

# Real-Time Speech Analytics Soft Evaluators

EVALUATING REAL-TIME COMMUNICATIONS  
TO IMPROVE PERFORMANCE

Treating customers fairly is one of the key parts of improving customer experience. This is not only a regulatory requirement but also necessary to improve customer loyalty. Think about how your agents and customers react with each other and what is happening with their emotions on calls. Imagine having a solution that can evaluate live calls to identify if there is cross-talking, changes in conversational tone, speech ratio balance, the speech volume and the stress levels of both parties. Enghouse Interactive can help with the latest Real Time Speech Analytics – Soft Evaluator tool

## Monitoring Live

Enghouse Interactive's Soft Evaluator tool, part of Real-Time Speech Analytics, is the first software solution offering fully automated quality assurance and call optimisation for every call. The innovative technology helps to encourage agent empathy and gauges the emotional state of both customers and agents by evaluating their voices and improving conversations in real time.

The voice channel is still the number one channel of choice according to Contact Babel, therefore it is important you can identify the types of behaviour - good and bad – to achieve successful call resolution. The soft evaluator tools are presented live to the agent to fast-track them to a level of competency that should reduce attrition based on concerns in real time rather than in post mortem. Therefore the soft evaluators not only help improve customer satisfaction but the chance to understand the type of agent language and behaviour that yields the best results. It is this unique approach which is setting Enghouse Interactive Soft Evaluators capabilities apart from the competition. It can be deployed as a standalone, part of the full Real-Time Speech Analytics suite or integrated to the overall Quality Management or Contact Centre solution to continue to control, monitor and improve performance.

*“Using the soft evaluators we were able to identify which questions caused the highest stress levels on a live call. From this we changed the way in which we asked the question, ensuring that we treated the customer fairly and were sensitive to needs. We believe this is a major step forward in the collection Industry.”*

Dougie McManus  
ZINC GROUP

## Benefits

- Ensure clear speech and speed of conversation to improve agent performance
- Gauge and manage stress levels in call to encourage empathy and improve customer loyalty
- Encourage listening skills and avoid cross talking to increase customer satisfaction
- Keep your customers continuously up to date with the process of the call even when agent needs to check information across the business.
- Reduce operating expenses and save money by identifying areas of improvement
- Reduce customer attrition by minimises errors and complaints
- Modular software with open interfaces for easy integration
- Typical ROI of under six months

Figure 1: Screenshot: Live Soft Evaluator Client



## “Sorry – Can you repeat that”

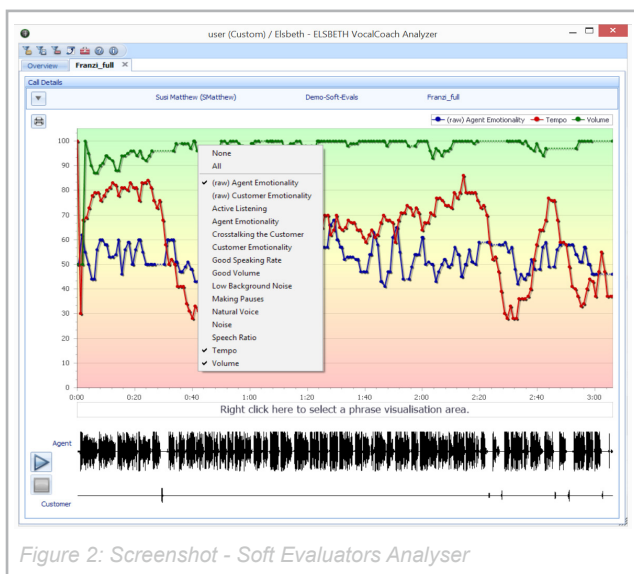
Customers see agents as experts on your service or product and require quick resolutions to their call. The way you speak to a customer, in terms of the language, tone of voice and speed of delivery can greatly influence the output of the call. As part of the Soft Evaluator Tool – the Clear Speaking Evaluator checks the constant tempo of speech and alerts the agents if there is an anomaly with the parameters set within the tool. These alarms highlight to the agent that they need to slow down or punctuate their speech to make sure that the customer has understood exactly what they are saying. This results in greater performance of the call and increases customer satisfaction.

## How are your customers feeling?

Since the introduction of self-service customer frustration is on the rise in the contact centre. By the time they have got through to the contact they expect to speak to an agent who can resolve their issues quickly. Enghouse Interactive's highly sophisticated software employs methodologies similar to those used in neuro-linguistic programming to gauge the individuals feelings in a business interaction i.e. stress levels– whether the customer, in particular, is happy, or agitated, whether they want an answer quickly. Or the volume of the call, can the customer hear the agent, is there network issues, is it too loud or vice versa with the agent. You need to appreciate that the emotional aspect of any interaction can be just as important as resolving the issue. Don't ignore this as it can be critically important in delivering business advantage and continuous improvement to customer experience.

## Who is doing most of the talking – Are you listening?

Listening is a key skill for any agent to demonstrate, it is important to try not to sound too scripted and avoid cross-talk or silences during conversations. Enghouse Interactive's soft evaluators provide actionable insight into who is driving the call: customer or agent and correlating that to the success rate. Whilst detecting if agents interrupt customers to speed up calls or if the customer interrupts the agent meaning further clarity in clarifying the understanding of the questions asked. Monitoring this gives agents an indicator to identify and try and resolve problematic calls.



## Retrieving business insights with big data

For any organisations that handles considerable inbound call traffic into the business, there is valuable information and customer data contained inside those conversations that they may be missing out on. Using not only the physical words and phrase detection but the soft evaluation data to improve performance. By generating the raw data of soft evaluators activities for all calls and compare them with other KPI's, you can build a pattern for areas of improvement.

So for example you can correlate the relationship between the speech ratio to the success rate – if an agent need to readdress the script, talk less or talk more. Or in another example, identifying a “cluster” of information that shows the emotionality of agent AND customer are high whilst also cross talking between both parties happens, they very likely have an “interactive call” which leads to a better customer relationship in the call and greater success.

All of this information highlights the emotional intelligence of activities which is just as important as actual words. The emotional reaction to the interaction will be very different from that of somebody looking for advice on finance to online gaming. Businesses need to use evaluators to tailor the tone and style of engagement accordingly.

## Soft Evaluators Key Features

**Speaking Rate** - Checks the tempo of speech

**Volume** - Measures the volume of the voice of the agent

**Stress Levels** - Track the emotionality of agent and customers

**Cross Talking** - Does the agent interrupt the customer? Or vice versa?

**Speech Ratio** - How much of a call is the agent speaking and how much the customer?

**Signal Quality** - Is there jitter on the line or does the signal clip or maybe there is noise?

**Dynamic Range** - Detecting if there are other voices being understood in the background

**Pause** - Measures length of pauses and length of speaking passages.

**Meta Data** - Pass data through the system and combine with existing data with the Speech Analytics results.

**Speak to Enghouse Interactive to evaluate and improve performance.**

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## About Enghouse Interactive

Enghouse Interactive's integrated suite of solutions includes multi-channel contact centre, self-service, attendant operator consoles and workforce optimisation. This wide portfolio places us in the unique position to offer customers and partners a complete, fully featured solution from a single vendor. These solutions support the full range of deployment methods from premise-based to private, public or community cloud and even hybrid requirements.