

A BUYER'S GUIDE  
FOR CONTACT  
CENTER EXECUTIVES

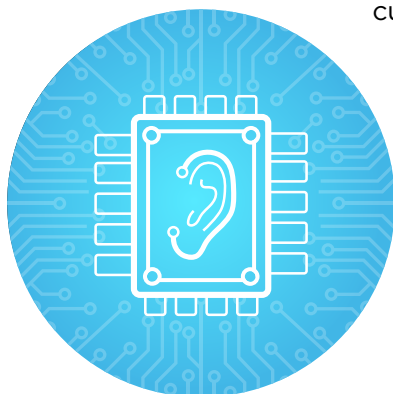


**CHOOSING AN  
AI-POWERED  
INTERACTION  
ANALYTICS SOLUTION**

# INTRODUCTION

It's not humanly possible to listen to and analyze every minute of every single customer conversation that happens in the contact center. After all, there can be thousands or tens of thousands of audio and text-based interactions every day. Traditional speech analytics often fail to deliver actionable insight into the details and nuances that make up the true voice of the customer in these conversations.

That's why market-leading companies are increasingly turning to conversational/interaction analytics to harness valuable unstructured data from customer conversations (including voice and text) and turn it into meaningful, deep insights. By listening to and understanding every conversation using advanced conversational artificial intelligence (AI), companies can inform customer experience decisions and strategies, automate and improve compliance and quality control, and improve agent performance.



As part of a conversational AI platform, interaction analytics can feed data into intelligent and robotic process automation (RPA) applications to automate after-call work and promises management. It can also be used in real time to guide agents during conversations to help them understand customer sentiment, emotion, and intent for faster resolution and improved customer and agent experiences that foster satisfaction and loyalty.

Today, there is a wide gap between rudimentary speech analytics offerings and advanced, sophisticated conversational AI-powered solutions built on enterprise-class platforms. Companies should look beyond deployment of a few basic speech analytics capabilities when choosing a solution for transforming the customer and agent experience.

This guide can help you understand what to look for in an interaction analytics solution and conversational AI platform and how to choose the right solution.

## What You'll Learn in This Guide



**How to make the business case** for conversational/interaction analytics



**Which capabilities** you'll need to understand every conversation



**What to look for** in an interaction analytics and conversational AI platform



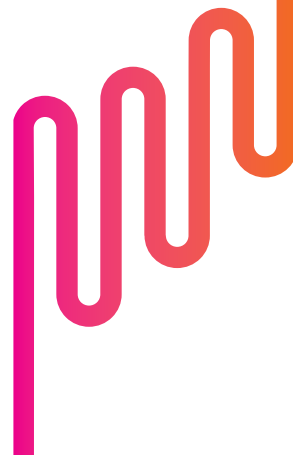
**Questions to ask vendors** as you evaluate solutions

## UNDERSTANDING THE BUSINESS CASE FOR INTERACTION ANALYTICS

Today's industry leaders and innovators need data to gain and sustain a competitive edge, win new customers and foster loyalty in current ones, drive more revenue, and introduce new products and services based on customer needs. But traditional customer analytics are unable to uncover insights from the largest source of untapped data in your company: contact center conversations with customers.

That's because the tens of thousands of conversations happening each day are simply recordings of unstructured data, with no way to derive deeper context or insight. Until now.

AI-powered interaction analytics turn unstructured data from voice and text conversations into actionable insight that your company can use to solve some of its most pressing issues in the contact center. However, before you begin shopping for a solution, defining the use cases and outcomes that are the most urgent and important to address can help you create a compelling business case for why your company needs interaction analytics now.



## Use Case

# Quality and Compliance Management



### Questions to Ask

1. What percentage of conversations can your QA team currently audit for compliance?
2. How many people does it take to audit for compliance?
3. How long does it take to investigate a customer complaint?
4. Is there a backlog of complaints or compliance issues to investigate?
5. Can you objectively, consistently, and efficiently score agents on quality and compliance regardless of QA team member?
6. Can you correctly identify the source of customer complaints?



### Solution Needed

- Monitor and analyze all customer conversations
- Automatically track and score compliance
- Automate compliance workflow
- Use search capabilities to identify relevant calls and portions of calls
- Automate agent feedback



### Benefits

- Reduce time spent on quality / compliance management by up to 50%
- Drive 100% compliance with regulations and corporate policies
- Scale compliance capabilities without increasing staff
- Eliminate agent concerns about inconsistent or biased scoring



## Use Case

# Agent Performance Management



### Questions to Ask

1. What percentage of conversations do you currently review for performance?
2. How much time does it take to manually monitor and score agent performance?
3. How long does it take before agents get feedback on performance after a call?



### Solution Needed

- Monitor and analyze all customer conversations for visibility into agent performance and behavior
- Automate agent feedback
- Provide customized guidance based on actual behavior



### Benefits

- Increase sales effectiveness by up to 15%
- Provide personalized sales guidance based on actual behavior, strengths and weaknesses derived from conversational data



## Use Case

# Customer Experience/Journey Optimization



### Questions to Ask

1. Do you have an integrated view of intent, emotion, and sentiment across all conversations and channels?
2. Can you analyze every customer conversation to identify and understand trends and patterns?
3. Do you need deeper insight into customer sentiment, emotion, and intent to improve customer satisfaction and your brand's Net Promoter Score?
4. Do you have predictive analytics that model propensity to buy/pay to improve sales and collections outcomes?



### Solution Needed

- Monitor and analyze all customer conversations
- Understand sentiment, emotion, and intent, identify complaints, and uncover issues impacting satisfaction and churn
- Identify trending topics and behavior patterns



### Benefits

- Improve CSAT and NPS
- Reduce customer churn
- Optimize the customer journey based on conversational insights
- Improve sales and collections rates by understanding which customers have a propensity to buy/pay



## Use Case

# Product Marketing/Management Feedback



### Questions to Ask

1. Can you capture and report on unsolicited feedback within omnichannel customer conversations?
2. Can you distill unstructured data into insights about your products and services?
3. Can you search conversations for specific keywords to gauge customer interest in a new product or service?



### Solution Needed

- Monitor and analyze every conversation to identify and extract product-related information and trends
- Understand which products or services customers prefer
- Identify unmet customer needs



### Benefits

- Improve product quality
- Develop new products based on customer interest



# EVALUATING INTERACTION ANALYTICS SOLUTIONS

Legacy speech analytics tools don't offer the real-time analysis, omnichannel support, or deep insight that modern AI-powered interaction analytics solutions offer. While some legacy tools have "bolted on" limited AI capabilities to the existing product, many are designed more for improving the accuracy of speech-to-text transcriptions than identifying trends and patterns in the data or understanding customer sentiment, emotion, and intent.

When evaluating true AI-powered interaction analytics solutions, look for the following essential capabilities.

1

## **Domain-specific conversational AI technology**

Understanding human-to-human conversations is the most difficult problem to solve in the AI world. However, domain-specific conversational AI has made huge leaps in sophistication by focusing on narrow applications such as the contact center and specific industries such as financial services, telecommunications, healthcare, and others. That's why, for optimal understanding of your agent and customer conversations, look for a conversational AI solution that is specific to the domain of the contact center.

2

## **Industry-leading speech and text recognition**

An interaction analytics solution needs to understand your agents and customers with a high degree of accuracy. To do so, it must be able to listen for and detect the language, including specific dialects, automatically. It should also support the languages used by your agents and customers, both today as well as your future language needs.

3

## **Omnichannel conversation analysis**

For deep insights into the customer journey, seek out a solution that can handle both voice and text analysis, giving you an integrated view of customer conversations across multiple channels, including voice, email, and chat.





4

### **Intent recognition and analysis**

An interaction analytics solution should be able to identify and understand customer intent, using machine learning to continuously tune and optimize algorithms to deliver the highest degree of accuracy possible in predicting true intent.

5

### **Automatic topic identification and business entity and keyword extraction**

The solution must also automatically identify and section key classifying elements in a conversation and match them to categories to add context and facts to an intent. For example, the interaction analytics solution should automatically identify the greeting, discover key issues and intents, and recognize and record the outcome/resolution with an accurate sectioning capability. Leading solutions will use machine learning to guide the technology in recognizing and classifying elements.

6

### **Customer sentiment and emotion recognition and analysis**

Another important capability is sentiment recognition, which provides insight into the customer's state of mind and further helps you uncover trends and patterns in the customer experience. At a minimum, the interaction analytics solution should recognize, extract, and score customer sentiment as positive, neutral, or negative. However, to better understand

your customers' feelings within the context and intent of the call and take relevant actions based on your understanding, you should choose a solution that also identifies customer emotions such as sadness, frustration, anger, and happiness — as well as identifies the agent and customer behaviors that led to the emotions such as agent empathy, politeness, engagement, and positivity.

7

### **Automated quality and performance management**

Turning unstructured data into insights is the first step in automating quality, compliance, and performance management. The next step is to automate the feedback loop. A robust interaction analytics solution automatically scores and analyzes agent performance, updates self-learning agent dashboards with feedback, and shows quality and compliance analysts where best practices are not being followed or agents have gaps in skills.

8

### **Support for your recording solutions**

Choose a solution that supports the recording formats and tools on which your company currently relies so that you can harvest and analyze data from past conversations.

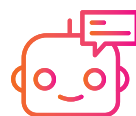


# MAXIMIZING BUSINESS VALUE WITH A CONVERSATIONAL AI PLATFORM

While an interaction analytics solution delivers insights after the conversation has ended to drive optimization of the customer journey and automation of compliance, quality, and performance management, what if the same functionality could listen to and understand conversations in real time as they're occurring? You could provide guidance to agents as the call is happening and automate time-consuming agent tasks such as call categorization and summaries.

Applying real-time conversational AI across the entire customer journey — not just post-call interaction analysis — helps your company optimize the customer and agent experience, improve agent productivity, increase customer satisfaction and loyalty, and drive revenue. A platform approach to conversational AI and automation can form the operational backbone for achieving these and other business outcomes and driving contact center transformation.

As part of your evaluation of interaction analytics solutions, consider whether the solution is part of a broader platform of AI-powered capabilities. For best-in-class results, look for an enterprise-grade conversational AI and automation platform that offers the following capabilities.



## Robotic process automation (RPA)

RPA is software that can emulate the actions of a human interacting with digital systems to automate repetitive tasks and end-to-end business processes. Conversational AI platforms that incorporate RPA capabilities enable contact centers to automate manual agent tasks such as updating customer relationship management (CRM) systems, sending follow-up emails to customers, and more. The system should be able to recognize promises made by agents and automatically create and perform follow-up tasks.



## Intelligent applications

AI-powered software called intelligent applications includes rules engines, user interfaces, notifications, and alerts, and other components that handle specific use cases within the contact center, such as intelligent agent assistance, intelligent self-service, and others. A contact-center specific conversational AI platform with intelligent applications enables you to optimize and automate the end-to-end customer journey.





### Voice biometrics and security

This capability applies advanced conversational AI to agent verification, using ongoing voiceprints to authenticate agents continuously during their shifts. This is an important feature to reduce contact center fraud and build customer trust.



### Reporting and dashboards

Built-in reporting provides insight into conversational performance and the customer journey. Seek out a solution that offers custom dashboards and visualizations, text search, topic discovery, and collaboration via shared workbooks.



### Security and compliance

Depending on your industry, look for a solution that supports the regulations that impact your company such as PCI-DSS, HIPAA, and GDPR. In any case, the platform and the interaction analytics solution should support data redaction of personally identifiable information (PII).



### Enterprise-class/scalability

To understand and optimize all of your customer conversations, you need a scalable, enterprise-grade platform built to take advantage of native cloud elasticity. It's also important to make sure the platform includes an API gateway to enable connection to data as well as ingesting insights and sensors from external systems.

## Top Three Questions to Ask Before You Buy

1

How quickly can your interaction analytics solution/conversational AI platform be implemented?

2

Can your interaction analytics solution/platform be extended easily to support more AI-powered use cases?

3

When will we see a return on investment with your solution?

# CHOOSING THE RIGHT PROVIDER

Beyond evaluating the technology and capabilities you need to support your interaction analytics use cases, choosing the right vendor can mean the difference between rapid success and delayed or diminished returns. The ideal conversational AI platform partner should offer:



**Visionary leadership**  
and a technology roadmap  
that aligns with the vision



**Deep expertise**  
in AI, natural language processing  
and understanding, and related  
technologies



**Domain expertise**  
in optimizing customer  
experience/contact center  
operations



**Deployment  
methodology and services**  
to help you achieve rapid  
time to value



**Security and privacy**  
of customer data



**The ability to transcribe and  
analyze calls**  
in real time to optimize the  
entire conversation and journey



## NEXT STEPS

Interaction analytics reveal relevant and actionable insights hidden within massive volumes of unstructured voice and text conversations in the contact center. By turning this rich source of information about the customer and agent experience into deep understanding, your company can improve compliance and quality, reduce compliance and quality management costs, improve agent performance, optimize the customer experience and improve

satisfaction, and identify needs and trends that inform product and service development.

Choosing the right solution starts with defining the use cases, creating a solid business case, understanding the capabilities you will need, and carefully evaluating your options. We're here to help as you take the next step in your conversational AI journey.

We're here to help you take the next step in your automation journey.

**Contact Us Now**

