

Improve Risk Management And Quality Assurance Coverage With Conversation Analytics

Description:

Call Journey bridges the gap between audio sources and business analytics and intelligence providers. We streamline the process that allows customers to analyze their voice interactions in Microsoft Ecosystem. Our 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.



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?



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



Solution? CONVERSATION ANALYTICS!

Easy Integration with Microsoft Suite of Products

Call Journey's audio connectivity and voice flow module integrates with many of the world's leading audio capture platforms, making the automated process of audio extraction from hundreds of different audio formats and structures – easy.

Data is delivered straight into the Microsoft Analytics ecosystem, allowing you to easily analyze and monitor 100% of customer conversations to track agent engagement, performance and measure customer satisfaction – all at a click of a button. Tools utilized include Azure Machine Learning studio, Customer Insights, CRM, Power BI and Insights tools such as Sales, Customer Service and Marketing.

Buying Personas

Andrew – LEGAL / GENERAL COUNSEL

CHALLENGE: Automate QA and ensure robust risk management process.



HOW WE HELP: Conversation Analytics can process large volumes of calls, ensuring automated QA and broad script adherence among agents.

Carl – CONTACT CENTER DIRECTOR

CHALLENGE: Discover the drivers behind the significant AHT discrepancies.

HOW WE HELP: Call Journey is not only able to reduce AHT but also helps reduce workforce churn, monitor agent performance and improve internal product roll-out process.



Bettina – CMO



CHALLENGE: Create the right content and develop more personalized campaigns to keep the ever-growing customers engaged.

HOW WE HELP: By utilizing Conversation Analytics, Lisa was able to build in-depth customer profiles to improve messaging, make smarter optimizations and provide more personalized experience that drive revenue.

Edith – VP FOR CX

CHALLENGE: Incomplete and inconsistent insights from post-call surveys.

HOW WE HELP: Call Journey accurately identify what products and solutions are working and improve sales offering through in-depth customer insights. Call Journey's AI-powered solution enables Edith to get near real-time finger on the pulse of customer insights and the risks and opportunities for her business.



Business Benefits



Improve fraud management (Revenue)



Improve agent performance and engagement



Understand agent performance and track adherence to scripts and regulations



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



Reduce cost / fines loss of business for non-compliance (Revenue)