

Real-Time Speech Analytics

Enghouse Interactive's Real-Time Speech Analytics (RTSA) is the first innovative software offering with fully automated quality assurance and call optimisation.

Real-Time Speech Analytics analyses agent and customer speech to provide live feedback to agents and team leaders about what is being said, and how it's been said. It monitors stress levels, speech clarity and script adherence, all whilst the call is in progress.

In parallel, RTSA searches for phrases, keywords and dialog pairs in calls, to find certain predefined requirements. During this process, RTSA evaluates the "agent" and "customer" speech channels using the market-leading speech recognition software from Nuance. RTSA is intuitive and easy to use, requiring no programming or phonetic knowledge for configuration.

RTSA evaluates the quality of all calls in an automated and 100% objective way. This leads not only to time savings and a higher efficiency of quality management, but also allows for resources such as agents and service team members to be planned very specifically.

The user is guided in a simple and self-explanatory manner, making it possible to define quickly which characteristics are to be checked. Clear, graphical evaluations of the characteristics at the level of the call, agent, team or campaign round off the software.

Live feature

The RTSA "live feature" can provide practical help especially to the agents in their day-today routine.

For example, it can monitor and improve conversations in real-time by checking to see whether pre-defined phrases and keywords were said during the call.

Real-Time Speech Analytics informs the agent immediately and without delay on the screen about a mistake made. This allows the agent to correct it during the call. In addition, the company benefits from increased efficiency and quality due to a reduction in follow up calls. Furthermore, real-time monitoring provides an important contribution to increasing legal certainty with respect to customer communications.

A final score evaluates the call in the overall context of the campaign.

Advantages at a glance

LEGAL CERTAINTY

- > 100% certainty/assurance that contracts are concluded correctly by telephone
- > Essential statements made during a call are checked and documented
- > Verifies that agents adhere to customer specific requirements

QUALITY ASSURANCE

- Conversation quality of entire campaigns can be evaluated objectively at the push of a button
- Consistent evaluation criteria provide clear results
- > Customers are ensured transparency
- > Agents continuously improve thanks to tailor-made training programs
- > First-class conversations, increase customer satisfaction, loyalty and retention

EFFICIENCY

- > Analysis and evaluation of conversations saves time and increases efficiency
- > Tailor-made coaching for individual agent requirements
- > Sales order cancelation quota can be reduced
- > Trainers can be used more efficiently due to efficient checking of the calls

INVESTMENT SECURITY

- > RTSA is multilingual and international: most major European languages
- > Modular software with open interface
- > Analytical results can be output in standard formats (such as MS SQL Server and CSV)

Configurator, Analyser, Live Client

Real-Time Speech Analytics consists of four components with the evaluators being the main components for call evaluation. Use the RTSA Configurator to set quality criteria (eight evaluators available) and to define the characteristics that are to be checked in the campaign, in a simple, quick and independent manner.

RTSA Analyzer can provide clear, graphical evaluation of the quality criteria at call, agent, team or campaign level. The real-time analysis of phone calls immediately alerts the agent if relevant information has not been provided or has been provided incorrectly. This gives the agent the opportunity to make corrections before the call is over.

The integrated role management functionality enables the system to provide user-specific analyses. This allows agents to view their own statistics, while coaches and team leaders see the results in an overall context.

EVALUATORS AND THEIR FUNCTIONS IN DAY-TO-DAY OPERATIONS

To ensure an objective call evaluation, the evaluator types are divided into two categories: hard evaluators which are largely based on speech recognition – "what is being said" and soft evaluators which assess the softer speech factors – "how it is being said".

All soft evaluators can be operated in two different modes, 'raw' and 'rated'. The 'raw' mode provides a calculated measurement based on quantity. The volume, for example, is indicated as high or low. This mode allows professional trainers to draw conclusions from the raw data. The 'rated' mode provides an assessment. For example, the volume is rated as either "good" or "bad". This can be configured based on what is considered "good" or "bad".





Evaluation

REQUIRED PHRASES

RTSA can determine if predefined phrases and keywords were correctly mentioned during a call. Keywords mark the most important part of a phrase. It can decipher if important phrases were mentioned at all, even if they were worded differently. By specifying Required Phrases, especially when contracts are being concluded or financial transactions are being conducted, means compliance requirements are met.

- · Verification of the agent's adherence to the script
- Automated verification whether all relevant phrases have been mentioned
- Verification of the correct greeting, good-bye etc.
- Verification of customer identification (Did the agent ask for name, address, birthdate etc.?)

DIALOG PAIRS

Dialog pairs consist of a phrase (e.g. "Are you over 18?") and a predefined answer (e.g. "yes"/"no"). Generally, these are question-answer pairs. This feature checks the agent and customer channels of the recorded call one after the other for the specified phrases. RTSA also defines a time frame in which the answer to the question must be given. Furthermore, Dialog Pairs also ensures conformity with the law when customers are required to opt in or opt out.

- · General verification of customer agreement
- · Verification of confirmation to record
- Verification of the acceptance of the contract and its terms
- · Verification of opt-in for future communication



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Evaluation

GOOD PHRASES & BAD PHRASES

By defining "good" and "bad" phrases, you can determine how many desired or undesired expressions your agents are using. This is especially useful when there is a specified "brand language" which agents are required to use or when receiving customer complaints. RTSA records the number of used 'good' and 'bad' phrases and using a statistical algorithm calculates a score for the call.

GOOD PHRASES EVALUATOR

- Count how add-ons have been sold per product
- Verification whether desired/promotional phrases have been used
- Visual positive feedback when correct brand names are used to introduce new products and services
- Correlation of promotional phrases and sales rates

BAD PHRASES EVALUATOR

- Checks whether agents give wrong information (incorrect prices, product names, etc.)
- · Verifies whether undesired phrases have been used
- · Correlation between bad phrases and sales rates
- · Flags up wrong phrases in real-time to the agent

CATEGORY

This evaluator automatically categorises calls based on the occurrence and proximity of predefined keywords and phrases. It may also be used as "next-best-offer" evaluator for automatically showing hints to agents in specific situations.

- Automatic categorisation of calls using predefined phrases and keywords
- Displays hints for next best offering when a specific category is detected

CLEAR SPEAKING

RTSA is able to assess if the agent is speaking comprehensively by evaluating both the pronunciation of the phrases to be checked and the rate of speech. The agent-specific statistics that are based on these evaluations are ideally suited for use in training and for reviewing the effectiveness of coaching.

RATE OF SPEECH

- Pops up warning messages when agent talks too fast
- Determines average speech tempo for agents

CLARITY OF SPEECH

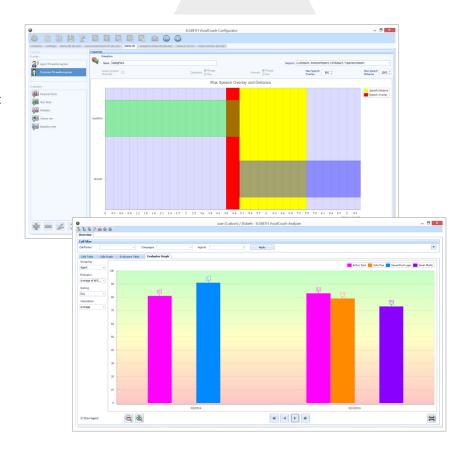
- · Check dialects, correct pronunciation
- Check persistent of speech clarity of outsourced centres?



VOLUME EVALUATOR

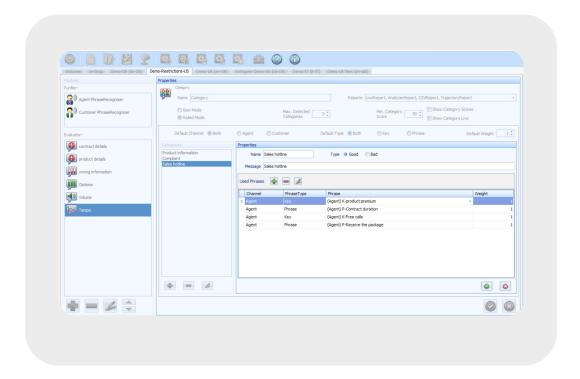
This is used to evaluate the volume of the agent and/or customer. This feature distinguishes between times when there is talking and when there is no talking (and only background noise can be heard) and whether the talking is too loud or too low. Based on this, general information is displayed regarding the recording volume of the call and the positioning of the headset microphones. If the customer perceives the agent as "too loud" or "too low", the agent can see this immediately and adjust the microphone position of the headset accordingly.





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Evaluation



SPEECH RATIO

This evaluates the speech ratio of the agent and/or customer. You can define a target ratio that will be considered "good" (e.g. 80% agent, 20% customer). The more the ratio in a call deviates from the target ratio, the worse the evaluation score will be. This evaluator is suited for finding calls where a deviation from the typical speech ratio was especially noticeable. This provides additional options to trainers to analyse why different behaviours of the agents have different effects on the flow of the conversation.



CROSS TALK

This evaluates whether the agent and/or customer allow each other to finish speaking. If one side does not let the other finish speak and interrupts the person instead, this produces a negative evaluation. The longer and the more often the other person is interrupted, the worse the evaluation score. This evaluation can be utilised from the customer's and/or the agent's perspective (in other words, the system differentiates between who interrupts whom). This evaluator points out typical mistakes, such as "getting rid" of a customer by trying to say goodbye while the customer is still talking. Furthermore, the feature provides information about whether the customer frequently interrupts the agent, which indicates that the customer has already understood the topic or is not interested in general.

STRESS LEVEL

This evaluates the stress level of the agent and/or customer. A high stress level indicates happiness, excitement or annoyance. A particularly low value indicates calmness, boredom or tiredness. By default, a neutral stress level is considered "good". The evaluator enables you to see how agents handle the moods of the customers. Additionally, it makes it possible to find particularly "excited" or "monotonous" conversations.

SIGNAL QUALITY

Measures and evaluates the quality of the audio signal of customer and agent in real-time. It notifies, if the signal is noisy, jittered or clipped.

DYNAMIC RANGE

Evaluates the dynamic range of a call. It is analysed, whether the voice can be heard in a natural dynamic range. "tiny" speech marks at beginning of dull should be as shown here. "dull" speech marks at beginning of dull should be as shown here. A notice can be displayed on the Live Client to the agent once a configured limit is reached.

META DATA

Incorporate additional data and KPIs into the Vocal Coach: any external meta data can be managed and evaluated by the Analyzer, so that you can expand the reports of individual conversations by AHT, success rates and many more. Both the meta-data as well as the data of the conversation can be analysed in real-time and be assigned a score between 0 and 100.

PAUSE

Analyses and evaluates sentence lengths and break behaviour of the agent. That is, if the agent listens actively when the customer speaks or an agent speaks continuously, making it difficult sometimes to follow them. Regular campaign breaks by multiple agents can also indicate a poorly designed script.

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Enghouse Interactive Hosting Platform

The Enghouse Interactive Outbound Communicator on Demand, offers market-leading communication solutions on demand via its own onDemand platform. We operate our own servers at several sites. The Outbound Communicator Communications Manager, PowerContact and Voice & Data Recorder can be preconfigured to meet your demands. Setup usually takes place within 72 hours. Usage can be invoiced by the minute or as a flat monthly rate plus call charges which are billed by second.

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