

Call Journey | Topic Risk and Compliance | Intro Email Template

Subject: Take your quality assurance coverage from 2% to 100% with automated conversation analytics.

Hello!

I am excited to present to you a cutting-edge Conversation Analytics solution created in collaboration by two industry leaders. Call Journey and CXM partner 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? On average, a contact center agent receives between 40 – 100 calls per day. Each of those interactions poses an opportunity or a risk. Insights from these conversations can help you pinpoint business improvement areas such as revolutionizing your Quality Assurance process. Conversation Analytics removes the limitation of manual review. Now you can go from reviewing small samples of calls to screening all calls to dramatically increase your risk management profile and improve agent performance.

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 CXM's Business Intelligence platform, where it can be visualized and interpreted faster than ever before. The solution is fully integrated with CXM 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 / CXM integration offers a secure and efficient way of streamlining data discovery. The combined solution extends the ability of CXM customers to make data driven decisions based on actual conversations. As you can see below, organisations utilizing 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.

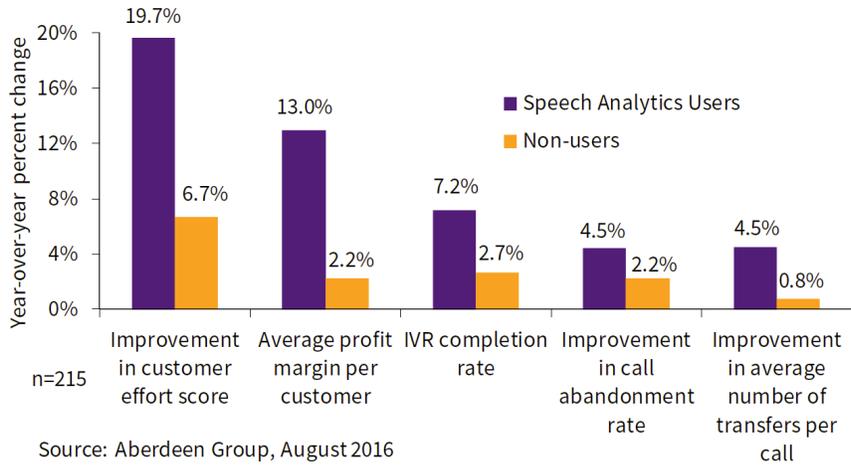


Figure 10: ROI of Speech Analytics Investment

