

# Is Voice Your Omnichannel Analytics Blindspot?

Every conversation poses a risk or an opportunity




In an average 10-minute call, nearly 97% of the actual conversation is often ignored. Between “Hello, how can I help you?” and “Thank you! Goodbye” there are thousands of words and phrases, which contain information about customer emotions, agent performance, company processes, and products.

AGC Networks, a thought leader in CX, can help unlock your voice data, transforming contact center traffic into actionable insights that directly impact customer experience, compliance, and revenue.


Regardless of your contact center platform, or where your voice data is stored, Avtex can help. We partner with best-in-class solutions for Voice Data & Conversation Analytics that can deliver across all platforms.

Here are some examples of how organisations are benefiting from insights derived from voice data:



**\$ 7.7 Million**

Saved in fines by analyzing customer conversations for risks and improving compliance process




**22%**

Increase in NPS and CSAT score by driving root cause analysis to poor CX and addressing them




**28%**

Boost in lead conversion by getting deeper and more enhanced insights into customer journey




**80 seconds**

Reduction in AHT by discovering drivers & trends behind longer call time and refining them



**83%**

Reduction in quality monitoring cost by removing manual call review process and automating QA



**37%**

Increase in employee performance by analysing interactions for areas that needs further training