

## Improve Sales Performance 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. Do you know at what and why your customers are buying ?
2. Do you which channel is most successful in driving sales?
3. If you do, can you quantify the drivers in relative terms?
4. Pinpoint your best performing agents training opportunities for underperformers
5. How do you look for triggers and events to understand customers' future behavior?
6. Do you know why your retention campaigns have high/low conversions?
7. How quickly can you shift gears to try / test new campaigns?
8. How many agents are in your contact centers?
9. Where are your agents located and what is their language of choice?



### PAIN POINTS

- Low conversion rate of leads to sales
- Conversion drivers not as clear as they could be
- Churn rates higher than budgeted/expected
- High cost of customer acquisition
- Unclear and triggers for cross-sell and upsell
- Agents not meeting sales targets



### DESIRED STATE - HOW TO FIX IT

- Transcribe audio recordings into text and deliver a rich metadata stream containing information about the conversation content, sentiment and emotion to preempt customer conversion drivers, events and triggers of potential cross-sell or upsell opportunities
- Spot verbal trends of your customers and agents that lead to a sale
- Improve sales offering and customer profiling by getting deeper insights about customer life cycle
- Lessen the possibility of customer churn by accurately identifying what products and solutions are working



*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**

**Mike – CHIEF COMMERCIAL OFFICER**

**CHALLENGE:** Maximize sales and know which channel is most successful in driving sales



**HOW WE HELP:** Call Journey delivers the bottom line with decreased attrition rate, fast campaign tracking, ongoing feedback process and revenue growth.

**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 sales and retention conversations (Experience)



Pinpoint barriers of conversion and root cause of customer churn (Experience/ Cost to Serve)



Identify root cause of customer churn (Experience/cost to serve)



Pinpoint areas of improvement in Sales Process (Efficiency)



Decrease customer churn and maximize customer lifetime value (Revenue)



Better understanding of the customer journey ( Experience)