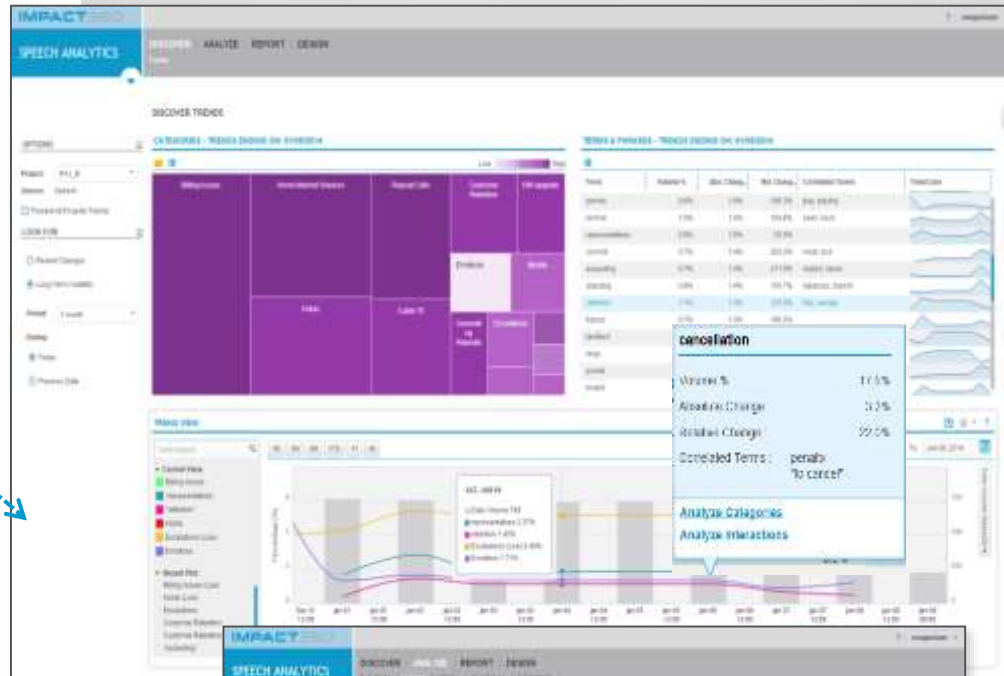


Dimension Data's 2015 Global Contact Centre Benchmarking Report, © Dimension Data 2009-2015



Speech Analytics

Transforming **Audio** into Actionable **Insights**



Visual Map of Every Call

INTERACTION REVIEW

CALL Interaction 2 / 3 | Time: 10/10/2012 09:45 AM | Employee: Sheila Ferver | Customer: Bill gates



00:00 / 10:14

SCREEN | TAGS

Annotations CTI Applications

- 00:00 CRM
- 00:00 Start Call
- 01:02 Agent Confused
- 02:22 Customer is angry
- 05:06 Excel
- 05:12 Hold
- 05:30 Resume
- 05:32 Agent repeats explanation
- 05:44 Word
- 05:56 Customer complains after not understanding
- 06:23 Open case

EVALUATION

Form: Agent Attitude | Score: | Submit

Header

Agent Name:	Sheila Ferver	Date & Time:	10/10/2012 09:45 AM
Customer Type:	Gold	Duration:	10:32
Line of Business:	Credit Cards	Evaluated by:	wing Wong

Agent Performance ★ (Filled: 5 of 33)

Automated speaker tagging even on mono recordings

INTERACTION TRANSCRIPTION

Searched Terms:

00:01: thank you for calling keren this is sheryl how can i help you :

00:04: hi sheryl it's natalie from bell canada how are you good good i'm calling for ticket number two three nine five a six :

00:15: all right now one moment please : to you yeah would you like to go ahead :

00:37: i don't know if i can speak to them or if i can leave her a message i just wanted the further assistance on the final troubleshooting for a recording issue :

00:47: okay let me see if i can get them on the line for you :

00:53: alright perfect :

00:54: okay you're welcome one moment i am sorry this the day :

New Unmatched Insights with Automated Theme (Category) Discovery

Automatically surface actions, relations and entities without categories.

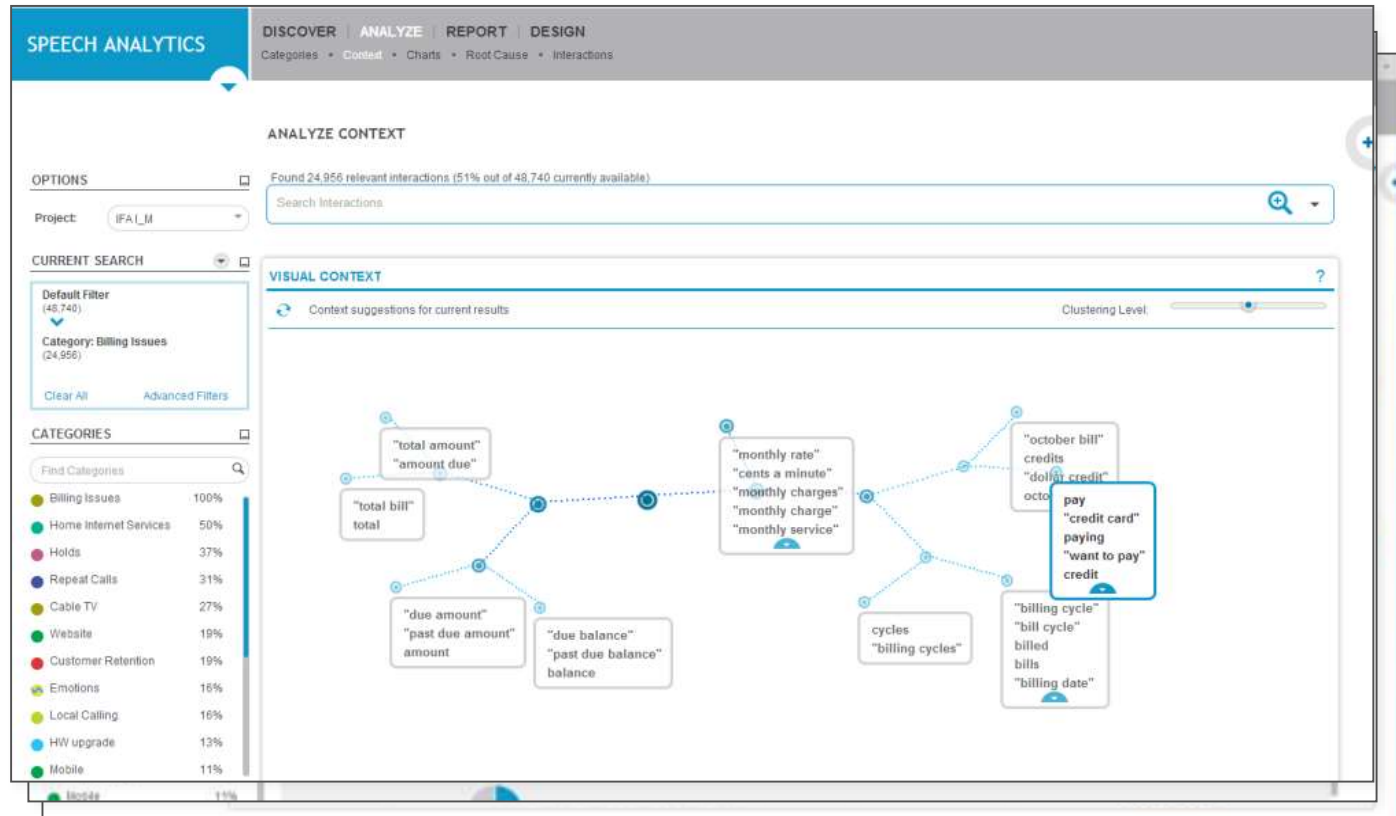


Complete unbiased view

Single click access to build a system category

Faster Time to Insight with Powerful Visualization

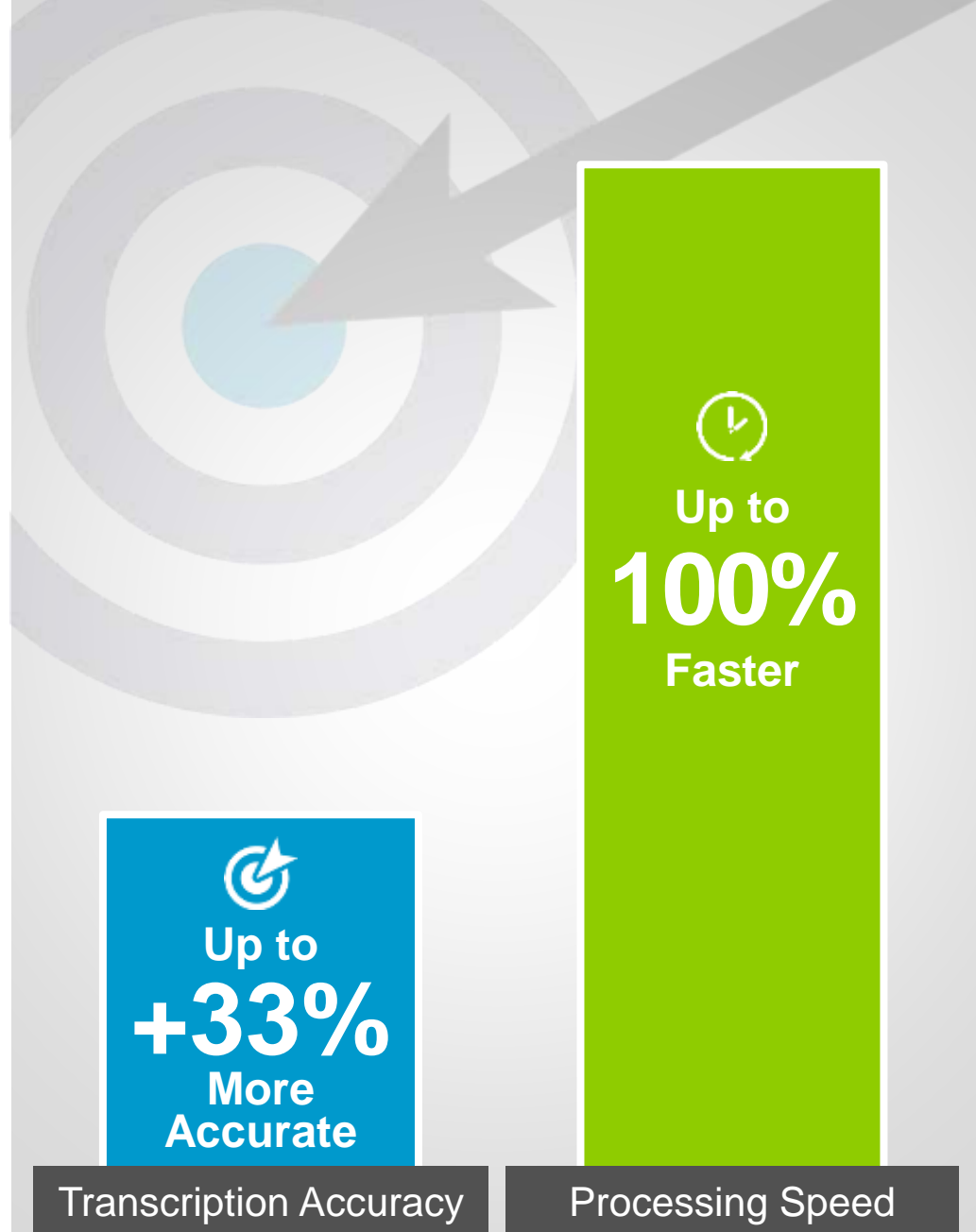
- Simplified workflow
- Faster time to insights
- Intuitive workflows
- Customizable
- Powerful data visualizations



Unmatched Accuracy

- Delivering levels of accuracy and performance unmatched in the industry
- Self-learning algorithms
- Automated speaker separation and identification

Note: Accuracy and processing speed improvement vary by language model.



Speech Analytics is Critical to Digital Channel Strategy

- Identify and fix self-service failures
- Mimic customer language and agent persona
- Identify new digital tasks and potential ROI
- Monitor that agents promote the use of digital channels





China Mobile

Improving Digital Channels with Speech Analytics

“Charging Policy” was driving more than **25% of phone calls**.

Updating the IVR, SMS and Web, **reduced calls by 10%**.

- Company customers increased by **13%**
- IVR containment rate increased by **3.67%**
- Calls per customer reduced by **0.13**

Increase C-Sat and Reduce Churn

- Identify customers at risk and predict “super detractors”
- Gain much greater coverage compared with most survey response rates
- Increase understanding of what drives high and low CSAT
- Spot early warning signals before they go viral on social media
- Provide relevant engagement with context not just generic survey



Predicting Customer Churn



***Saved 86% of at risk
accounts with a
savings of \$12.5M***

Situation

- Analyzed “lost customer” interactions from past 4 months and identified statistically significant terms: **Ridiculous, You People, Looking NEAR Statement**

Solution

- Built “At Risk” VoC Category
- Identified root-cause of dissatisfaction
- Daily “at risk” report sorted by customer value
- Team of 4 agents proactively called back to save

Result

- Saved 86% of at risk accounts
- 4500 accounts saved to date
- Initial ROI achieved within 7 weeks
- Savings to date \$12.5 Million

Broad-based Compliance Solution

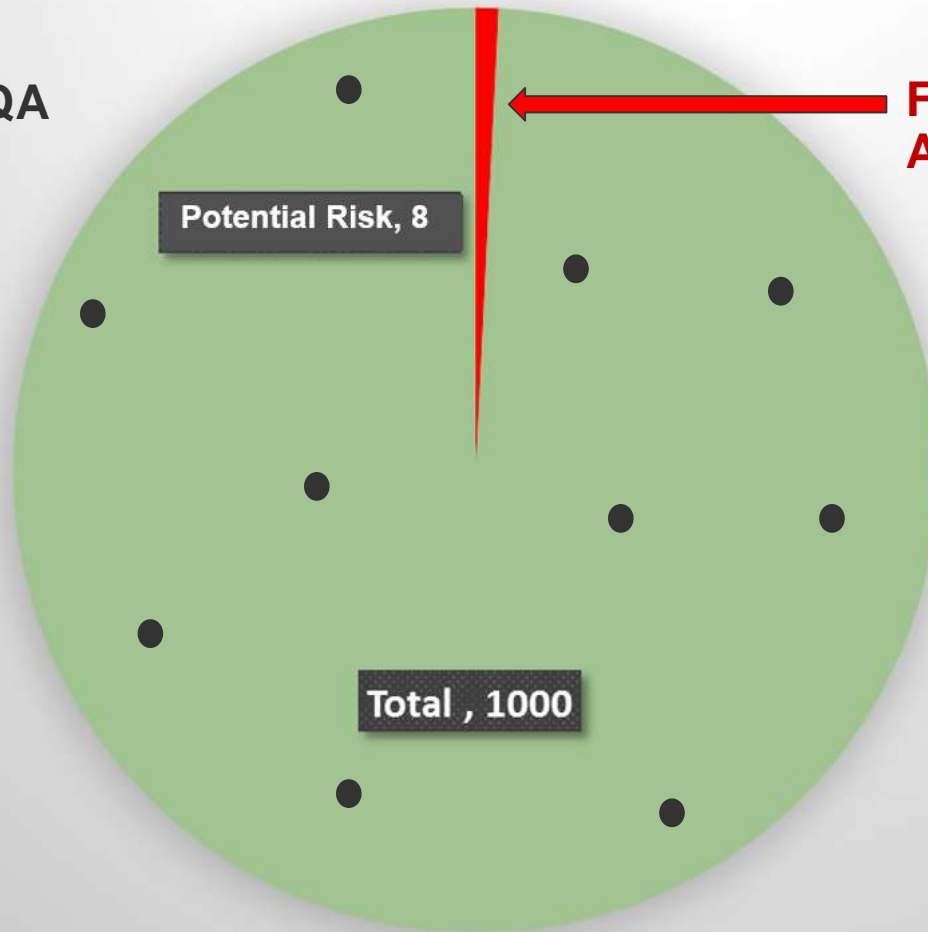
- Monitor 100% of Interactions for compliance risk
- Non bias objective automated review
- Reduce risk when breaches are rare but costly
- Lower cost option than manual monitoring
- Show internal process and solution to regulators



Providing Risky “Advice” or Threats

Compliance Risk in 1000 Interactions

Random QA Sample

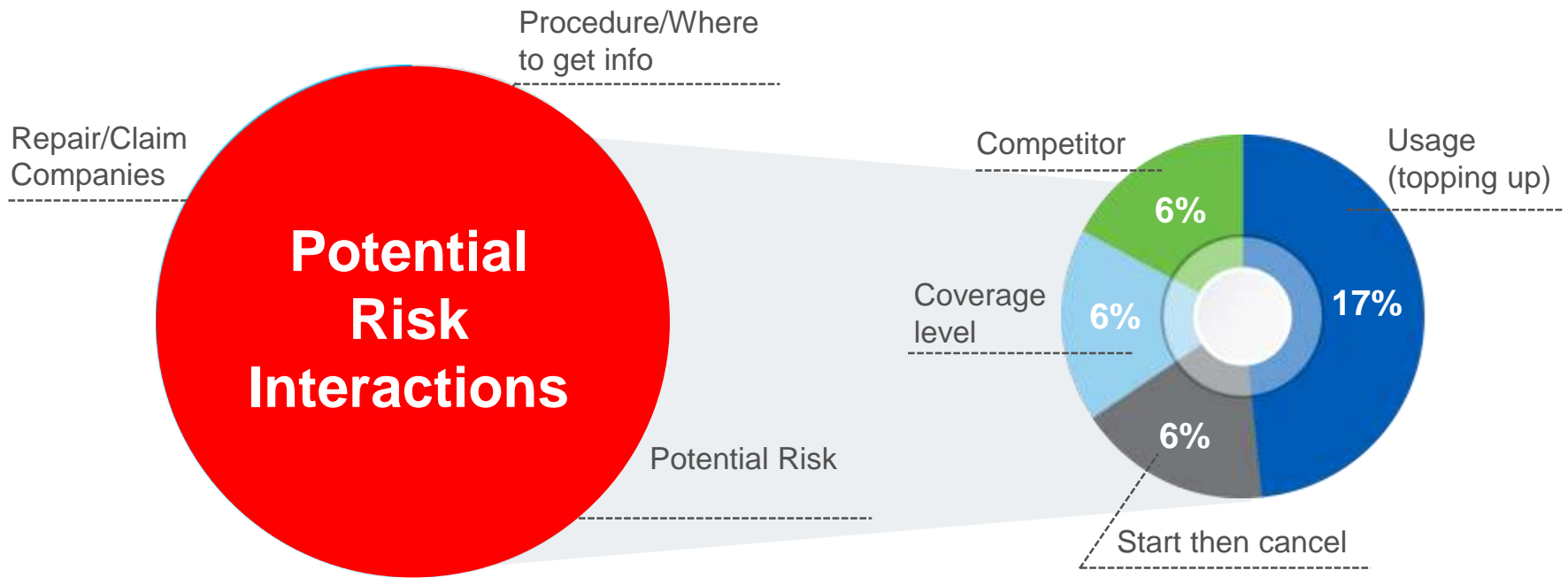


Focused Speech Analytics Sample



Providing Risky “Advice” or Threats

Compliance Risk Issues at Real Insurance Customer



**Possible Risk Keywords
In 0.8% of all interactions**

**Actual Risk in only
0.27% of Interactions**

Operational Efficiency and Cost Savings

- Reduce AHT and repeat calls
- Reduce silence time, holds and transfers
- Identify and address specific agent knowledge gaps
- Focus quality monitoring on calls that matter most
- Reduce need for manual agent calls coding



Saving Cost While Building Loyalty



Aparajita Gupta

VP Customer Interaction Analytics

SuperNova Award Category
Next Generation Customer Experience
Constellation Research

Situation

- Global BPO 27,000+ employees.
- Competing with Analytics and Insight

Insight

- Use of Verint Speech and Text Analytics
- Saturation of CSAT and NPS surveys 2-5% response

Result

- Reduced cost-to-serve by 18%
- Improved NPS by 14 points
- Reduced AHT by 30+ seconds
- Contact avoidance and faster resolution
- New revenue stream

Sales Effectiveness

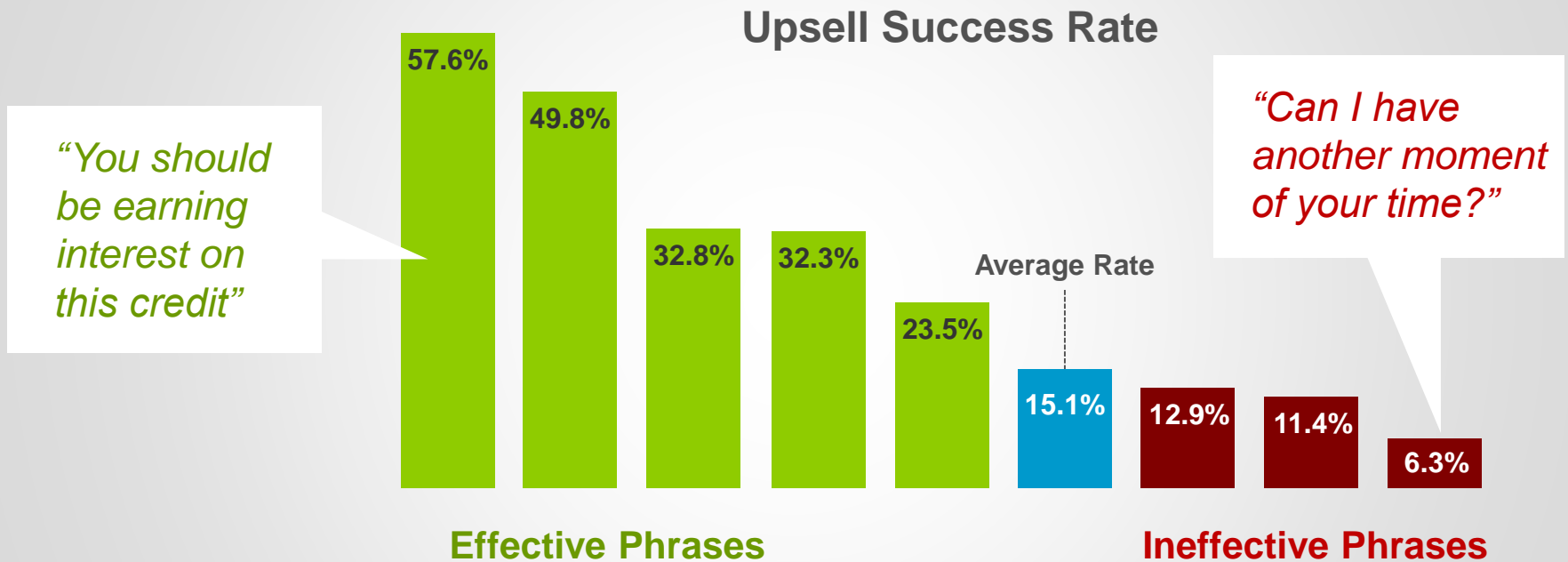
- Compare successful to non-successful sales calls and agents
 - Find the best words and phrase that lead to a sale
 - Identify words and phrases that are sales detractors
 - Create effective call transition timing from service to sales
 - Contiguously monitor for changes of what really works
-



Optimizing Agent Sales Script

Increase Sales Conversion

- Pinpoint best and worst agents
- Surface positive language and best practices





Demo

Unmatched Speech Analytics Experience

Over
700

Verint Global Customers
Using Speech Analytics



Processing
Over
**19
Million**

Calls Globally
Every Day

Verint's Speech Analytics
First Deployed in

2003

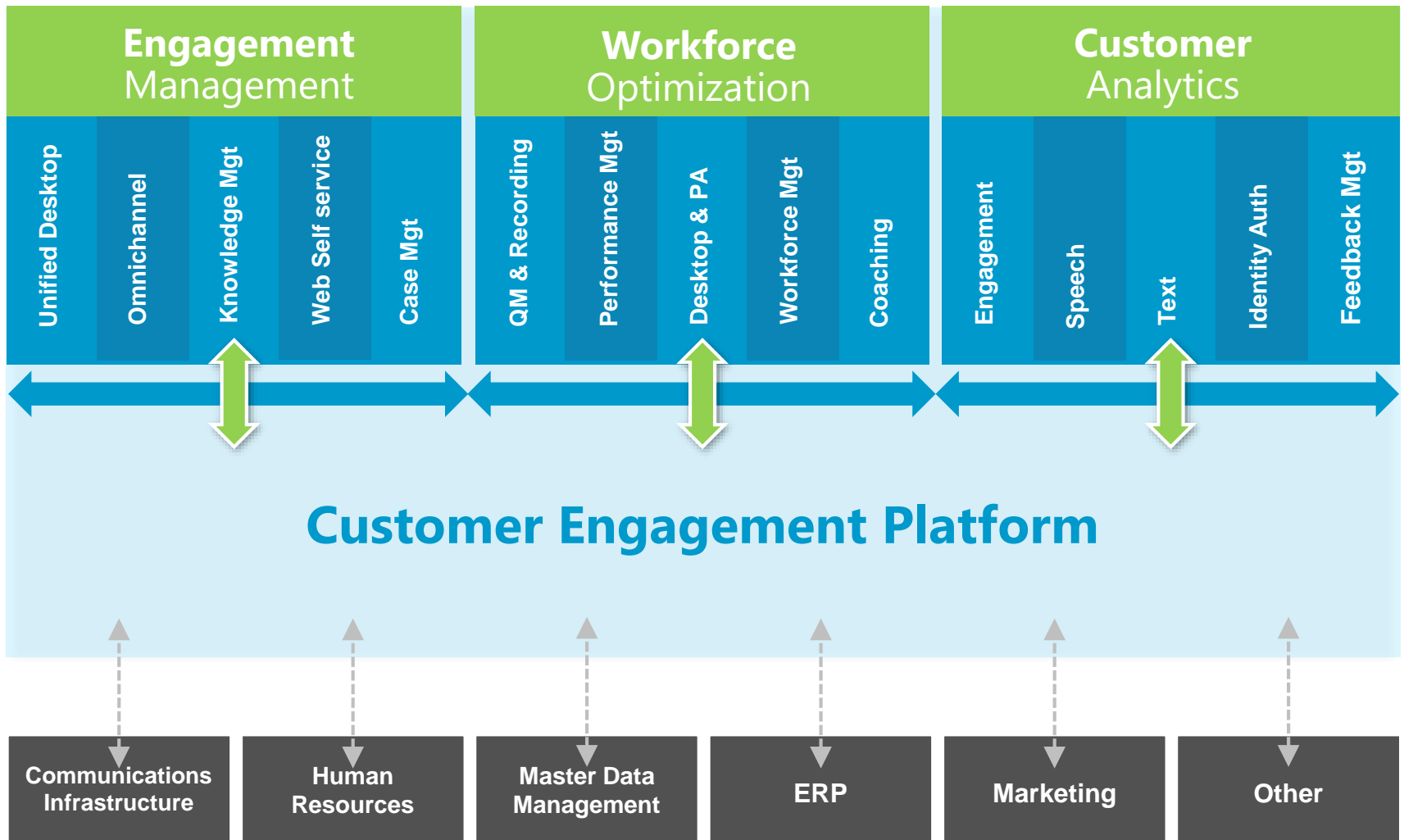


Over 70 Patents Related to
Audio Processing

Deployed
in Over **40**
Languages and Accents



Customer Engagement Platform



Verint Strategic Services

Delivering on the Promise of Customer Engagement Optimization

Business Strategy

- Capability Assessment
- Value Identification
- Goal Alignment
- Customer Experience
- Process Assessment
- Change Readiness
- Metrics Development
- Best Practices

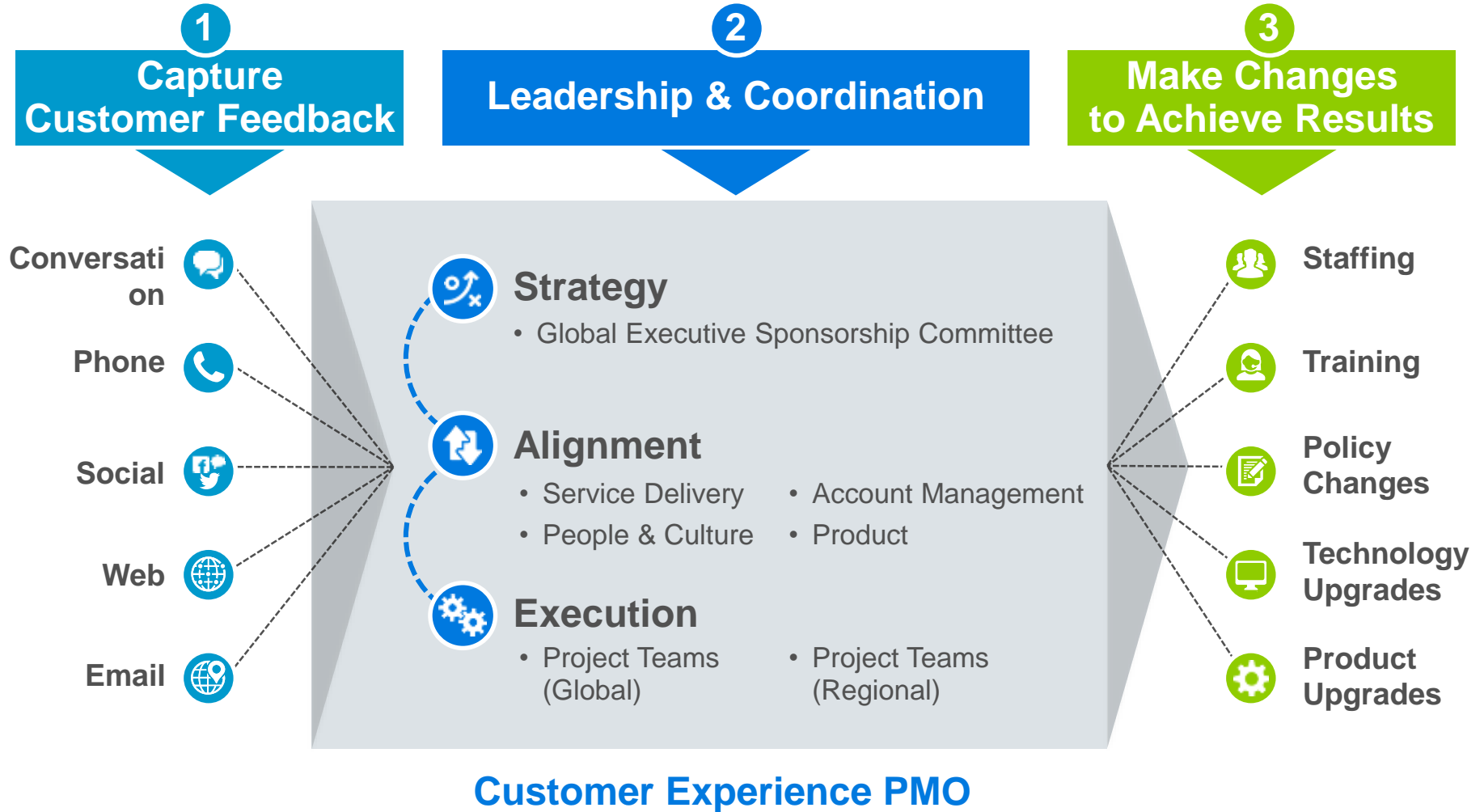
Customer Focused Solution

- Best of Breed Solution
- Customer Language Tuning
- Foundation Workshop
- Advanced Workshop
- Customized Practice Development
- Business Managed Services

Value Realization

- Process Excellence
- Performance Management
- Organization Redesign
- Customer Excellence
- Production Management
- Workforce Transformation
- Project Management
- Dashboards & Scorecards

Verint CX Program



Customer Analytics Honors

ICMI “Best Use of Technology”
Global Contact Center
Awards Finalist
for Verint
Customer Analytics



TMC’s “Speech
Technology Excellence”
award for
Voice of the
Customer Analytics



Internet Telephony’s
“Product of the Year”
for Speech Analytics



Temkin Group’s “Customer
Experience Vendor Excellence
Award” for
Voice of the
Customer Analytics



Speech Technology
magazine’s “Star
Performer Award”
for Customer Analytics



Verint Global Market Leader



\$1 Billion+
Actionable
Intelligence
Company

10,000+
Customers in
Over 180
Countries

**More
Than 80%**
of the
Fortune 100

4,700+
Verint
Professionals
Worldwide

Thank You



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Verint's Next Generation Speech Analytics

Click on this clip from the Verint website to see a short video of the latest Speech Analytics release

Actionable Intelligence

Customer Engagement
Optimisation

- » Customer Analytics
 - » Customer Analytics Products
- » Engagement Management Solutions
- » Enterprise Workforce Optimisation
- » Government and Public Sector

Speech Analytics

Analyse calls to reveal valuable intelligence

Verint Speech Analytics can automatically surface the voice of the customer and other valuable intelligence from thousands-even millions-of recorded calls, helping you take action quickly. The solution can reveal the intelligence essential enterprise customer service by helping you pinpoint cost drivers, trends, and opportunities; identify strengths and weaknesses with processes and products; and understand how your offerings are perceived by the marketplace.

Verint Speech Analytics can provide sophisticated conversational analytics to automatically identify, group, and organise the words and phrases spoken during calls into themes, helping to reveal rising trends and areas of opportunity or concern. You can quickly build categories that reflect current customer issues and concerns across thousands of calls, so you can take

VERINT SPEECH ANALYTICS



Delivers big data analytics for analyzing and categorising call recordings according to each organisation's challenges and objectives, and to proactively identify rising trends and the root causes driving customer queries.

More Available @ Verint.com Website

The screenshot displays the Verint website's 'Customer Success' page. The top navigation bar includes the Verint logo, a language selection dropdown, and links for Blog, Login, Contact, and Support. A search bar is located on the right. Below the navigation bar, there are four main menu categories: SOLUTIONS, SERVICES, PARTNERS, and ABOUT. The breadcrumb trail indicates the current location: Home > Verint Newsroom > Customer Success. A share bar with social media icons (Facebook, Twitter, Email, Print, and a plus sign) is also visible. The main content area features a sidebar with navigation links: Press Releases, Events, Verint in the News, Awards & Recognition, Customer Success (highlighted), and Webinars. The main content area is titled 'Success Stories: Customer Analytics' and lists four case studies:

- AAA Washington | Travel & Insurance | Case Study**
Travel, insurance, and road services provider AAA Washington uses Impact 360 Speech Analytics to reveal why customers are calling and how to improve customer service, while reducing call volume.
- Bank of Montreal | Financial Services | Case Study**
A Canada-based North American bank in business since 1817, Bank of Montreal uses Impact 360 Speech Analytics to attain "immeasurable customer experience ROI"—reducing call handling time, elevating contact center credibility, and increasing Net Promoter Score.
- BMO Financial Group | Financial Services | Video**
Highly diversified financial services provider BMO Financial Group, whose North American contact center handles 23 million customer interactions a year, uses Verint Speech Analytics to analyze calls and reveal insights to improve products, processes, and, customer service – helping it achieve its vision of delivering a great customer experience every conversation, every time.
- Carlson Craft | Printing | Case Study | Video**
Using Impact 360 Speech Analytics from the Impact 360 Workforce Optimization suite, Carlson Craft, the world's largest wedding and social stationery printer, increased service levels by 20%, reduced handle time by 15 seconds, and elevated customer loyalty and retention.
- Damart | Retail | Case Study**
A leading supplier of clothing to the over 50s market, retailer Damart

Service & Satisfaction Honors

Technology Services Industry Association's **TechBEST Award** for "Best in Adoption"



CRM magazine's "**Service Winner**" recognition for top **Workforce Optimization Suite**; eight consecutive years (2008-2015)*



CRM magazine's "**Service Leader**" recognition for **Enterprise Feedback Management** award; four consecutive years (2012-2015)



Customer Sales and Service World Award for "**Best Customer Satisfaction Program of the Year—GOLD**" status



**CRM magazine's Service Awards are based on customer satisfaction, depth of functionality, company direction and five-year cost for software/maintenance.*

State of the Art Technology

Search a
24 Billion

Word Index
in Less Than
10 Seconds



Categorization
Accuracy
Higher Than
90%



Deep Learning Enabled
Technology Providing the
**Lowest Word
Error Rate**
in the Industry



Scalable to Process
More Than **40,000**
Channels in a Single Deployment



100% Transcription
of 50 Audio Hours in

1 Hour

of Processing on
a Single Server



Speech Analytics Delivery Methods

