



triple4  
Excellence Simplified

**Speech analytics:**  
the future of customer  
service excellence

## Speech analytics: the future of customer service excellence

We've come a long way since IBM launched their ShoeBox in 1961 – the first speech recognition tool to perform calculations based on its understanding of a grand total of 16 English words.

As much as chat commerce has become the norm for modern customer interactions in the business to consumer (B2C) landscape, voice remains a frontrunner for *any* vertical that has regular customer interactions. This is particularly true in the financial, legal and hospitality industries, where each agent routinely answers an average of 250 calls per week<sup>1</sup>.

While call recording was initially deployed in contact centres (where over 90 percent<sup>2</sup> of facilities use it), increasing numbers of businesses are adopting it for compliance, quality control and training reasons.

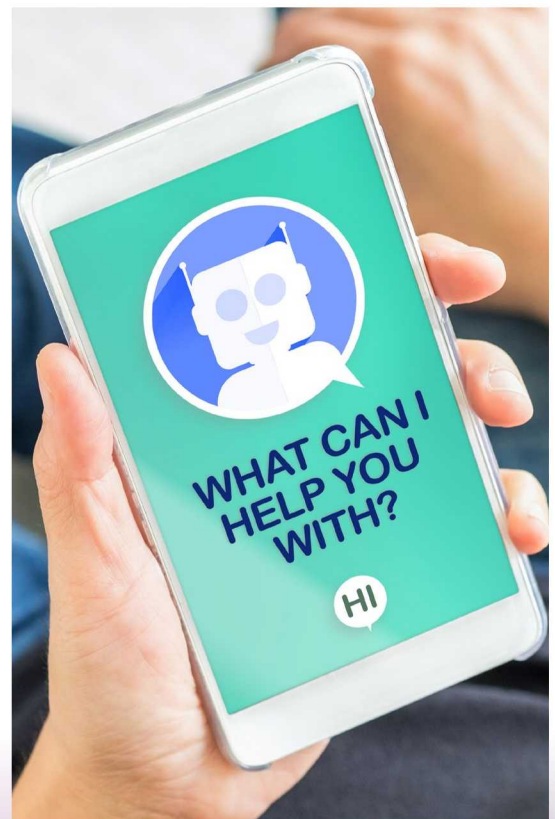
Although voice is becoming increasingly automated - **Gartner<sup>3</sup> predicts that by the end of this year, a quarter of all customer service and support operations will utilise voice-recognition technologies** such as chatbots and virtual customer assistants (*a massive jump from just 2 percent in 2017*) - the one area technology remains underutilised is in call analysis. Even in contact centre environments, less than one third analyse their conversations<sup>2</sup>.

The benefits of real-time or after the event call analysis are myriad.

An effective analytics software suite allows companies to structure their data, tagging it by predefined keywords while also reviewing caller sentiment, enabling rapid escalation where challenges are identified.

Recent advancements in artificial intelligence (AI) and machine learning capabilities have brought speech analytics into the mainstream by making it easier, and thus more affordable, for companies to analyse and organise spoken content.

One company which saw the benefit of deploying voice analytics software is **UK call centre operator Ventura. It took the company just 90 days to review<sup>4</sup>, structure and act on data covering nearly 600 000 calls (a total of 51 490 hours of conversation). Ventura believed that a manual analysis process would have taken it more than 11 years,** preventing it from being in a position to identify trends and apply insights to its data set.



## What is speech analytics?

Put simply, speech analytics is the process through which real time or recorded telephone conversations are reviewed using cloud based software.

Dashboards allow system operators to define phrases or words that, when uttered, will trigger alerts or workflows.

In addition to handling multiple languages, the software is able to monitor conversations for sentiment while transcription features allow recordings to be stored as written text, improving the efficiency of further analysis.

Machine learning and artificial intelligence ensures that speech analytics programmes are able to constantly add new dialogues, accents, slang and tonality into their vocabulary. This means that the accuracy of their analysis improves rapidly after initial deployment and continues to grow over time.



## How does it work?

In layman's terms, speech analytics converts 'unstructured' into 'structured' data by transcribing, tagging and indexing call recordings.

Once a customer verbally communicates with a company's VoIP or PBX system, the analysis software will create a list of contextually relevant information that can be tracked. In addition to the words spoken during the conversation, additional commentary can be added to the record which could range from the customers' name to their location, time of call, device, etc.

When used in real-time, speech analytics tools can be used to serve scripted sales sheets to call centre agents when certain words or phrases are detected in a customer's communication. Similarly, supervisors could be alerted when a caller's tonality or inflection suggests that a situation may need to be escalated.

Post-call speech analytics begins by transcribing conversations into a series of phonemes (most languages are premised on a relatively small number of phonetic sounds called phonemes). Once transcribed, the output can be indexed and annotated with various tags against which it can be searched, loaded into dashboards and pulled into reports.

## Why do you need speech analytics?

Speech analytics tools can give users an indication of why their customers are calling; data analysis can help businesses build predictive models to provide a view on customer sentiment, projected sales volumes and churn; they can be utilised to ensure agents are following compliance regulations; and they can assist organisations to provide a better customer experience.

Naturally, insights need to be actioned. Take the use case for a food manufacturer in the FMCG space. On a daily basis their customer care call centre will receive hundreds if not thousands of calls. Used at scale, voice analysis can review many hours of call recordings to provide rapid insight on the performance and iteration of marketing campaigns or to flag alerts if a predetermined number of product complaints are received.

In the financial services and healthcare industries, agents are required to deliver a compliance statement at the start of the call. Speech analytics software can be used to alert agents if they haven't delivered these compliance statements within a reasonable time.

Industry verticals which experience high levels of customer churn, such as the telecoms sector, can deploy sentiment analysis to monitor customer sentiment, enabling agents to premeditate potential conflict and introduce strategies to retain customer business.



Insurers can aggregate the findings from calls between agents and claimants to project the likelihood of fraudulent claims, enabling high risk interactions to be escalated to a senior investigator for manual scrutiny before a claim is finalised.

In short, strong use cases exist for the majority of industries which explains why the voice analytics market is expanding at a compound annual growth rate of 26.1% and is expected to reach US\$ 4.38 billion by 2025<sup>5</sup>.

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## Benefits of speech analytics

An effectively configured speech analytics solution offers the following benefits:

### Offer a better customer experience

In a customer-first world, it's crucial for businesses to adjust their servicing approach to suit the real or near time needs of their customers. Analysing conversations enables problems to be resolved speedily and enhances the overall customer experience. Giving your employees the power to make decisions based on quality, actionable insight will improve their performance, and in turn, provide your customers with an end-to-end solution that is personalised.

### Opportunity to identify training needs

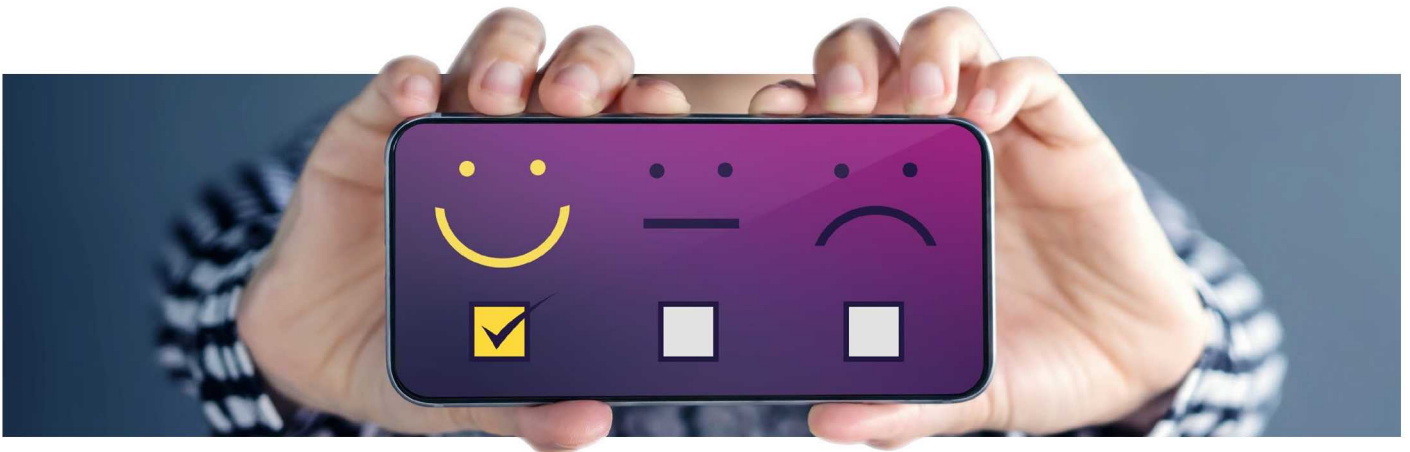
By leveraging a sentiment analysis model, management will have a way of identifying weaknesses in the team. Management can use low call rates or poor customer experience to help agents overcome communication challenges, as well as use this information as a benchmark to measure their performance. Attention to detail will help to prioritise customer satisfaction, and in turn, help agents increase revenue as their customers will become more trusting of the brand.

### Cost savings on overheads

Effective call analysis aligned with predictive modelling solutions will improve the efficiency of operations, enabling more to be achieved by fewer resources. Monitoring can also help mitigate the likelihood of data breaches or costly compliance mishaps. Outbound contact centres may also see reduction in cost per call as engagements and tickets are handled faster and with a greater degree of accuracy.

### Improved customer retention and loyalty

Speech analytics will manage your key performance indicators (KPIs) and metrics. It will also identify (and predict) trends, allowing you to make real-time decisions. Your voice technology solution will store a library of past calls, allowing you to search according to intent, keywords, emotions and more. Use these insights to change your approach. When you show your customers that you're actively responding to your interactions, it will make a difference in overall customer experience. This, of course, leads to an improvement in customer loyalty.



## How Triple4 can help you

At Triple4, we've invested in building our own cognitive voice analysis platform on the back of Microsoft Azure. Our AI driven solution works seamlessly with **Microsoft Teams, allowing users to record and analyse internal and external calls in up to 44 different languages.**

A full API layer ensures seamless and fully-customisable integration with existing applications or platforms, helping you hear, speak to and better understand your customers.

Algorithms sort, tag and categorise call recordings into a usable list. Analysis and results are stored in a private cloud portal enabling customers to sort data according to:

- The basics such as agent, number, date or time.
- Keywords
- Sentiment: positive, ambiguous or negative.
- Purpose: customer service, complaints, sales queries or late payments.

### Be proactive in your approach

Digital transformation requires employees to be resilient and proactive when it comes to customer engagement via voice. Our speech analytics tool will assist you in streamlining your workflow according to trends, cognitive results and more.

### Rapid deployment

**We're confident that our call analysis solution will enable you to improve your business's performance within three months of deployment.**

As your database of recorded calls grows, our machine learning algorithms will augment its library of words, phrases and sentiment analysis making it easier for you to interpret your data and address the root cause of any customer-influenced business problem.

### Gain a deeper understanding from real conversations

A core benefit of the Triple4 speech analytics solution is how it can process language. Phonetic indexing will help to clarify transcription, enabling agents to understand conversations regardless of linguistic barriers. For instance, dialects, accents and slang can be understood. In addition to this, the tool will listen carefully to volume, pitch, tempo and silences. This will then activate a sentiment analysis check, analysing the attitude and mood of the customer.

## How Triple4 can help you

### Integrate your systems with Microsoft Teams and Office365

At Triple4, we carefully handpick our partners to ensure we provide our clients, and their clients, with the more trustworthy, reputable solutions. With Microsoft Teams and Office 365, we're able to customise systems to assist with specific business objectives. This convenient solution integrates with existing digital setup, expediting implementation and, providing that your telephony solution is compliant, eliminating the need for any additional hardware investment.

### Take advantage of the cloud and its privacy benefits

Your data will be stored in your own private cloud in the Microsoft Azure environment. This means you retain total ownership of your data and the Triple4 team will not have direct access to your business's confidential, although we will virtually monitor your channels to check on data integrity and ensure 100 percent data passthrough. SAML authentication is used with Azure AD, providing robust security while making it easier for multiple users within your organisation to access your data.

## Your search ends here

Stay on top form when dealing with customers. Our speech analytics professionals are backed by our ITaaS team who offer 24-hour support. We're literally a call away from helping you achieve service excellence with speech analytics. Unlock our enablement, advanced implementation and business advisory services, and reach your potential with Triple4!

Get in touch with us at [marketing@triple4.co.za](mailto:marketing@triple4.co.za)  
or call us on **011 265 9810**

### Sources:

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