

IMPACT 360[®]

Speech Analytics

Competitive advantage often depends on anticipating market needs faster and more visibly than your competitors. And nothing can tell you more about your business than the voice of your customers. Impact 360[®] Speech Analytics provides advanced functionality that can help you glean valuable intelligence from thousands — even millions — of customer calls, so you can take action quickly.

Although your contact center records customer conversations, the sheer number of recordings can easily exceed your ability to review and analyze them. But Verint[®] Witness Actionable Solutions[®] can help. Our patent-protected **Impact 360 Speech Analytics** solution can mine recorded customer interactions to surface the intelligence essential for building effective cost containment and customer service strategies. Used in combination with our **Impact 360 Workforce Optimization**, **Impact 360 Quality Monitoring**, and **Impact 360 Recording** solution packages, Impact 360 Speech Analytics can help you pinpoint cost drivers, trends, and opportunities, identify strengths and weaknesses with processes and products, and understand how your offerings are perceived by the marketplace.

With Impact 360 Speech Analytics, you can turn captured interactions into actionable intelligence for your entire enterprise.

Search, Analyze, and Act on Captured Information

Impact 360 Speech Analytics is designed with the business user in mind. Right out of the box, it can provide Customer Behavior Indicators™ to show what's happening in your contact center. The solution can isolate the words and phrases used most frequently within a given time period, as well as indicate whether usage is trending up or down. This information is displayed on the Impact 360 Speech Analytics home page, making it easy for supervisors, analysts, and others in your organization to spot changes in consumer behavior and take action to reduce call volumes — and increase customer satisfaction.



Impact 360 Speech Analytics can automatically surface words, phrases, and categories from thousands of recorded calls, alerting you to potential opportunities for action.

Now You Can:

- Gain insight from recorded calls to help reduce costs and improve products, processes, competitive advantage, and the overall customer experience.
- Better understand customer behavior by categorizing and analyzing call content automatically to tell you why customers call, reveal the root cause of customer perceptions and high call volumes, and identify competitive threats and opportunities.
- Better focus your quality monitoring program by automatically sending calls about key business issues to supervisors for review.
- Accomplish more with fewer resources by sharing high-value intelligence across the enterprise with automated workflow tools.
- Benefit from a lower total cost of ownership, increased security, greater return on investment, and other advantages from a solution that's part of the unified Impact 360 Workforce Optimization suite.



WITNESS ACTIONABLE SOLUTIONS[®]

Take action and increase customer satisfaction

Impact 360 Speech Analytics uses patent-pending audio indexing and categorization technologies to create a Complete Semantic Index™ of your contact center interactions. You can search for an unlimited number of terms by keyword, phrase, or business category — even zero in on emotional calls. Guided search capabilities resemble those used by popular Internet search engines, helping business users find relevant calls quickly to determine the underlying causes of rising call volumes, costs, and customer dissatisfaction.

Unlike other speech analytics solutions, Impact 360 Speech Analytics can process, retain, and mine the entire content of calls, not just the keywords and phrases you've specified. Its self-learning Category Wizard™ can automatically analyze and categorize calls based on how customers express themselves. As a result, the solution can reveal critical information that you might not otherwise know, such as repeated references to a competitor's offering, or a pattern of customer dissatisfaction with a particular product or service. This can provide a powerful competitive advantage — as well as the opportunity to correct process or service issues before they escalate.

Impact 360 Speech Analytics can search unstructured audio data as well as structured call and customer information, such as CTI-tagged data, agent name, customer segmentation, and desktop application data. It returns a list of contacts in order of relevance, with a high degree of accuracy. This feature can help you evaluate interactions, mine data — even drill down to specific calls and sets of calls.

Use Captured Information for Enterprise Decision Making

To facilitate searches, Impact 360 Speech Analytics enables users to save their unique search parameters in folders that can be accessed easily on a personalized home page. This is particularly

useful in an enterprise deployment, since different areas of the organization can have varying areas of interest. The solution can categorize the entire call content accurately, including accents, dialects, and slang, and be customized easily to accommodate specialized words, such as industry terminology. Its TellMeWhy™ functionality can help users quickly identify potential underlying root causes for specific calls. A rich set of report templates, clickable charts, and visual call mapping can present captured data in ways that are most meaningful to individual users or teams.

Better still, Impact 360 Speech Analytics works in concert with Impact 360 Workforce Optimization, Impact 360 Quality Monitoring, and Impact 360 Recording. The solution can use the content of calls to route contacts of interest automatically to users throughout the enterprise, such as quality supervisors, marketing managers, and customer retention teams. It's a powerful way to help drive real-time customer and market intelligence, even with fewer resources.

Impact 360 Speech Analytics — Part of the Impact 360 Workforce Optimization Solution

Impact 360 Speech Analytics is an available component of Impact 360, a workforce optimization suite from Verint Witness Actionable Solutions. Impact 360 brings together quality monitoring, TDM and IP recording, speech and data analytics, workforce management, performance management, eLearning, coaching, and customer feedback surveys into a unified solution for analyzing customer interactions, improving workforce performance, and optimizing service processes. With Impact 360, your contact center, branch offices, and back-office operations can capture, share, and act on enterprise information, helping you make better decisions faster — and benefit from a single, coordinated source of support, service, and maintenance.



Receive Guidance from World-class Consultants

Verint Impact Services can help you get the most from your investment. From implementation, customer support, application consulting, and training to performance management and business impact consulting, you can be confident that our experienced teams understand your business practices and operations — and are committed to your success.

About Verint Witness Actionable Solutions

Verint® Witness Actionable Solutions® is the leader in workforce optimization software and services. Its solutions are designed to help organizations capture customer intelligence, uncover business trends, discover the root cause of employee and customer behavior, and optimize the customer experience across contact center, branch, and back-office operations.

Verint. Powering Actionable Intelligence.®

Verint® Systems Inc. is a global leader in Actionable Intelligence® solutions and value-added services. More than 10,000 organizations in over 150 countries use our workforce optimization and security intelligence solutions to improve enterprise performance and make the world a safer place. For more information, visit www.verint.com.



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