

Reveal essential
customer insight
with Speech
Analytics

VERINT®



Your competitive advantage often depends on anticipating and addressing market needs faster than the competition

There are few things that can tell you more about your business and market than the voice of your customers.

Call recordings are a gold mine of rich insights about customer satisfaction and churn, competitive intelligence, service issues, agent performance and campaign effectiveness.

However, the sheer volume of phone calls can exceed your contact centre's ability to manually review and analyse them. A manual review can only process a fraction of calls using unsophisticated analysis.

Now is the time to unlock the valuable intelligence held in your recorded calls. **Read on to find out how and why.**

Speaking

to a contact centre agent is the 2nd most popular engagement method (30%)*
...you should analyse all your calls to surface valuable intelligence



It is time to consider migrating to the cloud

Over 90% of all enterprises project to use cloud platforms by 2021 according to *Digital Journal**, as they are demanding the agility and the pace of innovation that cloud provides.

Can your IT environment cope with the massive wave of innovation that has swept across the customer engagement landscape? Is it time for your business to improve its customer experience and lower costs by moving to the cloud?

With thoughtful planning, any business can create a solid migration plan that fits its short-term and long-term business goals. Verint has helped leading brands, plus small and mid-sized businesses successfully move to the cloud to achieve flexibility, efficiency and strategic value. Verint Speech Analytics is available as a cloud SaaS solution.

*Digital Journal – 90% of enterprises to use cloud services by 2021

Speech Analytics – how it works

Right out of the box, Verint Speech Analytics provides sophisticated conversational analytics. This will automatically identify, group and organise words and phrases spoken during calls into themes, which reveals rising trends and areas of opportunity or concern.

Going beyond merely isolating words used repeatedly during a specific time period, Verint's conversational analytics can identify and group words that are different, but contextually related to a particular topic, such as relating *overage*, *minutes of usage* and *late charges* to "fees".

With this innovative functionality, you can quickly build categories that reflect current customer issues and concerns across thousands of calls, helping you take action right away.

You don't even need to tell Verint Speech Analytics what to look for – the solution will identify themes automatically, continually refine them and add new themes over time. It's a practical and powerful way to help you continually stay on top of customer perceptions and what's being said during calls.

Additionally, you can process up to 100 percent of calls – a benefit for compliance scenarios – and provide results within seconds. The solution can categorise call content with high accuracy, including accents, dialects and slang, and can be customised to accommodate specialised words, such as industry terminology.



Six steps to success – the operational benefits

By deploying Speech Analytics, you will:

- 1** gain a deeper understanding of the meaning and context used in conversations
- 2** get a deeper view into customer journeys, wants and concerns – and be able to take targeted action quickly
- 3** receive insights about improving agent performance, call handling efficiency and accountability
- 4** reveal process-related opportunities, points of failure and technology barriers
- 5** accelerate speed to insights and return on investment with a solution designed to facilitate ease of operation and expansion
- 6** optimise your customer engagement and omnichannel service strategies across assisted and self-service channels

The positive impact of real-time Speech Analytics



→ Compliance with regulations and policies

Comply with government regulations, industry mandates and internal policies.

Example: Missed or improper ID verification and disclosure failures.

Benefit: Avoid costly fines and penalties and reduce the risks associated with liability exposure.

→ Increase customer retention and first contact resolution

Deliver timely guidance to employees to retain customers and resolve issues.

Example: Prompt employee to offer special credit to premium customer based on complaint heard and selection/entry of "Product Complaint" in CRM desktop screen.

Benefit: Lower customer churn and the associated high cost of acquiring new customers to sustain growth.

→ Contextual knowledge

Deliver nuggets of interaction-relevant knowledge to the employee desktop.

Example: Provide answers on country-specific international calling plan based on customer request and selection of country on CRM desktop screen.

Benefit: Avoid hold-time searching for the correct answer, thereby reducing the handle time and cost.

→ Increase sales

Identify cross and upsell opportunities.

Benefit: Prompt employees with relevant promotions and complementary products and services.

→ Timely coaching

Alert supervisors to specific issues such as use of profanity and/or escalating emotion.

Benefit: Immediately listen-in and intervene to provide in-the-moment corrective action.



With Verint Speech Analytics you can...



Enhance

Your contact centre
performance



Surface

Customer
insight



Improve

Your quality
monitoring

Speech Analytics

Automatically surface intelligence from all your recorded calls, so you can take action quickly.

Contact us if you want your workforce to **operate more efficiently, improve its internal processes** and **enhance its performance** in the always-on era.

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