

**Subject: Revolutionize your customer feedback discovery and significantly improve NPS**

I am excited to present to you a cutting-edge Conversation Analytics solution created in collaboration by two industry leaders. Call Journey and eMite partnered up to supercharge voice discovery and data analysis, allowing businesses to make better decisions, faster

Conversation Analytics 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. With Call Journey and eMite it's easy to apply KPIs to areas that were unmeasured before, and start improving your Customer Experience.

83% of all companies still sight customer experience in their top 3 business strategies and many of these organisations have Voice of the customer programs to understand where experience opportunities lay. Now, with conversation analytics, you can get a constant pulse from your customers as to how good you are performing and where the gaps and opportunities are. Your customers will tell you every day how your business is performing – good, bad and ugly.

We are seeing more and more businesses shift to conversation analytics to give significantly increased insights over and above post call surveys, verbatims, social media monitoring and market research. Conversation analytics insights simply “gives it to you between the eyes” – an un biased and unfiltered assessment of what you're doing well and what you aren't!

Business utilising conversation analytics are really shifting the dial on NPS!

### **How does it work?**

Call Journey's AI-based Conversation Analytics engine, accurately transcribes large volumes of audio recordings into text. Each call receives a review with an Emotional Intelligence rating that measures a combination of sentiment and emotion for both caller and agent. The transcription is fed into the eMite Business Intelligence platform, where it can be visualised and interpreted faster than ever before. The solution is fully integrated with Genesys PureCloud environment and can ingest data from multitude of other data platforms for a more complete view of the customer journey.

### **Performance Improvement and ROI**

The combined Call Journey / eMite integration offers a secure and efficient way of streamlining data discovery. The combined solution extends the ability of Genesys customers to make data driven decisions based on actual conversations. 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://appfoundry.mypurecloud.com/?debug#/filter/purecloud/listing/7cc998f9-934a-45d9-ba86-164d26900289>

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

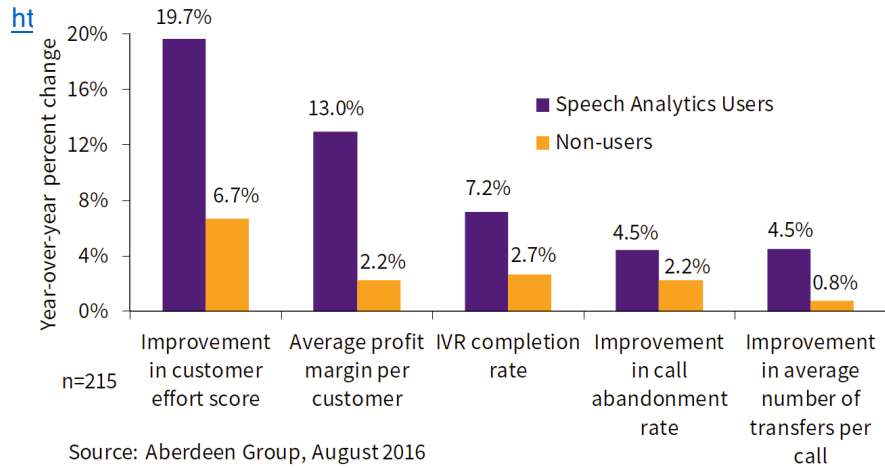


Figure 10: ROI of Speech Analytics Investment

