



“Doing More With Less”
**How Speech Analytics Improves Operational
Efficiencies and the Customer Experience**

Michael Ullrich, Senior Solutions Architect

About Enterprise Speech Analytics



FACT:

Who knows YouTube? Sold to Google for \$1.65 billion.

How much video uploaded/day?

Answer: 17,000 hours.

CallMiner mines 5X's YouTube each day.

CallMiner ...

- Is the leader in enterprise speech analytics solutions.
 - We refer to actual # of hours mined per day ... not theoretical # of seats ...
 - Seats are deceptive ... not an add-on in a suite, not a check box
- Has the most advanced, “best-of-breed” enterprise class speech analytics software in the industry.
- Has successfully implemented at
 - the world’s largest financial institution
 - the largest call center system in North America
 - the #1, #2, #5, #7 largest Cable TV Operators
 - the largest and most viable automobile finance arms
- Why are we the choice of enterprise customers?
 - scalable, heterogeneous and most importantly, **PROVEN**



Why Use Speech Analytics?

FACT:

CallMiner Eureka allows you to discover trends and events without a pre-disposed notion of what to look for.

Listen to the voice of your customers ...

- Why they're calling ... *Once you know what is happening on conversations ... then discover ...*
- Whether customers are satisfied, or not – and why
- If, when and why customers might churn
- Market intelligence into customer preferences
- Behaviors impacting bottom line – marketing, sales, collections ...
- Opportunities for cost savings or operational efficiencies
- **Automatically unlocks valuable business data** stored in all of your recorded calls, by converting call content into reportable data.

Ad hoc analysis across **any** data

- Visual analysis tools and access to all captured data dimensions allows for detailed ad hoc analysis for analyzing beyond canned reports ...

Voice is data + **data can be measured**; anything that is measured can be improved

- Unstructured data can be combined into a single view in Eureka, or can be integrated into any BI tool ...
- 100% of all or any, no sampling and no sampling errors
- See trends **before** they happen

Do More With Less

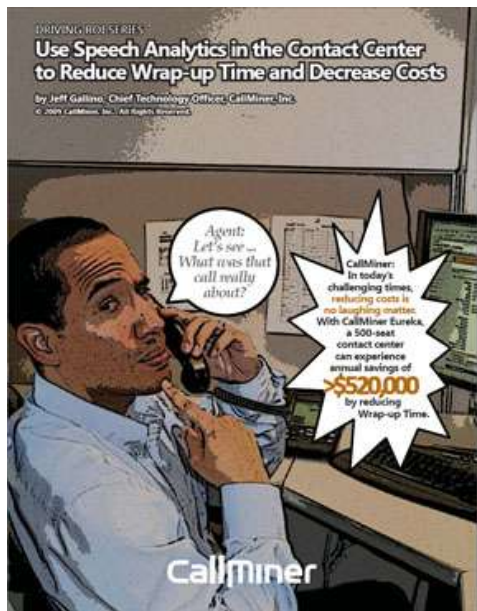
Eureka improves operational efficiencies and the customer experience

- **Drives efficiencies** such as channel diversion, workforce optimization, and process improvement by identifying high volume calls, long calls, calls with significant silence and repeat calls
- For a 500-seat contact center, Eureka **reduces costs by millions by:**

Eureka's Operational Impact	U.S.	U.K.
Reduce Wrap-up Time	\$520,000	£676,000
Decrease Long Calls	\$364,000	£378,000
Reduce Repeat Calls	\$208,000	£202,800
Decrease Agent Turnover	\$499,200	£270,400
Reduce Supervisory Turnover	\$72,800	£43,680
Facilitate Channel Switching (to IVR/Web)	\$620,500	£449,680
Manage Call Volume Spikes	\$181,400	£130,840
Discover Unknown Calls	\$216,000	£156,000

Plus, Eureka empowers organizations:

- **Analyzes every aspect of every call** including words, acoustics and call attributes, and score each call for KPIs
- **Unlocks intelligence** from recorded conversations through automated categorization, search and discovery
- Improves customer satisfaction & retention, market intelligence, sales and overall contact center performance
- Conducts deep analysis across any data dimension or measure through free-form powerful analysis tools



For all the details, visit
<http://www.callminer.com/white-papers.htm>

Eureka!® Software Platform



Automatically and accurately analyzes calls for spoken words, acoustic characteristics and other attributes to identify what is occurring on the call. With Eureka, you

- **Categorize** – Identify the reasons for the call, products or competitors mentioned, participant behaviors, procedural compliance, and outcomes of every call.
- **Search** – Conduct simple or complex word and phrase searches, identify calls and returns a text and audio snippet exactly where the search terms are found.
- **Discover** – Uncover trends and events, without a predisposed notion of what to look for, by tracking call indicators and analysis of word and phrase frequency and coincidence.

Delivered through **easy-to-use** web-based tools and reports with powerful desktop tools for ad hoc root cause analysis.



Michael Ullrich, Senior Solutions Architect

(510) 582-1952

michael.ullrich@callminer.com