

Using Speech Analytics to Capture the Voice of the Customer



CLARABRIDGE

Executive Summary

Customer satisfaction is undoubtedly the number one priority for contact center executives, with operational efficiency and agent productivity a close second and third. To achieve higher customer satisfaction, these organizations not only must listen to all their customers' feedback regardless of channel, but they also need to have the right solution in place to accurately analyze and quickly act on improving the customer experience.

Just three years ago, the number of sources where businesses could look for customer experience (CX) data was less than a dozen. Today this number has doubled—and it is likely to quadruple in another three years. With all of these sources of information, one primary source is often overlooked – the telephone. Research shows that 90% of US consumers still prefer to resolve their customer service issues using the telephone over alternative communication methods. This makes the phone a major channel for customer feedback, if one that is severely under-analyzed.

While many customer conversations in the contact center are recorded for quality assurance purposes, voice analytics for customer satisfaction remains a largely manual process. Due to sheer volume of recordings and the unstructured nature of the CX data, most organizations are largely missing the customer sentiment conveyed by phone.

Businesses that are serious about using Voice of the Customer data to improve the customer experience are increasingly recognizing the value of analyzing the customer's actual voice. In fact, speech analytics have a projected growth of 20% in 2014 alone. There were only 25 traceable speech analytics implementations in 2004. Two years later there were 176,825 seats, and by May 2014 the number has increased to more than 2.8 million.⁰⁰¹ Transforming call recordings to insight and actionable data, and then using that data effectively across the enterprise, is now a critical piece in the feedback puzzle.

001 DMG Consulting LLC. "2014-2015 Speech Analytics Market Report and Consulting Services"

The Keys to Successful Speech Analytics

Make Sure You Capture All Customer Feedback

Big Data is not just one thing; it is everything. If you are committed to using Big Data within your organization, it is important not to leave out any sources of that data – especially not the 270 billion customer service calls that take place each year. Speech analytics give you a way to use those calls as a data source well beyond the time the customer hangs up. But don't just stop there. Pair data from voice recordings with other available sources of customer feedback, including multiple survey types, contact center agent notes, social media, chat, voice, email, warranty notes to understand the nuanced customer feedback with depth and accuracy of meaning.

Call Centers Are Still King

Call centers are not going away. Email, twitter, web chats, and other forms of communication are growing, but 90% of U.S. consumers still prefer to resolve their customer service issues by phone. Your recorded calls hold a treasure trove of information about your products, service, and solutions. Don't miss the real voice of the customer by only listening to these recordings occasionally. Become more efficient by implementing speech analytics that can transform the call center from merely an unavoidable cost to a rich source of business insights.

Leverage Best Practices and Empower Your Workforce

Your call center agents are vital to your customers' experience. Well-trained, effective call center employees can be the difference between a satisfied customer and one who decides to move on. Speech analytics make it possible not just to spot-check call center interactions but, in effect, to listen to every call that comes in. This information can then be used to determine issues with your customer service agents, prompt additional training, and possibly forestall a bad customer service call from going viral.

Support Your Compliance, Audit, and Litigation Needs

A key component of speech analytics is the transformation of audio data into text. Text is much easier to share and to search when it comes to proving regulatory compliance, conducting an audit, or enabling the discovery process in the event of litigation. The data is available for anyone who needs it within the organization, in a format that can easily be found. An advanced speech analytics solution can help minimize the risk of compliance breaches and ensure that standards of your internal policy are met.

Gain Operational Intelligence

Accurate analysis helps business. Speech analytics, when done properly, gives you nuanced information upon which to base business decisions. If you have the right solutions in place

to interpret the words correctly, categorize them accurately into the topics your customers care about, and identify how they feel about those topics, you already have a wealth of information. You can hear about processes and products that are broken, learn how to communicate more effectively with your customers, and provide them with service that solidifies their loyalty to your brand.

Use the customer experience data to drive improved marketing campaigns, product improvements, call center satisfaction, employee training, operational improvements, and executive strategic planning, for a bottom-line impact across the entire organization. Speech analytics is critical to having an overall understanding of the customer. It is the most literal expression of the Voice of the Customer, and can serve as a foundation to providing an excellent customer experience. To fully reap the benefits of speech analytics, you have to go beyond simply analyzing the voice interactions. You need a powerful analytics engine that combines advanced text analytics, context-sensitive sentiment analysis, linguistic categorization, and emotion detection, making it easy for you to get a precise understanding of your customers' experience.

Using Clarabridge for Speech Analytics

Clarabridge empowers businesses to harness all available sources of consumer feedback, including multiple survey types, contact center agent notes, social media, chat, and email, to name just a few. The Clarabridge Intelligence Platform enables brands to listen to the voice of their customers wherever they are, analyze the collected feedback, and find the best way to engage audiences at the right time and on the right channel.

Always at the forefront of innovation, Clarabridge embarked on the task of bringing to market the most accurate sentiment analysis for voice recordings.

Here are the immediate benefits to your organization of using Clarabridge Speech:

Accuracy of transcription

It may sound obvious, but an automated solution must be able to interpret the words that the customers actually said while they were on the phone with your organization. This includes any mentions of your products, services, and employees. Clarabridge Speech demonstrates a high degree of accuracy; this is critical because the more accurate your transcription, the more insights you can glean from it when you apply analysis.

Categorization accuracy

Transcription is a foundational step for using voice for customer experience management purposes; however, the real key is being able to use the data to understand the topics



that each customer is discussing. Clarabridge Speech is able to categorize conversations accurately because of the high degree of compatibility between the transcription functionality and the Natural Language Processing (NLP) engine. Correct categorization will give you more accurate results and, as a result, more actionable insights. This sophisticated Natural Language Processing (NLP) technology cuts through any volume of customer feedback making it easy for you to get a precise understanding of your customers' experience. Clarabridge text analytics include native language processing and customizable tuning resulting in 85-90% accuracy.

Sentiment analysis

For a Customer Experience Management solution to be truly valuable it can't just tell you what your customers are talking about – it has to tell you how they feel about it. Your customers' calls contain a great deal of sentiment information in their feedback– from their tone of voice to the way they phrase their concerns. Clarabridge Speech is allows you capture this emotional data with sentiment scoring that is granular and channel-specific to account for the nuances of spoken language. With Clarabridge, you can now understand the intensity of feelings expressed, adjusted for industry and source-specific nuances, as well as decipher the emotional state of your customers based on the tone of their feedback.

Summary

Clarabridge is committed to allowing organizations to understand feedback from every channel. Clarabridge Speech transcribes and automatically analyzes customer call recordings, including service calls, phone-based market research, or after-call surveys for a holistic view of the customer. The call data is combined with call center agents' notes and other customer data. The nuanced voice and meaning is clearly interpreted and paired with other feedback. Collectively the customer feedback is processed using Natural Language Processing (NLP), industry-specific categorization, and sentiment scoring in order to analyze the complete voice of the customer, find actionable insights, and use those insights effectively.

With Clarabridge Speech businesses are now even more empowered to harness any and all available sources of customer feedback. The addition of call recordings to data source including multiple survey types, contact center agent notes, employee notes, social media, chat, voice, email, warranty notes, and more ensures a more complete, accurate, and nuanced understanding of the voice of the customer. With this data you have the ability to peel back the layers to determine the exact root cause to customer issues and drive the internal process and system changes required to resolve them once and for all.

Clarabridge is the leading provider of intelligent Customer Experience Management (CEM) solutions for hundreds of the world's top brands, including Best Buy, Dell, E.ON, Intuit, L'Oréal USA, Pella, PetSmart, United Airlines, and The Wendy's Company. Global 1000 companies trust Clarabridge to listen, analyze, and act on customer feedback. Clarabridge delivers the only comprehensive customer experience hub offering easy-to-use dashboards, reporting, collaboration, and engagement powered by the industry's most advanced text analytics over virtually any feedback channel. Founded in 2006, Clarabridge is privately held with offices in Washington D.C., San Francisco, London, Miami, Singapore, and Barcelona.

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