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Alvaria™ 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.

Alvaria 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, Alvaria 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.

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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, Alvaria 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.
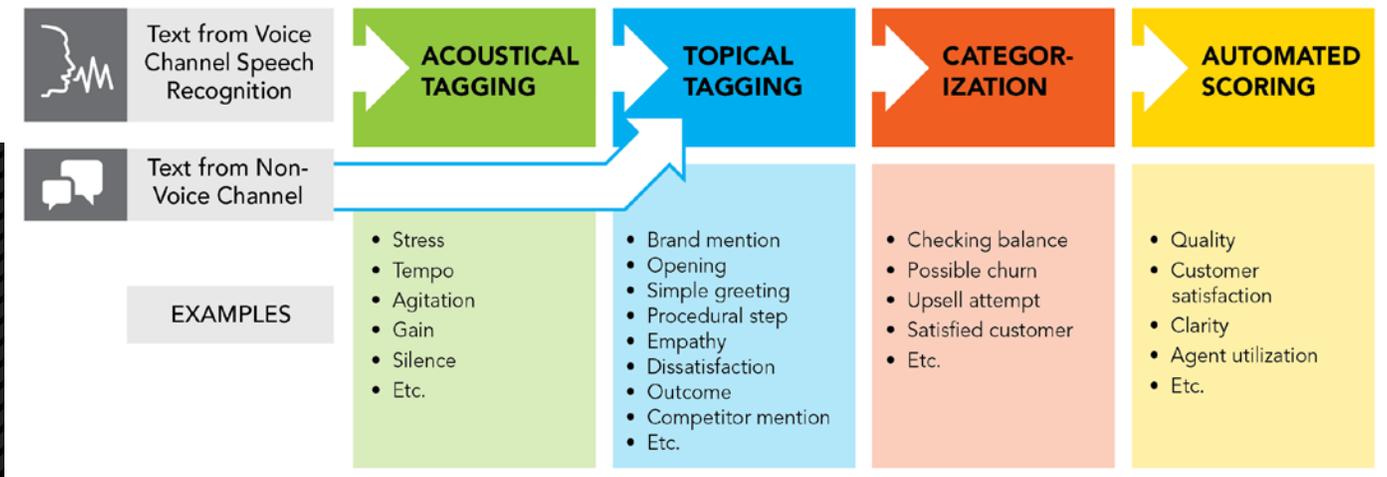
LVCSR has the significant advantage of being able to use statistical methods to confirm the likelihood of the textual interpretation of a sequence of sounds as being correct by looking at the words in near proximity to eliminate the ambiguity. For instance, "The son is shining brightly" can quickly be 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. Alvaria 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.

Text from Voice Channel Speech Recognition	**ACOUSTICAL TAGGING**	**TOPICAL TAGGING**	**CATEGOR-IZATION**	**AUTOMATED SCORING**
Text from Non-Voice Channel				
EXAMPLES	• Stress • Tempo • Agitation • Gain • Silence • Etc.	• Brand mention • Opening • Simple greeting • Procedural step • Empathy • Dissatisfaction • Outcome • Competitor mention • Etc.	• Checking balance • Possible churn • Upsell attempt • Satisfied customer • Etc.	• Quality • Customer satisfaction • Clarity • Agent utilization • Etc.

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 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

ALVARIA 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', Alvaria Engagement Analytics can help.