

Beyond recording contact center conversations: Spotting business trends

In today's competitive environment, analyzing customer responses to your sales strategies and marketing campaigns, gaining insight into how competitors' tactics are affecting you, and gaining early warning of emerging customer and agent issues can make all the difference to your bottom line. Ideally, you would analyze every interaction to identify trends and make rapid refinements, which improve campaign success and business processes.

Yet whether you record 100 percent of all customer calls, or opt for selective, business-driven recording, the volume of interactions will quickly exceed the time available to listen to and analyze the recordings. Valuable intelligence will go unheard — depriving you of insight into emerging trends as you strive to evaluate your operations and improve customer contact activity.

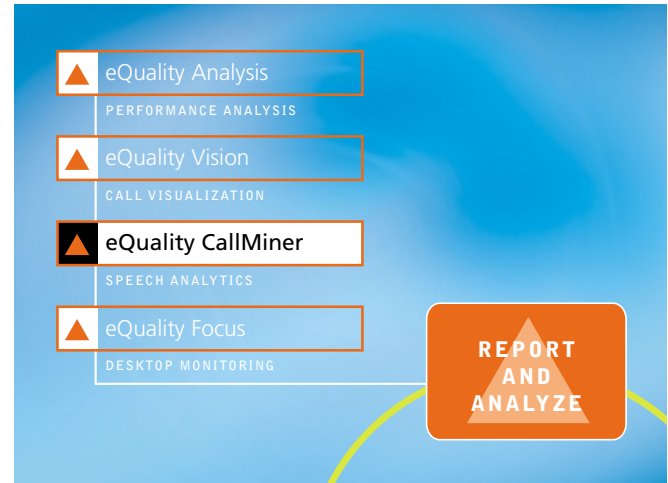
What if you had a way to extract key information from every single recorded call, picking out key words or phrases — evaluating each call, storing relevant information in a data mart for detailed analysis and flagging unusual or interesting calls, such as an uncommonly high use of a competitor's name, for in-depth review? What if you could use the experience — but not the time — of your best managers and supervisors to automatically segment and mine your recorded customer interactions? Now, with Witness Systems' eQuality CallMiner, you can.

Gaining Valuable Customer Interaction Insight

Using calls captured from the eQuality customer interaction recording solutions, eQuality CallMiner leverages leading-edge speech recognition technology, datamining and trendmining techniques to analyze the call content. This further enhances the business intelligence that has traditionally been gained from analyzing the call context, using the attributes of the call.

eQuality CallMiner frees you from time-consuming manual analysis by automating the review of large volumes of recorded contact center interactions, and categorizing them based on their content, according to the criteria you define. As a result, your organization can quantify specific items of interest, such as the degree of customer dissatisfaction expressed in the calls, the frequency with which agents reveal a lack of knowledge on a specific subject, or how well agents are adhering to the script for account validation.

You can alert users when specific conditions are met with notifications triggered automatically based on pre-defined score and confidence thresholds. Organizations also can gain greater insight into the pattern and types of calls being handled. Determining a call's "root cause" by identifying specific call types and then reviewing them and taking action can have a dramatic effect on the number of calls received, especially in areas such as order fulfillment, billing, and product defects — all of which can drive down costs when handled correctly.



By analyzing the content of calls over time, both positive and negative patterns and trends become visible. Correlate this data with other intelligence, such as the timing of a new product launch or the deployment of a new agent training program, and your business can refine its feedback loop and optimize its actions.

eQuality CallMiner enables you to increase productivity by freeing up staff from manual research and proactively presenting them with information and insight about their operations. Employees can focus more time on value-added work, such as improving processes and enhancing customer service by interpreting and taking action on the feedback and market intelligence gathered through customer calls. The software also helps reduce business risk by automatically highlighting calls that may not meet regulatory and compliance guidelines; enhancing the selection criteria for agent calls that should be reviewed within the quality management process.

Automatically Analyze Conversations with Customers and Identify Emerging Trends that will Improve Service, Build Customer Loyalty and Increase Revenue

Leveraging captured calls, eQuality CallMiner can search and interpret interactions using pre-defined words, or a combination of words / phrases — evaluating and rating each conversation and storing the results in an industry-standard data mart for subsequent analysis of emerging trends in the recordings.

Once the calls have been evaluated, eQuality CallMiner's flexible and easy-to-use interactive data mining application enables you to display patterns and trends within the selected conversations graphically. You can profile the flow of conversation and occurrence of words and phrases at particular points and note discrepancies. Make data comparisons between customer groups, agents, time periods and product lines. Or compare the transactional data to identify correlations between successful sales calls and the wording used, and identify key words that can indicate a dissatisfied customer and early warning that they are about to take their business elsewhere.

From a market intelligence standpoint, eQuality CallMiner can quickly produce rich data for sales, marketing and operations to make strategic business decisions. For instance, you can report on specific sales objections — such as price, warranty, or functionality — over time to ensure your product and service offerings remain competitive. Create reports that classify the reasons for calls into a help desk to uncover flaws in documentation, or difficulties in navigating the Web site.

You can improve supervisor productivity by “previewing” the contacts selected against each agent for quality assessment. By further identifying the specific call types on which the agent is being targeted, such as particular products mentioned, or where the agent had the opportunity to cross sell a product, you can improve the effectiveness of the quality management process.

Additionally, many businesses need to devote significant resources to ensuring they maintain regulatory compliance. eQuality CallMiner can automatically “score” calls that are subject to such restrictions against the appropriate criteria and identify calls that might require further investigation and review.

eQuality CallMiner: Automated listening, analysis and mining of recorded calls

eQuality CallMiner combines leading-edge speech recognition technology, statistical methods and data mining techniques to automate the review of recorded contact center calls. Using eQuality CallMiner is a two step process. First, the speech recognition technology listens to the conversations, recognizes the words and converts the audio calls into text and statistics about what was said and the context in which it was said. The software then uses advanced algorithms to classify the ‘transcripts’ — weighting and cross-referencing the words and alternatives recognized to produce an optimized assessment of what was said when in the conversation.

Second, once the system has processed and classified the recorded conversations, you can use eQuality CallMiner’s flexible and easy-to-use data mining application to analyze the transcripts from the recorded calls. Perform simple searches for specific words, for example, or specify a more sophisticated search combination that determines, for instance, how frequently the words ‘service’ and ‘poor’ or ‘unacceptable’ occurred within five words of one another. eQuality CallMiner’s search rules — simple comparison, boolean comparison, word prefix comparison, inflectional and proximity — may be used individually or in combination.

eQuality CallMiner displays query results as reports, or graphically in an interactive charting tool that lets users drill down and listen to the original individual calls.

eQuality CallMiner Key Functions

- **Extract key information** from every single recorded call, picking out key words or phrases for in-depth review
- **Automated mining of recorded calls** delivers high-value intelligence to contact center, marketing and corporate management
- **Integration with eQuality Balance and eQuality ContactStore recordings** leverages your investment in Witness Systems solutions and eliminates expense and risk of custom integration
- **Industry-standard Intel servers and SQL databases** protect your database investment and allow you to leverage standard data mining tools and expertise cost effectively



It’s your goal. It’s our philosophy.

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