

MARKET-LEADING SPEECH RECOGNITION RATE OF >95%



Unilever

“For this project, we decided to work with SESTEK, known as the best company in their line of work. Especially, their expertise in voice technologies attracted our attention.”

— Unilever

CHALLENGE

The first step of a successful conversational customer journey is accurate speech recognition. When the process fails at this first step, it fails to guide customer towards the solution fast and the experience is significantly affected. When different customer accents and dialects are involved, it becomes a more complex problem for businesses to solve.

SOLUTION

The technology enables systems and applications to understand user commands in spoken language, instead of buttons and keystrokes. This helps customers interact with systems to solve issues without the need of live agents. The success of speech recognition projects relies heavily on the accuracy rate, meaning accurately understanding what customers are saying.

BENEFITS



INCREASE EFFICIENCY

SR technology enables interactions between customers and systems, supporting customers using voice to reach answers and solve problems.



IMPROVE EXPERIENCE

Whether it's executing a banking transaction or navigating through a voice-enabled IVR, the experience is elevated because it is fast and effortless.



REDUCE COST

When customers can interact with systems seamlessly, process automation and self-service rates increase.



UNILEVER BOOSTS SALES AFTER LISTENING TO CUSTOMERS

Using Speech Recognition technology, Unilever listened to more than 120K customers calls asking for more product variants.

%48

increase
in sales growth



120K

of calls converted
into text and
analyzed

6

new product
variants introduced
to the market

SPEECH RECOGNITION COMPARISON TEST

	Word Error Rate (%)
SESTEK	4.37
 Microsoft Azure	5.10
 Speechmatics	6.69
Google	8.18

WER (word-error-rate) is a common metric for SR engines; it is the ratio of the total words of error to the total number of words in the reference. Smaller the ratio, more accurate the engine.