

# SESTEK

## BASICS OF SPEECH ANALYTICS

E-Book by SESTEK Marketing





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# EVERY CUSTOMER INTERACTION IS AN OPPORTUNITY FOR BUSINESSES

Today consumers are more unforgiving than ever.

67% of them say one bad experience is a reason for churn. Brands are walking on thin ice, trying to find ways to know what their consumers would do next. Effectively listening to customers and acting fast to close the loop on their issues are becoming more and more vital for businesses.

However, the high volume of customer interactions makes it impossible to review and analyze them accurately and manually. The manual reviewing process can only focus on a fraction of interactions and is far from providing holistic results.

**Knowvu Analytics** can help businesses to overcome this challenge. With the help of AI (artificial intelligence), businesses can apply in-depth analysis to customer interactions across multiple channels. These analyses include not only textual and statistical details but also emotional data. With advanced features like emotion detection and sentiment analysis, businesses can gain valuable insights to make wiser decisions.



# CONVERTING SPEECH TO TEXT, INSIGHTS TO ACTION

- Knowvu Analytics transcribes 100% of all recorded calls and analyzes customer interactions by applying statistical and emotional analysis.
- Manual solutions only cover 2-5% of customer-agent engagements, resulting in limited data for discovering customer trends, finding root causes, and evaluating agent performance.
- Knowvu Analytics provides actionable insights to business teams to improve customer experience, agent performance, and call center efficiency.

1 Convert to Text

2 Search & Topicalize

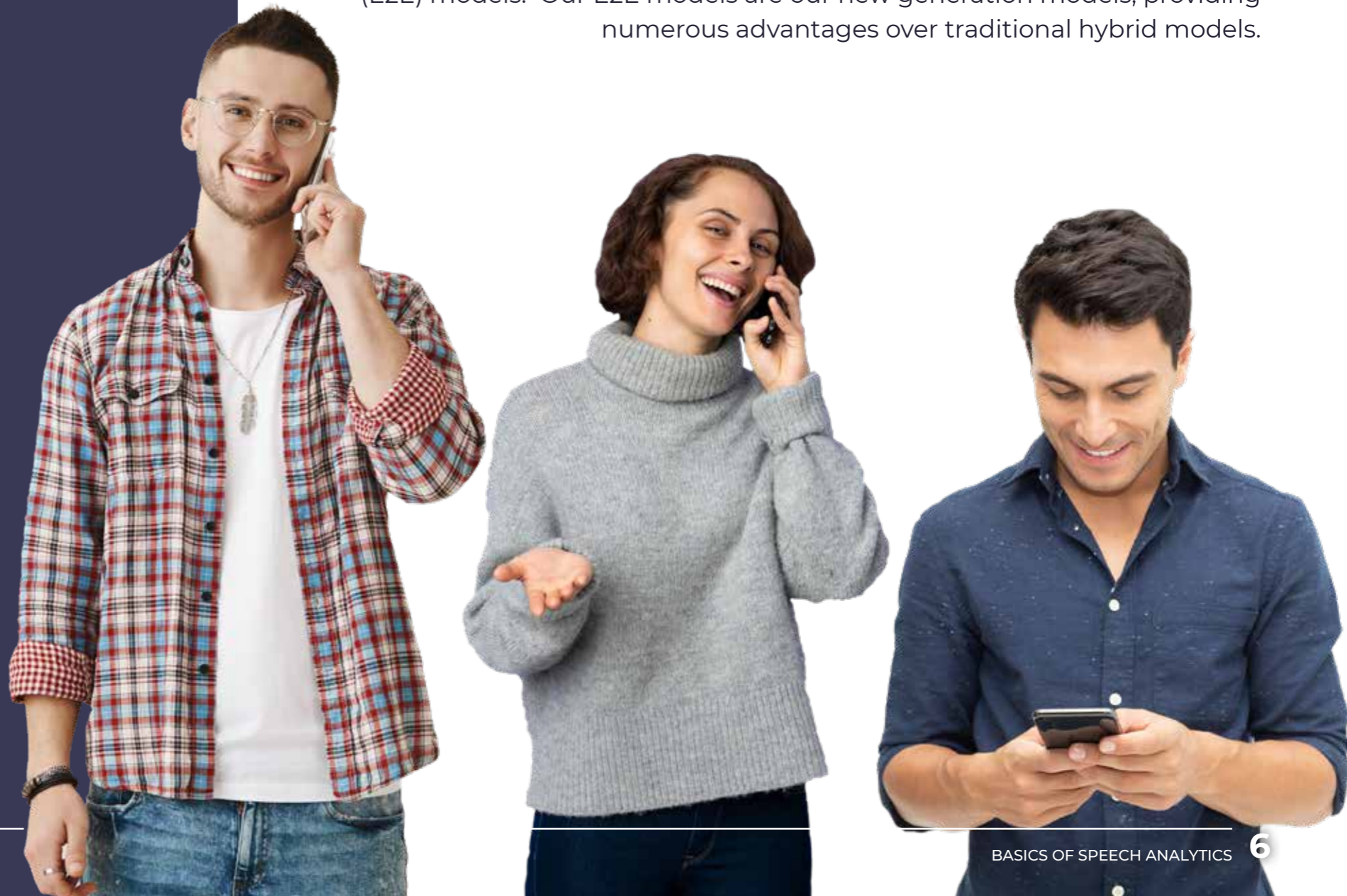
3 Analyse & Compare

4 Take Action & Improve

## Market-Leading Accuracy Rate of >97%

Our fully in-house developed SR technology can capture and interpret human speech with >97% accuracy. This market-leading accuracy rate provides deeper analysis, more actionable insights and better results for your business.

We offer two types of language models: Hybrid models and End-to-End (E2E) models. Our E2E models are our new generation models, providing numerous advantages over traditional hybrid models.



# METHODOLOGY

Knowvu Analytics process starts with converting recorded speech to text. There are two main speech recognition approaches:



## Hybrid Models

Hybrid models use a combination of acoustic and language models to transcribe speech to text.

## End-to-End (E2E) Models

End-to-End (E2E) models are a new generation of language models that can transcribe speech to text with high accuracy and speed.



Hybrid speech recognition systems work by independently training separate modules such as the acoustic model, language model, and phonetic dictionary and combining these modules during decoding of the input audio recording. On the other hand, E2E has a much simpler training pipeline decoding process through a single neural network. This reduces the training and decoding time and allows joint optimization with downstream processing, such as natural language understanding (NLU).

# BENEFIT NO: 1

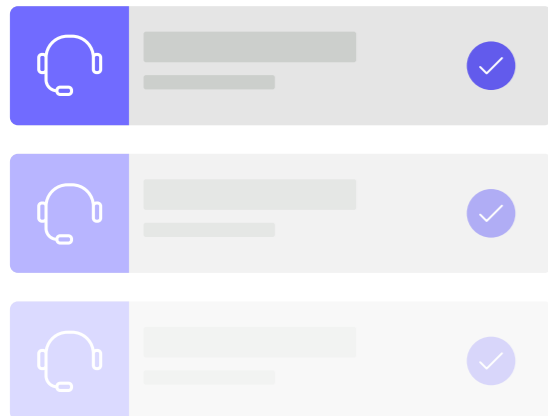
## Improve the performance at the contact center.

By using 100% of the recorded calls as data source, Knowvu Analytics contributes to objective performance analysis, unlike manual evaluations where only limited number of randomly selected calls can be analyzed.

Automated Quality Management feature provides accurate analysis by evaluating various criteria such as absenteeism, compliance with regulatory requirements, adherence to scripts, average handle time and overall quality of service.

Using Knowvu Analytics, we now get crucial data to feed our agent performance management operations.

Quality Management Supervisor





# BENEFIT NO: 2

## Deliver Better Experiences to Customers

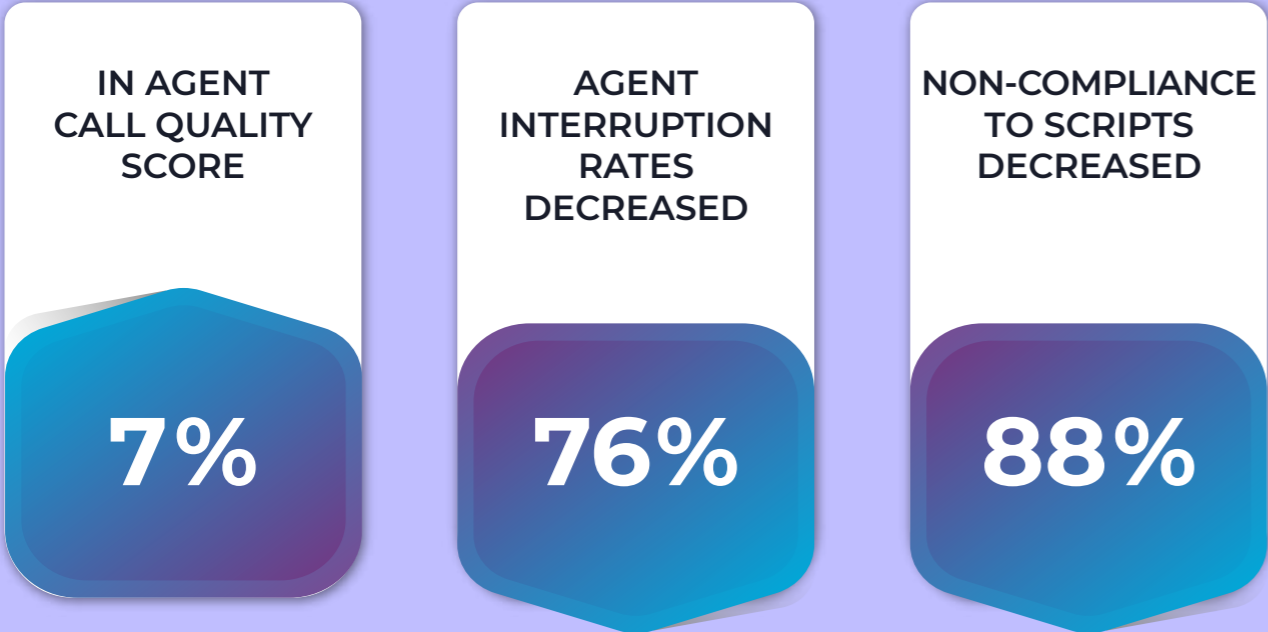
Knowvu Analytics automatically transcribes and analyzes all customer-to-agent communications, then sends detailed reports to those on your team who need them the most. The solution provides call center managers with insights on what customers are asking for automatically. Knowvu Analytics uses trend analysis and emotion detection to discover the things that frustrate customers the most. These insights help call center managers better anticipate, prepare for and act upon customer needs, increasing satisfaction and loyalty.



### AUTOMATED QUALITY MANAGEMENT IN DETAIL

Automated Quality Management combines manual and automated performance evaluation methods. The solution's automated reporting feature allows call center quality teams to create customized evaluation forms and scorecards that reflect their company's needs and policies. When agents know that their performance is being assessed accurately and fairly, they are more likely to perform better. Getting objective feedback helps them to focus their efforts to improve. Being continuously listened to and evaluated guide agents towards self-discipline.

### THE RESULTS



# WHAT'S NEXT ?

## Predicting in real-time

With the advancements in artificial intelligence (AI) and machine learning (ML), interaction analytics is transforming into an AI-powered solution. With features like sentiment analysis, emotion detection, topic categorization, real-time analysis, and predictive modeling, AI-powered interaction analytics solutions identify customer sentiments and offer prescriptive insights. AI-based interaction analytics helps organizations to:

Extract an unprecedented level of business insight from interactions.

Get prescriptive insights to increase sales and drive growth

Accurately predict customer behavior or churn, retention and upsell.

# CONCLUSION

As a contact center manager, I am aware of 100% of the calls to my agents. Knowvu Analytics does the heavy lifting for me.



With millions of customers interacting with brands every minute of every day, decision-makers sit on the top of a valuable treasure; interaction data.

Speech technologies, combining conversational data, meta data and audio data, analyze these interactions and provide actionable insights for call center management. Compared to earlier applications, when only limited number of calls were to be monitored and analyzed, speech technologies analyze 100% of all customer interactions resulting in a holistic and objective approach.

In today's fast-paced environment, businesses are looking for solutions to increase their responsiveness to customers and increase efficiency in their workflows. Speech technologies are helping brands to stay one step ahead.





# IMPROVE YOUR CONTACT CENTER OPERATIONS

**SESTEK** is a conversational automation company helping organizations with conversational solutions to be data-driven, increase efficiency and deliver better experiences for their customers. **SESTEK**'s AI-powered solutions are built on text-to-speech, speech recognition, natural language processing and voice biometrics technologies.

**SESTEK** is a part of UNIFONIC.



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