



Aspect® Engagement Analytics™

In an era where consumers want to engage with enterprises in a host of new ways, the contact center is becoming the new focal point for ensuring a great customer experience and smooth customer journey across channels. But with the proliferation of channels comes the increasing challenge of maintaining a high standard for quality in all of these channels.

Aspect Engagement Analytics extends your quality management process by providing a holistic view into 100% of your speech and text interactions, easily surfacing valuable and actionable insights. By turning every conversation into a source of new insights, Aspect Engagement Analytics helps identify the drivers for exceptional customer experiences.

Key Differentiators

- ✓ **Built for the Omni-Channel Customer Journey**
A single query spans data from all customer interaction channels
- ✓ **Automated Scoring**
100% of customer interactions scored automatically against a set of KPIs
- ✓ **Highly Intuitive User Interface**
Easily understand the results of automated and manual data searches to deliver the most valuable insights
- ✓ **Lightning Fast Searches**
Accomplish searches that are 100x faster than other providers
- ✓ **Flexible LVCSR Technology + Phonetics**
Enjoy the advantages of LVCSR such as full transcripts and natural language searches with phonetic matching
- ✓ **Built-in Redaction Capability**
Make the complexities of PCI compliance much simpler with an easy-to-use redaction feature
- ✓ **Accurate Retrievals**
Minimize false positives with extremely accurate speech to text conversion compared to phonetic searches

Key Components

• Reveal Underlying Business Issues

Identify business concepts throughout all voice and text-based interactions quickly to identify what matters to your business. Fast-track discovery with pre-built, industry-specific dictionaries to uncover customer service issues and best practices. Structure every conversation, combine with additional data, and look deeper using powerful reporting and analytics. Understand what customers and agents are saying to identifying 'at risk' behavior quickly and proactively solve the problem.

• LVCSR – The Best Search Technology

Although phonetic matching is an essential part of the speech recognition process, Aspect Engagement Analytics uses LVCSR (Large Vocabulary Continuous Speech Recognition) search technology to ensure the fastest and most accurate searches possible. This is the same technology used by leaders in the speech recognition field including Apple (Siri), Google, Nuance, IBM, AT&T, Microsoft and many others. Some speech analytics providers use "phonetic" search engines, which accomplish

searches by indexing phonetic sounds rather than words. They have the advantage of not requiring a large dictionary that converts phonetic sounds to words, but for contact center applications, LVCSR (sometimes called “speech-to-text”) is by far the most popular for a number of reasons.

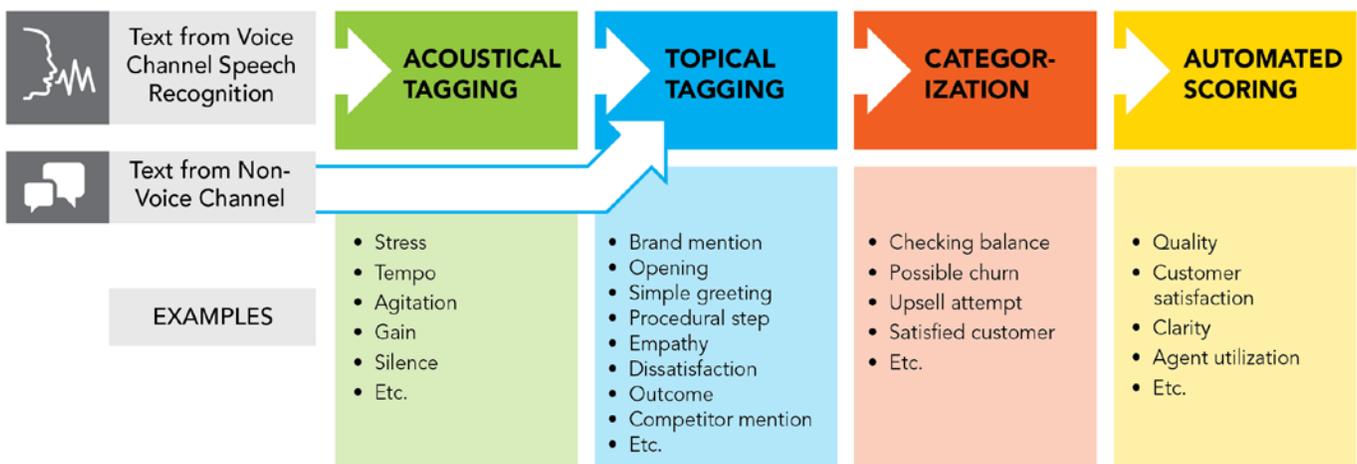
LVCSR has the significant advantage of being able to use statistical methods to confirm the likelihood of the textual interpretation of a sequence of sounds as being correct by looking at the words in near proximity to eliminate the ambiguity. For instance, “The son is shining brightly” can quickly be corrected to “The sun is shining brightly” by the context. This important form of speech-to-text disambiguation significantly reduces the many false positive results that are characteristic of phonetic search techniques, so your searches are more accurate. Also, the search time for LVCSR is much faster, which of course is a significant advantage for a contact center analyst and allows the search engine to cull through a larger number of calls in a shorter period of time, so business issues can be surfaced more quickly. Further, the storage requirements for LVCSR are on the order of 30 times smaller than with phonetics.

• **Omni-Channel Searches**

Another important advantage of LVCSR is that it permits a natural integration with text-based channels. Since the all of the interactions in the voice channel are converted to text and the interactions in the non-voice channels already exist as text, the two can be easily searched with the same techniques and user interface as if they came from a single source. A search for the word “dissatisfied” will reveal unhappy customers in the voice or chat or email or Twitter channels and hopefully lead to finding the root cause more quickly, since more interactions are being searched. Essentially, you are getting a more complete picture of your customer interactions.

• **Extracting the Most Useful Information from Big Data**

With the massive amount of information available in both unstructured (speech) and structured (text) form, much of the value that can be added from analytics is in distilling it down into a form that is easy to understand. Aspect® Engagement Analytics™ tags each voice interaction with parameters that are unique to speech such as stress, tempo and agitation. All channels of interaction get “Topical Tagging” which includes characteristics of the proceedings of the interactions such as, presence of a greeting, use of empathy, mention of a competitor and dissatisfaction. Interactions are also categorized into about 10 broad categories such as request for checking balance, possible customer churn, up-sell attempt, and customer satisfaction. Finally, interactions are scored using 2 - 5 major categories that are likely a composite weighting of smaller categories. These broad categories include such measures as quality, customer satisfaction, clarity and agent utilization. This wide range of interaction tags, categorizations and scores allows the contact center to quickly zero in on conditions that are most important.



Text Analytics Enables You to:

- Get a holistic view of the customer experience through all text-based channels including chat, email, Web, mobile and social media
- Make quick decisions by having access to multiple sources of feedback – chat, email and social media
- Better understand how agents are responding to text-based interactions and identify opportunities for improvement
- Understand why, when and how customers leverage text-based channels
- Explore results in aggregate or drill into individual interactions over chat, email, Web, mobile and social channels to understand conversations

Speech Analytics Enables You to:

- Identify spoken words or phrases that are critical to business success
- Spot spoken key words or phrases, either as real-time alerts on live audio or as a post-processing step on recorded speech
- Identify dissatisfaction in customer voices
- Target quality assessments based on business drivers and concepts captured within the calls
- Leverage 100% of your recordings as part of your quality management initiatives
- Monitor customer service quality without listening to hours and hours of recordings

Aspect® Engagement Analytics™ Enables You to Combine the Benefits of Speech and Text Analytics by:

- Unharnessing the power of holistic interaction data to identify 'moments of truth' in the customer journey
- Utilizing 100% of speech and text interactions as a base for complete interaction analysis instead of random sampling
- Saving supervisor time and money by accessing only relevant speech and text interactions
- Capturing emerging trends and concepts from the entire customer interaction
- Recognizing cross-sell and up-sell opportunities
- Increasing revenue, loyalty and retention by identifying and acting on issues and opportunities
- Tracking and reporting on agent performance at the site, team and agent levels based on business goals and thresholds
- Identifying coaching and training opportunities by having visibility into the complete customer interaction
- Reducing compliance, regulatory and legal risk and associated costs by capturing and reporting at the agent level on 100 percent of all interaction data
- Understanding the differences between your communication channels to make better operational and customer service decisions

Creating a Hub for Multi-Channel Interactions

According to Google's "The New Multi-Screen World: Understanding Cross-Platform Consumer Behavior," the average consumer moves among three screens per day and communicates using a dizzying combination of platforms including phone, email, chat, social media, smartphone, or tablet. Ovum found that 74 percent of consumers use at least three of these channels when interacting with your business. In this hyper connected world, can you extract meaningful insight from these interactions? If your answer is 'no', Aspect Engagement Analytics can help.

Corporate and Americas Headquarters

2325 E. Camelback Road,
Suite 700
Phoenix, AZ 85016
+(1) 602 282 1500 office
+(1) 602 956 2294 fax

Europe & Africa Headquarters

2 The Square, Stockley Park
Uxbridge
Middlesex UB11 1AD
+(44) 20 8589 1000 office
+(44) 20 8589 1001 fax

Asia Pacific & Middle East Headquarters

7 Temasek Boulevard
#08-02 Suntec Tower One
Singapore 038987
+(65) 6590 0388 office
+(65) 6324 1003 fax

About Aspect

Aspect helps enterprises break down the walls between people, processes, systems and data sources, empowering organizations to unite around the customer journey. Our customer engagement center offers native [interaction management](#), [workforce optimization](#) and [self-service](#) capabilities that drive dynamic, conversational interactions and create a truly frictionless omni-channel customer experience. Leveraging all the benefits of the cloud and over 40 years of industry ingenuity, Aspect conveniently and easily connects questions to answers while helping enterprises keep service levels high and operational costs contained. For more information, visit www.aspect.com.

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