

# Use Case: Improve Sales Performance

## Description:

Genesys' recording platform, records, compresses and stores the call. Call Journey's AI-based processing engine called Emotive Voice Stream (EVS) then transcribes the audio recordings into text and delivers a rich metadata stream containing information about the conversation. This information includes: every word and every utterance transcription and "score". Gender, % Silence, Sentiment, Emotion, Call duration, agent I.D, Agent/Client Classification, Diarization, Redaction (audio & text), Emotional Intelligence, Confidence, % Overtalk, Speaker Clarity Punctuation and Call Success. The data is then ingested into our text mining platform – WordBench or can be ingested into the customers analytics platform/s.

## Pain Points

- Low conversion rate of leads to sales
- Conversion drivers not as clear as they could be
- Churn rates higher than budgeted/expected
- High cost of customer acquisition
- Unclear and triggers for cross-sell and upsell
- Agents not meeting sales targets

## Desired State - how to fix it:

- Transcribe audio recordings into text and deliver a rich metadata stream containing information about the conversation content, sentiment and emotion to preempt customer conversion drivers, events and triggers of potential cross-sell or upsell opportunities
- Spot verbal trends of your customers and agents that lead to a sale
- Improve sales offering and customer profiling by getting deeper insights about customer life cycle
- Lessen the possibility of customer churn by accurately identifying what products and solutions are working

## PureCloud:

Call Journey's solution is fully integrated with Genesys PureCloud environment offering a secure and efficient way of streamlining your data discovery. The offer is also one of the most flexible on the market; providing services both via Cloud or on premise. Data produced by Call Journey can be ingested into your chosen analytical tools or visualized in Call Journey's native dashboard, dramatically increasing the visibility of what's happening on your business calls and supporting your decision-making process. The full use case outlined here available in PureCloud.

## Solutions

- Analytics – Conversation Analytics

## Top 3 Buyer Personas:

Chief Marketing Officer (Bettina)  
Chief Commercial Officer (Mike)  
VP of Customer Experience (Edith)  
Contact Center Director/Manager (Carl)

## Qualifying Questions:

1. Do you know at what and why your customers are buying ?
2. Do you which channel is most successful in driving sales?
3. If you do, can you quantify the drivers in relative terms?
4. Pinpoint your best performing agents training opportunities for underperformers
5. How do you look for triggers and events to understand customers' future behavior?
6. Do you know why your retention campaigns have high/low conversions?
7. How quickly can you shift gears to try / test new campaigns?
8. How many agents are in your contact centers?
9. Where are your agents located and what is their language of choice?

## Business Benefits

- Improve sales and retention conversations (Experience)
- Pinpoint barriers of conversion and root cause of customer churn (Experience / Cost to Serve)
- Better understanding of the customer journey ( Experience)
- Decrease customer churn and maximize customer lifetime value (Revenue)
- Pinpoint areas of improvement in Sales Process (Efficiency)
- Identify root cause of customer churn (Experience/cost to serve)

## Sellable Items (PureCloud):

- PureCloud 2 or greater