



MITEL SPEECH ANALYTICS

Using Voice-of-the-Customer to Improve Operations

Every day, companies are faced with a large volume of communications data coming in via various channels: voice, email, chat and video. Whether it's products, services or marketing campaigns, customers provide valuable information about many areas of your business. By analyzing these communications, trends can be revealed, and appropriate action taken.

By analyzing customer phone conversations simultaneously with employees' screen activities, the quality of customer interactions is scored and then improved.

Meet Mitel Speech Analytics

Mitel Speech Analytics works together with Mitel Interaction Recording to record, analyze and evaluate customer interactions including landline, mobile voice, chat, video and screen. The content of communications becomes accessible, and critical information and trends are revealed, providing real-time business intelligence for immediate management action.

Efficient Fraud Detection

Identifying potential cases of fraud and compliance violations and taking the appropriate counter-measures is crucial in order to protect any financial business.

Mitel Speech Analytics automatically evaluates conversations for potential cases of fraud. An automated pre-selection of potential cases of fraud helps financial institutions save time by allowing them to focus on a much smaller number of conversations.

Speech Analytics

The volume of data amassed by companies is overwhelming. Each contact brings to light priceless information about products, business processes, market trends and customer requirements. Speech analytics helps to sort through this data, structure it in a way that makes sense to you, allowing you to gain valuable knowledge.

Mitel Speech Analytics offers various types of speech analytics tools to extract the information you need:

KEYWORD SPOTTING

Keyword spotting is based on predefined lists of words and phrases. When conversations contain one or several of these keywords, they are filtered out and can be sorted into categories and displayed in user-friendly reports.

TRANSCRIPTION

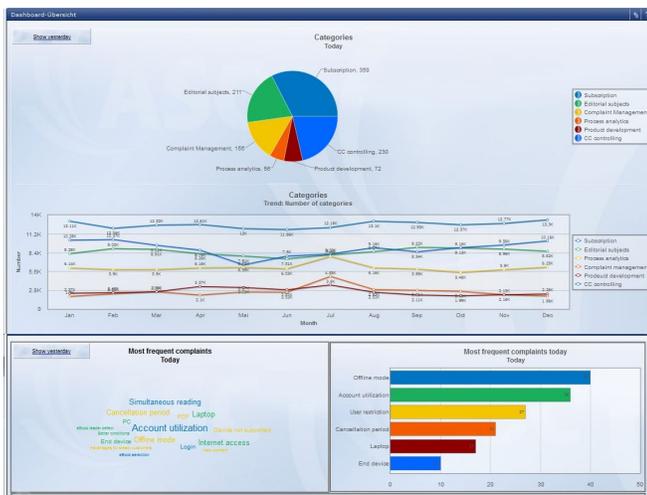
Transcription translates the entire conversation into written text so it can be subsequently searched for any words, topics or phrases.

Transcription lets you search for new words or phrases based on developments unknown at the time of the recording.

EMOTION DETECTION

Emotion detection not only focusses on the words used but how those words are expressed. Everyone expresses themselves differently, so words and feelings do not always match up. Therefore, emotion detection concentrates on changes in one's voice.

Mitel Speech Analytics analyzes the acoustic and prosodic characteristics of a recording to determine whether a person is angry, neutral or happy. If a person suddenly starts screaming at an agent, the system recognizes the change in volume. Various emotions such as anger and happiness can be detected as well as different levels of an emotion, such as "very angry" or "lightly angry" can be detected with up to 90 percent accuracy.



Desktop Analytics

Creating high-quality customer service helps contact centers stand out from the competition. To do so, agents must be trained to use processes and applications efficiently in a smooth workflow. To properly evaluate working processes, you must determine how agents are using software applications during customer interactions.

Synchronized recording and analysis of phone calls and agent screen activities provides detailed insights into the quality of customer interactions while showing you how to streamline agent performance.

EVALUATING AGENT INTERACTIONS

Mitel Speech Analytics' SCREENminer measures the efficiency of your agents by assessing whether your agents are following defined processes and tasks, and spotting deviations from the defined process.

As a consequence, workflow is optimized, and agents receive customized training to improve on any deficiencies captured in the analysis. After entering your specific processes and tasks into the system, you can determine whether your agents are adhering to the defined process and are completing all the steps within the target handle time. If they don't, the reasons for this result can be determined and appropriate training measures initiated.

How can you benefit

Mitel Speech Analytics delivers many benefits:

- Automated assessment and structuring of massive amounts of data saves valuable time
- Categorization of data by specific topics eases search and trend analysis
- Revelation of current trends and critical issues provides real-time actionable intelligence
- Voice-of-the-Customer: Deeper insights into why customers call you, the problems they face, and how to best meet their needs.
- Complex analyses such as data mining allows you to cut through the clutter
- Optimization of workflows and processes increases agent efficiency
- Automated pre-selection of potential cases of fraud provides fast and efficient fraud detection
- Verifies whether calls are adhering to compliance requirements