

How Intelligent Scoring Works



KEY FEATURES

- **Unbiased scoring** of all interactions at scale
- **Easy to create**, transparent scoring criteria
- **Fast**, since it's completely automated
- **Actionable**, with alerts and dashboards to notify, track and trend over time

USE CASES & BENEFITS

- **Save thousands of man hours** by automating manual QA processes
- **Save millions in fines** by automating complaints and compliance monitoring
- **Save thousands of dollars** by replacing post-call surveys
- **Boost revenue** in your sales organization by prioritizing the most promising opportunities
- **Respond with confidence** to customer health and safety risks during a crisis

Supercharge Decision Making

The average company has terabytes of customer interaction data—recorded calls, emails, chat conversations, social media and online review engagements. Which interactions pose the most risk? Which are most likely to lead to a sale? Which interactions deserve praise for being exemplary? Which could be driving business into the arms of a competitor?

How do you cull through millions of conversations to prioritize those interactions most likely to pose a compliance risk, a sales opportunity, or quality concerns? The answer is Clarabridge's patent-pending Intelligent Scoring, a breakthrough in interaction analytics.

Business leaders use numeric scores every day to accelerate decision-making and prioritization. For example, credit scores reflect the relative risk of a potential borrower; promoter scores indicate loyalty; inbound marketing leads are scored for quality. These scores are derived from numeric data collected in structured database fields, surveys, or form fields. Clarabridge's Intelligent Scoring applies this same concept to unstructured data (representing 80% of your stored data volume!), automatically scoring interactions based on criteria you define.

This has really helped to show the performance of agents performing well and agents with opportunities. It takes out the bias of manually scoring the calls.

—Vera Bradley

Scoring interactions makes it easy to identify, prioritize and act fast on those interactions posing the greatest (or least) risk or opportunity.

No human evaluation needed. Fast. Unbiased.



CUSTOMER STORY: Intelligent Scoring Put into Action

A Fortune 100 technology company identified “quality of service” in its contact center as one potential cause of lower-than-desired CSAT scores.

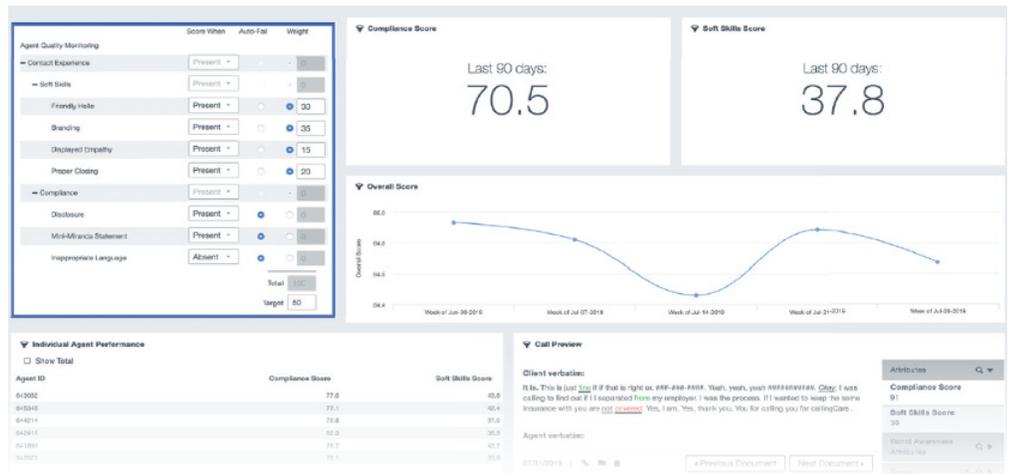
With 20,000 contacts per month and a manual evaluation process, the 8-person quality management team struggled to keep pace.

The team manually evaluated a tiny sample of agent calls, emails and chats against a checklist of scoring criteria in a spreadsheet. The process was slow and prone to human and sample bias.

Using Clarabridge Intelligent Scoring, the team created scoring criteria in Clarabridge and leveraged the power of Natural Language Understanding to automatically score interactions across four dimensions: soft skills, compliance, product knowledge, and outcome (issue resolution).

They now evaluate 100% of interactions against this scoring criteria, stack-ranking agent performance and identifying coaching opportunities. Scoring criteria is transparent and agents can view and drill into their high and low performance interactions.

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Intelligent Scoring taps into the power of Clarabridge’s Natural Language Understanding to automatically score any type of customer interaction in a way that is objective, transparent, and consistent. The process is easy:

- 1. Define Scoring Criteria.** We provide a simple form to create a matrix of weighted scoring criteria. Need help determining what attributes to score? Predictive drivers in Clarabridge use machine learning to determine the topics and attribute values that have the most impact on a particular outcome and can be a useful tool for defining score criteria.
- 2. Load Interactions.** Use connectors to load interaction data into the Clarabridge Customer Experience Management (CEM) platform.
- 3. Autoscore.** Intelligent Scoring automatically assesses each interaction to determine whether those criteria are present or absent and then assigns a score.
- 4. Share.** Use Clarabridge CX Studio to display a dashboard showing aggregate scores, trends over time, underlying drivers, benchmark variances, a running list of top scoring interactions, and more.
- 5. Act.** Create alerts to quickly assign and track action.

ABOUT CLARABRIDGE

Clarabridge helps the world’s leading brands take a data-driven, customer-focused approach to everything they do. Using AI-powered text and speech analytics, the Clarabridge experience management platform enables brands to extract actionable insights from every customer interaction in order to grow sales, ensure compliance and increase operational efficiency. Request a demo or talk to your account team today www.clarabridge.com/demo.