

# Use Case: Improve risk management and quality assurance coverage with conversation analytics

## Description:

Inflow's 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.

## Link to use case- Genie

## Pain Points

- Quality assurance and risk management process is not robust
- Incomplete understanding of what we are saying to customers
- Compliance, regulatory and reputational risk
- Lack of insights to improve sales, service and retention
- Challenges in implementing agent scorecards due to data validity and volume
- High staffing cost due to manual review of calls, only reviewing a small sample of calls
- Script adherence not at the desired level

## Desired State - how to fix it:

- Transcribe audio recordings into text and deliver a rich metadata stream containing information about speaker's sentiment and emotion to ascertain agent compliance levels
- Gain more effective insight on what we are saying to customers
- Through conversation analytics, get constant pulse on what agent adherence to scripts and regulation
- Ensure proactive fraud management is in place
- Include conversation analytics in your governance, control and risk management system
- Increased coverage of call assessments (go to 100%)
- Create automated agent scorecard

## 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:

Legal / General Counsel (Andrew)  
VP of Customer Experience (Edith)  
Chief Marketing Officer (Bettina)  
Contact Center Director/Manager (Carl)

## Qualifying Questions:

1. What is the cost of "doing nothing" to your business?
2. What is the business impact for breaches of compliance to regulatory controls?
3. How robust is your compliance and regulatory environment?
4. Are you monitoring more than 5% of your calls?
5. Are your QA staff focused on targeted QA risks or are they monitoring randomly?
6. Do you have a good handle on what your staff are saying to your customers?
7. How many agents are in your contact centers?
8. Where are your agents located and what is their language of choice?

## Business Benefits

- Improve fraud management (Revenue)
- Reduce cost / fines loss of business for non-compliance (Revenue)
- Understand agent performance and track adherence to scripts and regulations
- Improve agent performance and engagement
- Ensure that the business takes reasonable steps to comply with the law and prevent other matters which could affect the standing or reputation of the company.

## Sellable Items (PureCloud):

- PureCloud 2 or greater