



## **CallMiner Eureka Products Help Companies Extract Deeper Insights to Achieve Superior Performance Management**

When James Marshall discovered gold while constructing a saw mill near Sacramento in 1848, no one believed him. But when a local merchant named Sam Brennan brandished a bottle of gold dust in public a few months later, shouting “Gold, Gold, Gold!”, the rush was on.

CallMiner doesn’t have to shout about the wealth of analytical information they’ve helped unearth, but businesses of all sizes believe in the value delivered by their products and software solutions. In the constant rush to improve contact center performance, CallMiner has staked a claim to helping companies deal with big data in its rawest and most unstructured form, extracting and presenting usable information from customer interactions across multiple channels.

CallMiner has its roots in speech analytics, recording and analyzing calls. Products were originally built to scale for the largest enterprises, but now have expanded capabilities to include all channels of customer conversation, including calls, chat, email and social media. The company now offers solutions for both large enterprises and smaller contact centers.

Eureka, CallMiner’s core platform and application for conversational analytics (text and speech analytics), allows businesses to discover what is happening in conversations between their agents and customers. The solution automatically analyzes 100% of customer interactions, converting them into a consistent format. It captures conversations and associated metadata from any source and across multiple contact center sites and locations, automatically categorizing and scoring every call. Eureka allows for free-form search to find and playback contacts containing specific words and phrases or communications sharing other characteristics. Root cause is determined through automatic topic analysis.

When combined with myEureka performance portals, Eureka delivers automated quality monitoring and performance management. myEureka provides personalized direct performance feedback, delivered as continuous plain language alerts customized for each user. Its metric tiles offer easy-to-read personalized performance indicators which aggregate all key measurements into a single view. myEureka helps motivate a competitive culture. Agents are encouraged to go beyond simply hitting their minimum targets and have access to rank data for each metric and key performance driver.

EurekaLive enables supervisors and analysts to instantly respond during any ongoing call. The solution automatically monitors in-progress calls for the presence or absence of specific language, which helps reduce compliance risks. The real-time alerting system allows higher level personnel to review occurrences of events and infractions such as escalation attempts, the use of profanity or the non-use of compliance scripts.

EurekaLive provides the capability for immediate intervention. When an infraction occurs in a call, it is pushed to the analyst’s screen with full information, including current duration, time of occurrence and an at-a-glance age indicator. If there are multiple infractions, each is listed in chronological order. The solution is a powerful tool for minimizing risk as well as increasing customer satisfaction and retention.

CallMiner’s Eureka product line offers companies a large amount of actionable information for more effective performance management. According to Ovum analyst Keith Dawson, “CallMiner is demystifying analytics, making it useful and available in multiple contexts.”