How **Speech Analytics** Helps Companies offer **Better Customer Service**

A White Paper by

Uniphore Software Systems
Executive Summary

As customer service is an interactive process, it brings opportunities to understand customers and third parties better. Technology is thus crucial to break down the conversation and create better scope for data-driven decisions. As the industry evolved from excel sheets and telephones, to mobile applications and cloud-based services, interactive processes have undergone massive change. The use of the voice process is still relevant due to practical reasons, but it also helps discover more data and improve the power of an organization's intelligence. This whitepaper intends to bring to light the different types of customer service mediums prevalent today and how the ever dynamic nature of changing technologies is affecting each of them.

The write-up also explores different technologies that are shaping the today and future of customer service across industries. Speech Analytics is becoming increasingly common. Technology to mine data from audio files can derive relations to the responses and find objective implications for them.

Introduction to Customer Service

Customer service as a process serves the purpose of the brand having a face for the customer. Directly in contact with the market, a customer-service unit is necessary to make the customer's experience simpler, richer, and more memorable. In that context, whether it was the mobile age or the Hotline age, more business has been possible through innovative strategies, but accurate data and insights have had to back them up.

Customer-facing units receive massive amounts of data because of their position in the workflow hierarchy. Thus, customer-service technology should be developed to help the capability of hearing the "voice of the customer (VOC)". Decision makers may have to derive best-fit strategies based on millions of data points, and thus, analytics proves useful on a regular basis.

Customer-service strategies can bring results if the insights are data driven, and not just formed based on intuitive understanding of fluctuations. Agents need to understand customers without wearing them out with questions or soliciting them to the point of annoyance.
Evolution of Customer Service

Customer service over telephone was once a dominant channel which was heavily dependent on legacy devices and technologies. A shift was brought about by better analytics and data-mining technologies. However, internet telephony still remains important besides app-based requests. Voice calls still play an important role, where analytics is helping ages-old call centers to scale efficiently and get better insights for automation.

A proactive approach over the years has led contact centers to use technology based on larger amounts of data. Data discovery helps reveal a variety of aspects, such as the customer's viewpoints, immediate needs, long-term needs, and how they will respond online to specific strategies. Greater data-processing power is becoming the key to detect opportunities. While digital interactions generate data about a customer, applications make it more useful.

Customer service will enter the realm of smart clothes and smart homes as customer-facing technologies change. A combination of intelligent systems and smart devices will dominate the future. Customer interactions will go the automation route, leaving agents to play a more creative role in defining the appropriate actions whenever necessary.

Source: Sword Ciboodle
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**Types of Customer Service**

Improvement in internet speed has allowed companies to diversify into voice-automated processes, mobile strategies, and social touch points. Website-based chat bots, which often lead to phone calls, are also becoming very popular. Each process is maintained and prioritized by an organization to step up the customer convenience.

**Customer-service mediums currently being pursued:**

**Telephony and voice automation:**

Appification and chat bots have alleviated the burdens on payroll. However, voice processes still remain necessary. Given the competitive edge, one needs to acquire, using opportunity to get closer to the customer's mind is vital. It can help detect what customers would otherwise never reveal, leading to a greater discovery of the customer's traits and desires. This requires sharp, incisive analytics so that decision makers get information on what is likely to work better.

**Email-based customer service:**

The email has held its position as one of the preferred customer-service channels due to two factors. One, it allows people to check messages and interact at their convenience. Two, it has become easier to access emails with the advent of mobile internet. Although other more attractive channels have emerged, email remains a formal communication model, in both, B2B and B2C arenas.

**Social media:**

Being a category channel that is consumer friendly, social media sees brands position themselves on Facebook, Twitter, Instagram, and other platforms to capture the opportunities, mainly based on interests of people, groups, and organizations. This method of delivering customer service is inherently personalized and helps draw the attention campaigns need.
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**Brand apps:**
Appification has paved the way to easy personalization, quick responsiveness, and focuses on customer experience much better than its predecessors. With a personal identity, customers can have companies serve their unique needs and bypass tedious calls to get the job done.

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**Customer Service Trends around the World**

Major shifts in technology have pushed companies to upgrade their customer-service models. While the strategies in the recent past saw a shift from just "service" to customer "success", acceptance of technology has gained speed, especially with Big Data and Machine Learning.

Personalization is one of the key factors behind new implementation strategies. They include personalized services, which may be attributed to data mining and analytics of recent depths. Making the customer-service task a fully automated process has become easier with Artificial Intelligence (AI) leading the way to intelligent assistants.

At the end of the day, what matters is convenience. Customer service is becoming a more holistic strategy, with small changes in product manufacturing, just for that reason. Such trends are leading to sensor-based automated notifications through machine-to-machine communication.

Proactive strategies, based on customer feedback, browsing, and purchase trends have become easier to implement. Marketing is a major part of customer service and delivering the experience that works is becoming a job more and more familiar to the executive level.
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Data Analytics for Business Insights

Customer interactions are a rich source of data related to their preferences. Interactive data can emerge from online behavior, social interactions, chatbot services, and telephone conversations. The art of finding out a customer's real-time needs relies on such data. It is also important to use that data to understand what in the brand can improve through quick modifications.

Data-driven strategies in organizations lend themselves to the power of analytics. Interactive tools bestowed with plug-ins for business insights are not difficult to build. Offshore application development offers companies the opportunity to use technology flexibly, as per the insights they need from time to time. As a result, upgrading or changing the plug-ins is not expensive.

The Need for Harnessing Speech Data

The significance and practicality of voice calls in the customer-service arena are unlikely to go away any time soon. That hints at brands having a major task at hand. As customer-service costs are normally based on the number of people in the process, required to respond to calls and initiate services, companies need to maximize what they can get from the sizeable investment in salaries and op-ex.

Cloud-based storage allows companies to develop a substantial amount of proprietary data related to calls. While millions of interactions may take place every day, organizations are looking at the scope of consolidating them to mine crucial insights.
Harnessing speech data goes a long way to improve an organization’s success. Speech Analytics can mine into audio recordings of the calls, study the emotions of the customer, assess the performance of the agent, and make predictions on vital factors, such as the customer’s propensity to buy, and the organization’s scope to up sell and cross sell.

This kind of capability is being increasingly adopted and is not a brand new strategy. Recent trends in the customer-service industry have companies delivering better customer experiences from Speech Analytics (or interaction analytics), which covers not just telephone conversations, but social voice conversations and calls made using other internet platforms.

The striking factor behind harnessing speech is the discovery of root causes, which easily goes beyond the audio bytes in question. For example, discovering a customer’s emotional status during a call can lead to the discovery of a service drawback which was previously unnoticed.

Why Speech Analytics is important to a customer-service organization

Speech analytics is used to do what analysts cannot do by listening to audio files. Mining speech-based audio does not pertain just to the tone of voice and pauses in conversations. It is meant to drive an objective-oriented process of discovering implications from millisecond-long intervals across thousands of calls.

Reasons why speech analytics is important:

- Analytics can convert audio data into lucid interpretations
- Speech-recognition systems are an accurate way to analyze phonemes
- Agents can act on both, micro and macro market insights, without spending much time
- It provides a platform for decision making through business insights

Speech recognition systems can use powerful and sophisticated statistical modeling systems with probability and mathematical functions to determine the most likely outcomes. They can run incisive measures to help agents make decisions smoothly and efficiently.
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**auMina**– Speech Analytics from Uniphore

**auMina**, the Speech Analytics Software for Enterprise with contact centers, mines speech data and empowers Business Analysts with actionable insights for measuring and continuously improving Business Outcomes. Enterprises are adopting omnichannel analytics however it would be incomplete and insufficient if speech analytics is not included in it. **auMina** completes the omni channel analytics strategy of an organization by analyzing and deriving insights from speech data.

**Features and Benefits**

**auMina** comes with a set of advantages that extend to identifying and addressing business outcomes besides helping decisions for direct results.

**Features**

| 01 | **auMina** is a cloud-based, highly scalable technology |
| 02 | Highly secure, easy to adopt, and designed for low complexity |
| 03 | Shorter deployment cycle and SaaS-based deployment |
| 04 | Minimal investment upfront and efficient upgrades |
| 05 | **auMina** covers more than 80 languages with multiple dialects (including 14 Indian languages) |
| 06 | Keyword spotting engine - high accuracy of up to 95% |
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Benefits

- Enhance customer experience, reduce churn
- Reduce risk of penalties due to non-compliance
- Increase revenue through better sales and collections
- Lower cost, improve ROI

**auMina’s resources for the Business Analyst**

- Perform automated call categorization
- Configure business outcomes and a business-process model framework
- Pre-built reports and dashboards to drill down
- Customizable dashboards for exploratory analysis and predictive modeling
- Easy integration with external applications
Executive Survey: Drivers for Deploying Speech Analytics -2017

A market report commissioned by Uniphore Software Systems and conducted by Opus Research, highlights the growing importance of deploying Speech Analytics to significantly improve Sales and Collections. In its second year, this one of its kind market study has surveyed 500+ decision-makers across North America, South-East Asia (including India) and western Europe. The study reveals a robust trend of businesses getting their money’s worth for investment in Speech Analytics.

Key Findings

- 57% Companies expect Speech Analytics to Increase Sales and Collections
- 50% of Companies cite “discovering the root cause of customer experience failures” as the reason for deploying Speech Analytics Technology
- Of 500 respondents, 69% see ROI in 12 months of deploying Speech Analytics
- 53% have deployed Speech Analytics for ‘Workforce Optimization’
- And 49% for “Quick identification of customer intent” besides gleaning business insights (17%), i.e. building better marketing programs, product development, and amplifying business operations

Spotlight on India

As per the study, business outcomes are the trigger for deploying speech analytics solutions in India, rather than bureaucratic considerations like compliance or help in product management.

- 60% of Companies cite “discovering the root cause of customer experience failures” as the reason for deploying Speech Analytics Technology
- And 57% for “Increasing Sales and Collections” and “Compliance with Laws and Regulations”

Click to download your free copy of the entire report
Conclusion

Given the premise, that productive use of customer touch points is possible only through a customer-service process, technology needs to sync resources with feedback and align them with objectives simultaneously. This being a top priority, the latest in business IT has brought new opportunities for data discovery. "Listen" to the customer’s voice, goes the new mantra.

Speech provides valuable audio bytes to measure customer responses. This is an advantage for business managers to develop robust insights on markets and respond promptly. Effective KPIs and customer-facing strategies become easy to establish through call audio as well.

Voice-based units with Speech Analytics can isolate key information according to their context, to measure a customer’s brand affinity, find relevance of the content conveyed through speech, relate them to other data, and decide what to do with that. The technology is customized and deployed on SaaS to help align with the unique needs every company has.

To know more about how your organization can benefit from Uniphore’s Speech Analytics product auMina through a demo, please write in at susheel_ext@uniphore.com
Uniphore Software Systems is a frontrunner in the Speech Recognition Technology and Virtual Assistant domains. It partners with over 70 enterprise clients and has over 4 million end users.

Uniphore Software Systems is headquartered in IIT Madras Research Park, Chennai. Uniphore was incubated in IIT Chennai, India in 2008 and currently has offices in India, Singapore, and U.A.E with about 100 employees spread across all locations. Uniphore's investors include Kris Gopalakrishnan, IDG Ventures India, India Angel Network, YourNest Angel Fund and Ray Stata.

Uniphore was recognized by Deloitte as a Technology Fast 500 company in Asia Pacific in 2014 and was also ranked as the 10th fastest growing technology company in India by Deloitte Fast 50 in 2015. Uniphore's Co-Founder & CEO, Umesh Sachdev was recognized by the TIME Magazine list of 2016 amongst “10 Millennials Changing The World”, and with India's edition of MIT Technology Review's ‘Innovators Under 35’ for the year 2016.

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