

# Using Speech Analytics to Capture the Voice of the Customer

**A CLARABRIDGE WHITEPAPER**



CLARABRIDGE



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# Using Speech Analytics to Capture the Voice of the Customer

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## 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.

As recently as 2011, the number of sources where businesses could look for customer experience (CX) data was fewer 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 88% of 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 2015 the number had increased to more than 3.5 million.<sup>1</sup> Transforming call recordings to actionable insights, and then using those insights effectively across the enterprise, is now a critical piece in the feedback puzzle.



# 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 gives 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, and warranty notes to understand the nuances of customer feedback with depth and accuracy.

## **CALL CENTERS ARE STILL KING**

Call centers are not going away. Email, twitter, web chats, and other forms of communication are growing, but 88% of 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 makes 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 CX 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 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 includes native language processing and customizable tuning resulting in 85-90% accuracy.

### **SENTIMENT ANALYSIS**

For a Customer Experience Management (CEM) 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 allows you to 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.



## Conclusion

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, 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 businesses are empowered to harness any and all available sources of customer feedback. The addition of call recordings to data sources 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 of customer issues and drive the internal process and system changes required to resolve them once and for all.





# About Clarabridge

## OUR MISSION

Our mission is to help businesses win the hearts of their customers through emotional intelligence. An emotionally intelligent organization will develop lasting and positive relationships with its customers that transcend momentary challenges and threats.

## FAST FACTS

- SaaS provider of customer intelligence and analytics
- 850+ global brands served
- Founded in 2006
- Headquartered in the Washington DC metro area with offices in San Francisco, London, Barcelona, and Singapore
- Led by CEO and founder Sid Banerjee, named as *Washington Business Journal's* most admired CEO in 2014
- 300+ employees worldwide
- Offers the world's most comprehensive customer intelligence platform, powering customer experience management programs
- Served customer experience professionals, marketers, customer care leaders, and operations managers
- Key clients include ADP, Cisco, Dell, G.E. Healthcare, Orbitz, PetSmart, Red Roof Inn, Unilever, and Verizon

## OUR SOLUTION

Clarabridge helps you find, understand and use customer feedback that is hidden in silos across your organization and in other public forums. Putting customer intelligence to work empowers your business to make big and small decisions and drive your customer experience management programs.

Clarabridge offers the world's most sophisticated customer intelligence platform. This platform connects to all sources of customer feedback and analyzes it to detect emotion, context, and root causes, as well as predict future customer behaviors. The analysis is presented in dashboards and reports and can be used for driving action with customer engagement, case management, and alerts.

## WHY CLARABRIDGE?

### **Connect to every source of customer feedback.**

Clarabridge is the only technology platform that can analyze feedback data from all sources, all in one centralized hub. Clarabridge analyzes data from social media, online chat, call center recordings, agent notes, surveys, online review sites, and many other sources.

### **Smash silos, and empower your entire organization.**

See customer feedback come to life in user-friendly dashboards, reports, and alerts. Share this information through your entire business, and create a customer-centric culture.

### **Tune the solution to meet your specific business needs.**

Even though we offer out-of-the box industry templates to get you started, you can tune the system to your exact business needs to ensure that the information is relevant and actionable.