

Speech analytics

Derive insights from every conversation

- ▶ Integrate conversational analytics into existing CX channels
- ▶ Drive improvements in agent performance at contact centers
- ▶ Identify + understand customer end-to-end needs in real time



Contact centers represent a key touchpoint for brands—often at an especially critical time when the customer relationship is stressed—but these interactions are notoriously difficult to assess in real time. Data silos, organizational ownership that limits visibility, and the technological challenge of analyzing voice recordings have made it difficult to draw insight from the contact center experience. SMG’s AI-powered speech analytics gives brands the ability to capture and analyze each call center interaction, helping to extract insights from unstructured data to drive action.

SMG’s speech analytics uses AI-powered technology to transcribe and analyze millions of customer conversations—helping to improve the contact center experience and drive better business outcomes.

Through collecting contact center interactions and conversations, brands can find areas in need of improvement by extracting rich insights about customer satisfaction, customer churn, competitive intelligence, service issues, agent performance, and campaign effectiveness.

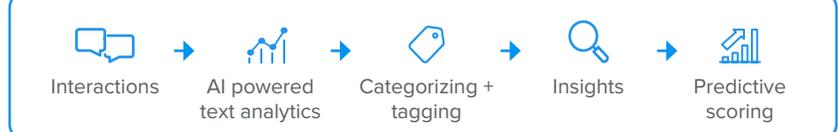
This rich data stream drives powerful insights

There’s a wealth of subtextual information in customer interactions, and speech analytics enables an expanded variety of data—including areas like agitation, word tempo, customer metadata, and conversational context. This data is subject to language patterning analysis and weighted rules-based automated scoring to deliver insights on agent performance + customer experience—even allowing for real-time alerts on critical issues.

Brands can contextualize conversations + analyze customer interactions at scale, with benefits including:

- ▶ Predictive analytics for customer outcomes and preferences
- ▶ Expanded metrics, including customer sentiment and employee empathy + ownership
- ▶ Improved per-call feedback data for employee coaching
- ▶ Data + resources that help drive business outcomes through benchmarking + analysis

HOW IT WORKS



Draw better connections with end-to-end CX data

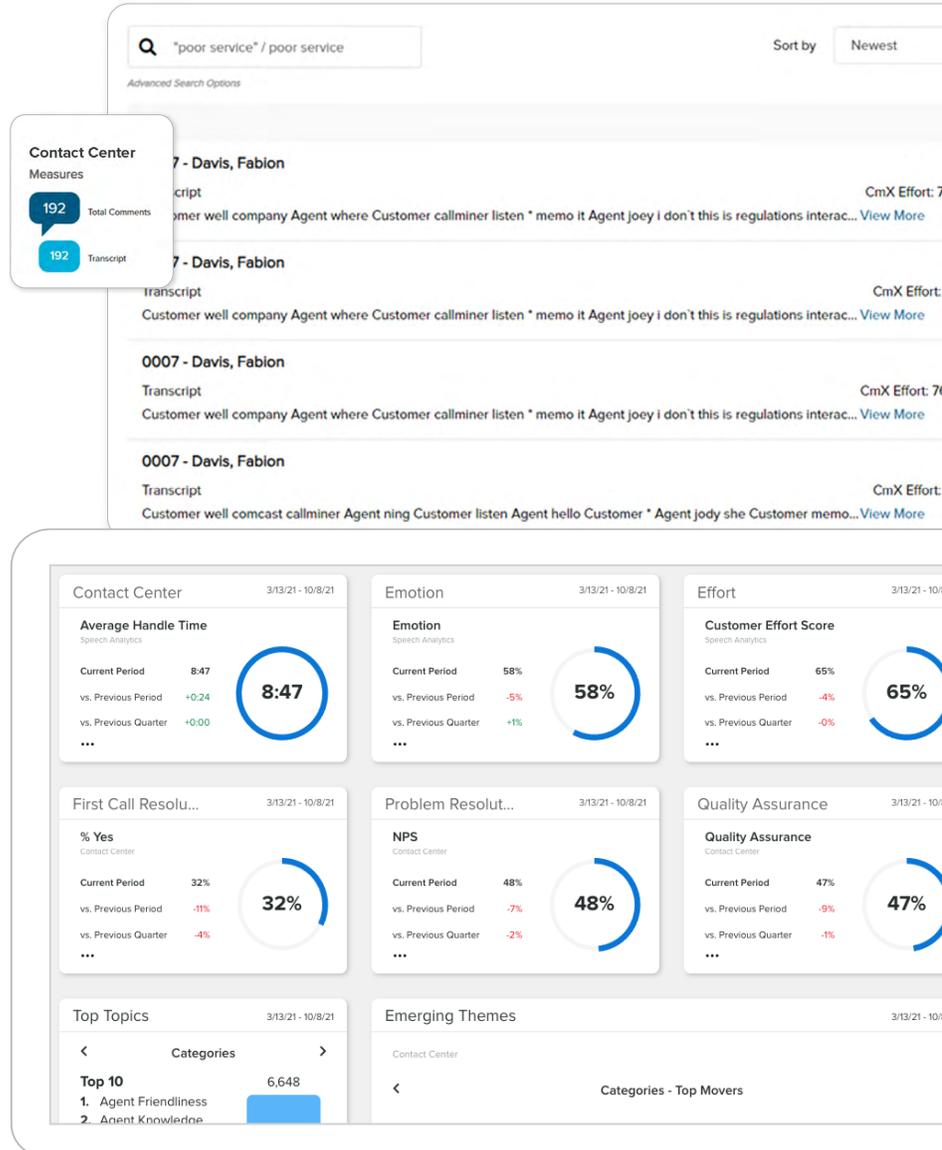
With the smg360® platform hosting data from every meaningful customer interaction, users get a single source of reporting and insight for both solicited and unsolicited feedback across the customer journey.

Speech analytics reporting includes:

- ▶ Side-by-side analysis of both in-the-moment and historical performance
- ▶ Full analysis of specific interactions, including sentiment + emotion variation tracking
- ▶ Customization of user hierarchies + reporting views for full control of information distribution
- ▶ Automated + customizable CX scoring for Quality, Loyalty, and Effort to deliver persistent benchmarking

Speech analytics allows brands to review interactions and trends within contact centers, representing a powerful tool for improving operations + turning contact center touchpoints into opportunities to build customer loyalty.

To learn more about incorporating speech analytics into your experience management program, visit smg.com/contactus.



About Service Management Group

SMG inspires experiences that improve people's lives. We are a catalyst for change—helping organizations generate new revenue, grow existing revenue, reduce churn and detractors, and drive operational efficiencies. Our unique software with a service (SaaS) model puts a dual focus on platform technology and professional services, making it easy for brands to activate insights based on customer, patient, and employee feedback. To learn more about our customer, employee, and brand experience management (XM) solutions, visit www.smg.com.