

CASE STUDY – Speech Analytics

Client

The client is the world's largest direct response, marketing company and the original creator of the "As Seen On TV" logo. Since 1983, they have sold hundreds of millions of "As Seen On TV" products including one that has sold over 50 million units since its launch in 2007. These products are sold at leading retailers. In 2015, the client set-up an e-commerce marketplace and created another channel to reach consumers.

Challenge

Intellicom runs the client's contact centre in New Delhi. All calls are digitally recorded and customer satisfaction and adherence to processes are closely monitored.

The client wanted to go a step further and gather deeper insight into the customer experience. For this, they needed a technology platform that would extract, map, and analyse the business intelligence hidden in those recordings.

Solution

Intellicom collaborated closely with the client to cater Nexidia AudioFinder to satisfy their requirements. The solution matches phenome patterns in speech that are not dictionary dependent. This "automated listening" systematically ingests and identifies recorded content within seconds, and offers timely identification of trending topics.

Our client can now sift through massive amounts of irrelevant audio to discover the information pertinent to their search. The search function locates words or phrases wherever they exist in recordings. It accepts multiple terms in a single query, Boolean operators (e.g. and, or, and not), time-based proximity logic, and nested searches.

Turning Unstructured Data into Business Intelligence

Keyword & Phrase Search – Search queries are designed and run against any combination of recordings in the

application. Results are collected in a single place for retrieval and review.

Metadata Support - We import metadata from various sources like Intellicom's ACD and IntelliCRM. These data points, such as agent name, date, customer phone number, and product name, are used to categorize recordings.

Term Sets – Thresholds can be specified for any number of search terms. When "hit confidence" is exceeded for any search, the system presents results in chronological order giving the client a quick sense of what happened and when it happened.

Web API – Using the API, the system can access other software applications like IntelliCRM to search, filter, and utilise the data as desired.

Data Visualisation - Data is presented in the form of graphic charts and word clouds for easy comprehension. It can also be exported to an outside Business Intelligence system for further analytics.

Impact

The new platform made a significant impact in three major areas:

- **Quality and performance** – Training modules on best practices with a customer-focused view were personalised for agents. The system tracked training and interventions), and monitored change over time.
 - **Improvement and Process Change** – Using the platform, the client is able to spot trends for real-time planning and response. By tracking key call behaviours, repeat calls reduced and first contact resolutions increased.
 - **Marketing Applications** - Insight gleaned from these analyses contributes to the design of marketing campaigns and scripts to establish the client's brand.
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