CREALOG

CREALOG SPEECH ANALYTICS

GAIN NEW INSIGHTS WITH STATE-OF-THE-ART TECHNOLOGY

Quality assurance and process streamlining of customer calls are crucial when communicating with customers over the phone. CreaLog Speech Analytics can help analyze the content of these conversations automatically.

Our customers utilize the results of such analyses for quality assurance, process streamlining, and documentation purposes and to handle call center operations. CreaLog Speech Analytics can carry out analyses while calls are in progress as well as by processing call recordings.

HOW YOUR ORGANIZATION CAN BENEFIT

CreaLog Speech Analytics can help to fulfill general legal call documentation requirements, for instance.

MiFID II requires consulting calls to be documented and archived in a way to facilitate proof of compliance with per-

tinent provisions to regulating authorities. CreaLog's speech analysis enables you to record relevant telephone calls and then to use key word identification or transcription to determine whether investment consulting has taken place. Other legally relevant facts such as having advised customers on their right of withdrawal can also be documented and verified ex post in this way.

CreaLog Speech Analytics helps you basically understand your customers better. You can use Root Cause Analysis to uncover the underlying reason for a customer call: Why does the customer have questions concerning your services? Which issues are relevant for the customer? What is the reason for their discontent? What is their motive for inquiring about products or services? On what grounds does the customer associate your organization with a particular image? What are the reasons for a complaint or contract termination?

FACTS

- Key word search
- Call transcription
- Text analysis
- Individual analysis and assessment
- Complies with current data privacy guidelines
- Multiple level method to anonymize personal information
- Scalable to any extent
- Uses technology from multiple partners for best possible results

SPEECH ANALYTICS WITHIN ONE NUMBER ROUTING

CreaLog will be glad to develop a multiple number routing plan on to a one number concept at customer's request.

CREALOG SPEECH ANALYTICS ENSURES LEGAL COMPLIANCE

CreaLog Speech Analytics provides you with a basis for assessing and continuously improving the performance of your call center staff and so maximizing your customer service quality. Analyzing recorded phone calls enables you to determine which staff member needs education or training in which area. You can gain information on the status quo of your employees' consulting skills, enabling you to address shortcomings and realize potentials. The response to your marketing measures can be taken as an indication of whether you have reached your customer and achieved your communication goals. You can gain insights into communication trends, your call center's response times and your resource utilization.

Relying on CreaLog Speech Analytics, you can deduce a communication strategy suitable to avert future contract terminations, offer adequate products and services promising high conversion rates, act proactively and basically, achieve a high level of customer satisfaction.

KEYWORD SPOTTING

Keyword Spotting is a term used to denote searching for and retrieving specific terms and content. Searches are conducted using key words and phrases defined in a user friendly way using plain text. Imports from earlier text analyses—of email messages, for instance—are possible as well.

CreaLog Speech Analytics is designed in a way to attain an optimal balance between a best possible detection rate and a minimal rate of false positives.

CALL TRANSCRIPTION AND TEXT ANALYSIS

Call transcription involves converting a telephone call into writing completely and storing it as a text file. CreaLog Speech Analytics does this automatically and can provide the text file in near real time. We combine this high performance transcription functionality and methodical call analysis to provide customer service management with important findings on issues such as customer satisfaction and service quality. Once converted into text, a telephone conversation is easier to analyze. By contrast, it takes large amounts of time and processing power to search whole voice recordings for any specific subject. Call center operators can search for issues more easily, the high relevance of which is only recognized in hindsight or that weren't even known beforehand.

ANALYZING THE DIALOG STRUCTURE

Apart from a call's actual content, the dialog's structure can also provide important insights. For example, CreaLog Speech Analytics can help determine how speech and silence are distributed within a call dialog. Are there conversation lulls for any length of time? Does one dialog partner interrupt the other one? Is there double talk in the dialog? Answers to these questions also provide relevant information about the customer service quality in the call center, room for improvement in process flows and possible education or training needs of individual employees.

REAL TIME OR DEFERRED ANALYSIS

CreaLog Speech Analytics enables analysis of ongoing calls in near real time. Alternatively, call recordings can be processed. CreaLog Speech Analytics will deliver best results when the call parties' utterances can be analyzed independently from each other (stereo). The quality of the analysis results will be impaired if the analysis is based on a composite signal (mono).

In rare cases where even the system's advanced voice recognition leaves a word or sentence transcribed incomprehensibly the associated audio file segment can be played back with a mouse click.

This live analysis enables staff members to draw on information such as supporting arguments or interview guidelines directly while making their call. This means they can respond immediately when key words classified as critical (such as "terminate" or "complain") are uttered.

Deferred analysis allows for repeated analyses based on new relevant search terms.

COMPLIES WITH CURRENT DATA PRIVACY GUIDELINES

When recording and analyzing telephone calls, privacy of calling party's data must be ensured at all times. CreaLog allows for this by implementing all the technical and organizational measures for commissioned data processing required according to the EU General Data Protection Regulation (GDPR) in effect since May 2018. This includes our data security officer evaluating our existing data processing procedures by order, for instance.
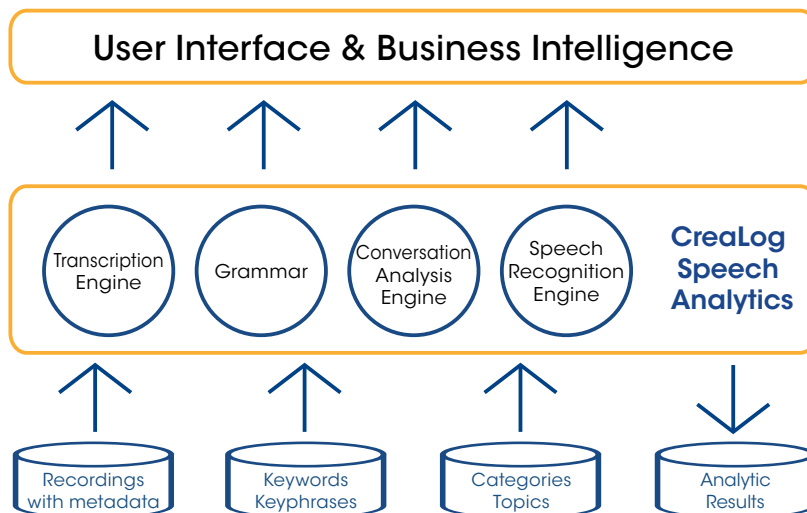
ANONYMIZATION OF RECORDINGS

In many projects, management and trade unions will voice their desire to have recordings anonymized. CreaLog can offer expert advice on technical measures to implement appropriate agreements. CreaLog Speech Analytics solutions offer multiple level anonymization of both personal information and voice profiles of call participants.

VALUABLE INSIGHTS THANKS TO SPEECH ANALYTICS

- Information relevant for quality assurance, process streamlining, and handling call center operations
- Key word and phrase identification
- Identifying relevant topics
- Information relating to the organization's image
- Information pertaining to training and education requirements of individual staff members
- Information about customer service quality
- Customer satisfaction insights

BENEFITS

- Information relevant for quality assurance, process streamlining, and handling call center operations
- Customer satisfaction insights
- Findings relating to the organization's image
- Insight into training and education requirementsof individual staff members
- Insight into customer service quality
- Identifying relevant topics
- Support for one number routing
- Identifying automation potentials

User Interface & Business Intelligence

Transcription Engine

Grammar

Conversation Analysis Engine

Speech Recognition Engine

CreaLog Speech Analytics

Recordings with metadata

Keywords Keyphrases

Categories Topics

Analytic Results

TECHNOLOGICAL OPTIONS

- Mono or stereo recording
- Keyword spotting or transcription
- Real time or deferred analysis

IMPLEMENTATION MODELS

Optionally, CreaLog will implement Speech Analytics solutions either as a service or as a custom system solution specifically developed and tailored to the needs of the commissioning organization. When commissioned with recording services, CreaLog will compile a comprehensive report based on the recordings and their analysis. This summarizes all findings and results derived from the recordings on behalf of the customer. This report is followed by assessments and recommendations by CreaLog to illustrate how organizations can improve their service quality or streamline their processes via speech analytics.

OUR TECHNOLOGY PARTNERS

A range of different technologies can be used as needed. These are customized specifically by CreaLog to meet the requirements of the project definition. Currently, CreaLog employs technologies from European Media Laboratory (EML), Nuance and other vendors.

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Version 12