



Sayint is an advanced technology provider in the conversation-analytics space which brings to the table deep knowledge of speech recognition, natural language processing (NLP) and sentiment analysis. The company provides end-to-end solutions from call recording and speech recognition through custom-dashboards and reports. The AI-based solution enables businesses to unearth valuable insights to improve agent performance, drive increased customer satisfaction and achieve greater operating efficiencies. Sayint CTO Manoj Kanumuri outlined its broad range of capabilities.

*In what ways can companies benefit from having speech recognition, natural language processing and sentiment analysis to augment call recording applications?*

While call recording is a necessary step towards understanding voice of the customer, it's only the first step. Call recording applications can gather the speech data but cannot help further the analysis of the conversations to draw important conversational insights. Sayint, with its state-of-the-art Speech recognition engine & Natural language Understanding capabilities, can fill this void.

It provides analytics and insights from customer interactions to companies looking to optimize their workforce, manage their customer experience, analyze performance or improve their compliance with regulations. The mission is to make the data obtained through customer interactions a top priority when navigating business decisions. Our expertise lies in analyzing conversations across a variety of channels, including phone calls, chats, text messages, video chat, social media and in-person conversations. It customizes data analysis and collection for each client, leading to useful insights such as upsell opportunities or performance reviews. This allows companies to make better training and hiring decisions, reduce their compliance risk, optimize processes, and make better management decisions based on this new available data.

*How does AI-and machine learning contribute to enabling businesses to monitor and analyze all calls as opposed to merely a small proportion of interactions?*

It is rightly said that "The devil is in the details." Our experience has shown that organizations are able to monitor only about 2% of interactions manually. It takes a large team to do so & is error prone as well. Moreover, 2% is a statistically insignificant number to draw any reasonable conclusion or interesting insights from the customer interactions.

Sayint, with its advanced Machine learning and AI is not only able to automatically transcribe the conversations instantly, but also able to aggregate insights hidden inside these volumes of conversations. Organizations can now monitor 100% of their customer interactions instantly and make better informed business decisions.

*Can you tell our subscribers more about the value proposition offered by signal analytics?*

# ICMI 2018 Contact Center Expo and Conference Summary

Signal analytics applications (like Sayint) allow organizations to structure the customer interaction and find interesting insights and trends. It also helps organizations reduce their risk by measuring and improving the agent script adherence/compliance.

Signal analytics is an enterprise business intelligence tool whose findings can be incorporated into a formal change management process. A skilled business analyst should be able to use these insights to drive changes throughout the organization.

*What differentiates your solution from other similar offerings in the marketplace?*

Current AI-based speech analytics solutions available in the market can be expensive, inflexible and often take a one-size fits all approach, which doesn't deliver effective outcomes/values to customers, who have varied set of requirements. Sayint is looking to redefine the industry by taking a more customer-oriented approach wherein we can tailor AI solutions to customers' specific requirements. Moreover, this value can be delivered in a cost-effective manner because of the distributed, pluggable and open source architecture of our solution.