

Subject: Limit customer churn by 15% with automated conversation analytics.

Hello!

I am excited to introduce you to Call Journey – our new global speech analytics partner!

Call Journey helps business listen better, transforming customer experience using insights from customer conversations.

Why should you care? Because your business processes hundreds of calls every day. These calls are rich with customer feedback and information about your buyers, products, processes and agents. Insights from these conversations can help you pinpoint business improvement areas such as better understanding your customer journeys as well as improving sales conversation and retention conversations – we have many customers for example who use conversation analytics to identify the root causes of customer churn and limit it by on average 15%.

### How does it work?

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.

### Performance Improvement and ROI

As you can see below, organisations utilising conversation analytics outperform non-users and the majority of users see an ROI in less than 12 months.

I will give you a follow up call to have a chat about how conversation analytics can help your business and how easy it is to get up and running.

<https://www.calljourney.com/>

<https://appfoundry.mypurecloud.com/?debug#/filter/purecloud/listing/7cc998f9-934a-45d9-ba86-164d26900289>

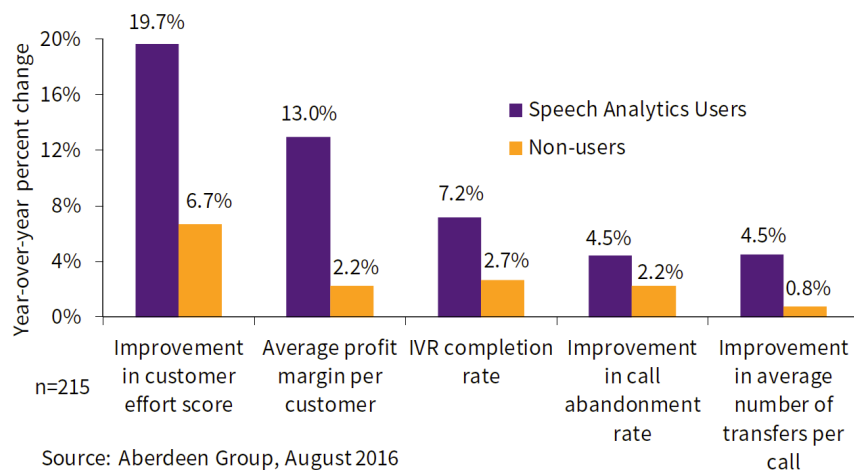


Figure 10: ROI of Speech Analytics Investment

