Speech Analytics

Automatically transcribe & analyze all call center communications

Discover actionable insights automatically from call center data, saving your customers time and your business money

Discover hidden insights on what your customers *really* need
It can be tough keeping up with customer trends and needs, especially if you're not a mind reader. But identifying and acting upon customer insights is important for anticipating customer needs and optimizing your customer support channels, both of which boost customer satisfaction. Unfortunately, only a small percentage of customer calls can be analyzed manually, but there's a better and faster method: Sestek Speech Analytics, which transcribes 100% of your customer calls automatically.

Effortlessly transcribe customer-to-agent communication then act on it
Sestek Speech Analytics transcribes your customer calls in full, providing insightful data points that optimize your call center and improve customer messaging. During a call, Sestek Speech Analytics keeps track of anger or frustration, monotony, interruptions in the conversation, periods of silence and more. Each of these metrics shows where improvements may be made to increase customer satisfaction—and can help you discover hidden insights and trends in customer needs. You can also get a firmer grasp on your company's reputation, which leads to better marketing and messaging.

Get a bird's-eye view of all customer interactions
All this data wouldn't be very useful if you couldn't make comparisons with conversations over time. Sestek Speech Analytics generates a report on these records on a regular basis (daily, weekly or monthly), then emails them to the people who need to know. Reports include data on trending queries, call counts by topic, daily call volume and much more, giving your team simple and unambiguous insights on what matters most to customers at any given time. Apply these insights to agent evaluation to measure individual agents' performances and discover new training opportunities. These lead to a faster, optimized call center that's better prepared to meet customers' needs and save your business money.

FACTS TO KNOW

- Customer experience will become the key brand differentiator over cost and product by 2020. [according to Walker]
- Even a miniscule improvement in call response can save $276,000 annually for a call center on average. [according to SQM Group]
- 60% of customers have higher expectations for customer service than they did a year ago. [2015 Multichannel Customer Service Report]

SESTEK

Speech Analytics Key Features

Speech-to-Text
Sestek Speech Analytics relies on sophisticated Large Vocabulary Continuous Speech Recognition (LVCSR) technology. Typical speech-to-text software converts phrases into phonemes, matching them with a limited index of words. LVCSR goes a several steps further by analyzing an entire conversation against a language model, converting it to text at much higher accuracy. This allows for faster full-text searches, making it easy to identify whatever terms or phrases you're looking for.

High Transcription Accuracy
Sestek Speech Analytics offers higher accuracy than competition by transcribing agent and customer channels separately. Typical minimum transcription accuracy is 80-85% per channel, though some projects reach as high as 95%. Because Sestek Speech Analytics transcribes all communications, this generates a large amount of automatically indexed and easily searchable conversation data for you.

Customized Language Model
Sestek Speech Analytics uses a customized language model that combines acoustic modeling, text normalization (matching non-standard word forms to standard forms) and contextual/statistical modeling (calculating the weighed score of words in their context).

Emotion Detection
Machines get a bad reputation when it comes to understanding human emotion, but our softwareis different. . With emotion detection, Sestek Speech Analytics automatically reads customers' emotions throughout the conversation by examining variations in pitch or tone. By identifying things like interruptions, periods of silence, anger and monotony, Sestek Speech Analytics makes it easy to discover moments of customer dissatisfaction within a conversation.

Topic Identification
Our topic identification feature automatically evaluates the content of your calls, then classifies them based on specific categories. This makes organizing conversations much easier, as supervisors can immediately eliminate irrelevant or unimportant calls from query results. This helps them save time and focus on more urgent tasks.

Trend Analysis
By focusing on the most-used words and phrases over time, Sestek Speech Analytics discovers trends in conversations. In addition to exposing your customers' top concerns, this data helps track changes in customer perceptions and expectations over time. With a guided search feature, managers can easily find out what's happening in their call centers.

FCR Analytics
No one wants repeat calls—they're frustrating for users and waste time and money for businesses. First-Call Resolution (FCR) indicates the rate at which customer problems are resolved on their first call versus those that result in repeat calls. If the same customer calls again within a set time (or, optionally, if they discuss the same topic as a previous call), Sestek Speech Analytics will identify it as a non-FCR call. This gives call center managers insights on customer satisfaction, the performance of individual agents and the efficiency of the overall efficiency of the call center.

Advanced Quality Evaluation
Typically, call center quality assurance teams evaluate agent performance on a random basis. Sestek Speech Analytics evaluates all communications in a goal-oriented manner automatically, allowing quality assurance managers to track every agent's performance over time. This includes metrics like script adherence, emotional parameters and adherence to rules regarding hold or silence duration. We know that some qualities are subjective and better measured contextually—such as empathy and active listening—so Sestek offers both automatic and manual evaluation tools.

Online Module
In call centers, every second counts. With the Sestek Speech Analytics online module, call center managers can act seamlessly on real-time analytics. For example, let's say the software detects a problematic conversation requiring high-level participation. The module will alert the supervisor immediately, who can then intervene in the call. The online module also allows managers to coach agents online—from the very same place where they access call data. On the agent's side, the online module automatically identifies specific conversational topics to help them finish the job more efficiently.

Statistical Comparison
Statistical comparison allows for root-cause analysis of recorded calls. Once you have set text and acoustic parameters for analyzing calls, statistical comparison lets you compare dates, agents, agent groups, queries and voice channels to help you identify and respond to common problems.

Automatic Multilingual Transcription
Cosmopolitan brands have wide audiences from around the world, and can't be limited by language barriers. Sestek Speech Analytics therefore recognizes and transcribes many different languages—even if a customer switches between them in a single conversation. This way, call centers will never miss a beat no matter who they're talking to, especially when serving a multilingual audience.

Comprehensive Reporting
Sestek Speech Analytics automatically generates comprehensive reporting on calling data on a daily, weekly or monthly basis. The software emails these reports as XML files automatically to relevant departments. The reports include information on: call counts by group topic, trending queries, word analysis, daily call volume and more. Your team can customize details by date, agent group, call direction or topic, helping you better organize and make use of the information you need most.

TOP BENEFITS

Gain actionable customer insights
Sestek Speech Analytics automatically transcribes and analyzes all customer-to-agent communications, then sends detailed reports to those on your team who need them the most. Whether you want to dive deep into a specific conversation or cast a wide net on all customer communications, Sestek Speech Analytics provides you with insights on what your customers need and care about the most—all automatically.

Optimize call centers to save time & money
With Sestek Speech Analytics, you can easily evaluate agent performance per conversation or by assessing an agent's entire conversation history. Boost agent morale by identifying and rewarding top performers or support underperforming agents by discovering oversights in your training process. Ensuring your agents are best prepared for what customers throw at them helps make their jobs easier—and faster—to complete.

Boost customer satisfaction
Sestek Speech Analytics uses trend analysis and emotion detection to discover the things that frustrate or interest customers the most. These insights help you better anticipate, prepare for and act upon customer needs, increasing satisfaction and loyalty.

OTHER VOICE OF THE CUSTOMER SOLUTIONS

- Automated Quality Management
- SocializerVox

SESTEK