

Customer Contact Week 2018 Onsite Review



Behavioral Signals enables businesses to measure emotions and behaviors in voice, by employing intelligence via the use of AI technology. They've pioneered the field of Behavioral Signal Processing which employs leading-edge techniques to measure, analyze, and model human behavior directly from signals, with the goal of providing valuable decision-making information. These computational techniques are now capable of understanding human expression and behavior and have widespread applications in contact centers. The solution transcribes calls and does analytics, looking at the entire conversation to see how the customer reacts with the agent, including elements such as how the agent's tone impacts the interaction. First, it examines how a conversation starts and then, over the first 45 seconds, notes the change in tone. They find the moments of change and determine what the agent brought to the table. This enables companies to set up business rules and get managers involved when needed. Implementation starts off with models that have been pretrained on data sets. The solution can then be fine-tuned to train on the specific KPIs of interest to each individual client organization. Jason Ferrell, Strategic Advisor and VP Products & Partnerships and Maria-Anna Niforos, Business Development Analyst, offered additional background.

Why is it critical for organizations to recognize and measure the emotions, behavioral and interaction patterns in the conversations that have impact on the bottom line?

Although communication is at the heart of a business, business-to-customer and employee-to-employee interactions are full of missed opportunities. It is critical for organizations to recognize and measure the emotions, behavioral and interaction patterns in their conversations because they add significant new dimensions to leaderships' business strategy process. Whether it's hiring the right people to fit the emotional intelligence character they want for the company, getting 10x more accurate forecasting of deals in the pipeline, managing channel and supplier relationships better, or reducing risk for negative behaviors that otherwise could lead to significant legal expenses.

How does your solution enable businesses to monitor and take action on not only what is being said in calls but how it is being said?

When we speak to each other, how we say something matters as much as what we say. Our award-winning emotion recognition and behavioral prediction analytics technology utilizes cognitive modeling and advanced machine learning algorithms. This enables us to provide enriched measurable insights by monitoring talk-time of agent/customer calls, tone positivity or negativity of participants and emotions, such as anger, frustration, joy, or behaviors, like politeness, satisfaction, engagement or propensity to buy. These are a few of the emotions and behaviors we capture, contributing to KPIs that can help the organization with agent coaching, agent scoring or improvement of contact center goals. We understand not only what is being said but how it is being said, the emotions, intentions, state-of-mind and behaviors of each person.

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In what ways do your AI and deep learning capabilities provide behavioral intelligence and real-time predictive insights by analyzing conversational data?

Our solution enables businesses to monitor and take action by utilizing our experienced team's scientific dexterity in language, speech processing and psychology. We unlock the potential in voice-data by analyzing acoustic cues, intonation, and other speech signals and interpreting them into specific emotions and behaviors. We accomplish this with our advanced AI engine that continuously evolves through rigorous deep learning processes and vast amounts of conversational data. We enable organizations to analyze the cognitive and affective aspects of all their voice data giving back real-time predictive behavioral modeling insights.

With our real-time prediction technology, we help organizations monitor their agents and understand their customers intent, giving them the tools to take immediate action like coaching their agents to alter their behavior live, helping them perform better, or preventing mistakes that could affect their business reputation.

We add emotional and behavioral intelligence to conversations ranging from contact centers, virtual AI assistants, robots, financial processes, to healthcare services. By understanding the behavioral patterns of their customers and employees, organizations can maximize revenue by matching talent to market, predicting outcomes and focusing on ROI.

What differentiates your solution from other offerings available on the market?

Traditional analytics and business performance have little insight into the motivations and behaviors of people. They provide information about the individual's actions but not the behaviors that cause these actions. That hinders companies from planning ahead, raising effectiveness, efficiency and quality of services, growing their reputation, avoiding lawsuits or simply training their personnel successfully to model their behavior to the desired outcome.

In the complex communication process, by capturing acoustic cues, intonation and other speech signals, we differentiate ourselves from other offerings by discovering emotions and behaviors, empowering our customers with real-time predictive behavioral modeling and business insights. The future of business takes conversational AI into account with enterprise software. We consider ourselves to be 'category creators' pioneering the first emotionally intelligent conversational AI solution on the market.