

Customer Contact Week 2018 Onsite Review



i2x provides real-time conversation analytics and coaching to elevate customer interactions. Its AI-powered speech recognition platform enables businesses to leverage their data to understand what makes their team successful and customers happy. The solution guides the agent --via an aid appearing in the corner of his or her desktop --to direct them on what they should and should not say to conduct a smarter conversation that can increase conversion rates. In addition, i2x records and transcribes conversations in real-time. The record that is created from voice is then added into the CRM system and available via dashboard to the agent and manager.

Beyond delivering learnings for the agent, the solution gives managers a window into the world of customer interactions by utilizing real-time analytics that can improve crucial KPIs, and ultimately decrease agent churn. Michael Brehm, founder and CEO and Mike Allen, a global B-to-B enterprise sales leader who was just appointed VP of North America to spearhead i2x's expansion into the US market, told us more.

How did you derive the name of your company and how does this identity reflect your commitment to building expertise in verbal communications?

The name i2x originates from Malcolm Gladwell's "10,000 Rule". Malcolm Gladwell is an author, researcher and work-psychologist who stated that it takes 10,000 hours of practice for anyone to become an expert in any field. i2x challenges his rule and thrives to bring its users to an expert level in verbal communication in less time. i2x takes its individual ("i") toward ("2") the effect of 10,000 ("x=ancient roman sign for ten thousand") hours of practice.

In what ways does your solution enable businesses to listen to, analyze and provide immediate feedback to agents after each call?

With i2x, the black box of phone calls is decrypted for the first time. Traditionally, call center success measurement was based on a limited set of data, including call attempts and duration. i2x opens the doors to deeper, more meaningful measurement. The platform evaluates complex speech parameters in real-time to determine the dynamics of a customer conversation. This includes customizable words and phrases, pauses, rate of speech, and speech-to-listen ratio. i2x analyzes sales and service team calls and identifies which approach works best for a specific customer or prospect group. Data-driven best practices are automatically identified and can be shared with all team members. As a result, managers gain deeper insights into customer interactions, as the skills of existing employees evolve, and brand experiences improve.

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Can you briefly explain the concepts behind your “Do Say” list and how it helps agents conduct better conversations?

Having the ability to get real-time feedback and advice during a call, and then adjusting helps agents quickly improve their conversion rates. Our “Do Say” list allows managers and agents to easily create and adjust lists of specific phrases and words they do want to mention during the call, helping assure compliance with scripts, quality standards, and ensuring all important points are touched on during a call. If a “silver bullet word” is mentioned during a customer call, it’s highlighted in the dashboard as a positive reinforcer. Ultimately, this leads to higher conversion and upsell, as agents never have to wait for a lost sale to assess, learn and improve.

What are some of the technological elements that i2x employs to help improve agent performance?

i2x is simple and user-friendly. It can be installed in less than two minutes on a user’s computer without the hassle of admin permissions, specific hardware, or the use of on-premise resources. i2x’s built-for-purpose ASR (automatic speech recognition) platform uses a high-volume data set from nearly 1 million transcribed phrases and is designed specifically for the teleworker use case. With the mission to improve agent performance, i2x’s machine learning elements empower agents to better identify, adjust, and improve their calls in real-time. This includes:

- Best Practice Identification - provides data-backed training tips for improvement, and the ability to give cross-team coaching
- Seamless Speech - uses AI to identify filler-words and reduce speech-disfluencies
- Accelerated Conversation Wrap-Up - using i2x’s fit-for-purpose ASR, each call is transcribed and stored to facilitate documentation and support manager’s performance tracking

i2x announced the launch of its [speech technology research lab](#) to address current challenges in data science. The lab will focus on advances in natural speech recognition and speech technologies. Findings will be applied to the platform and used by sales and service professionals to improve conversion rates, increase customer satisfaction, and reduce onboarding time.

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