

# Verint Functional Value Brief

## Speech Analytics Feature & Function Summary

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# VERINT®

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# Executive Summary

Value Realization of Verint Platform for Business Challenges



# Speech Analytics Improvement Points

Speech analytics can help make the contact center a powerful change agent for cost reduction and customer experience. The solution can reveal intelligence that is essential for pinpointing cost, risk, loyalty, and revenue drivers



## Customer Satisfaction

Track issues already identified as drivers of satisfaction and surface new issues you didn't even know to ask about



## Operational Efficiencies

Perform quick and easy analysis of relevant interactions to find opportunities for improvement for AHT, FCR and more



## Agent Performance

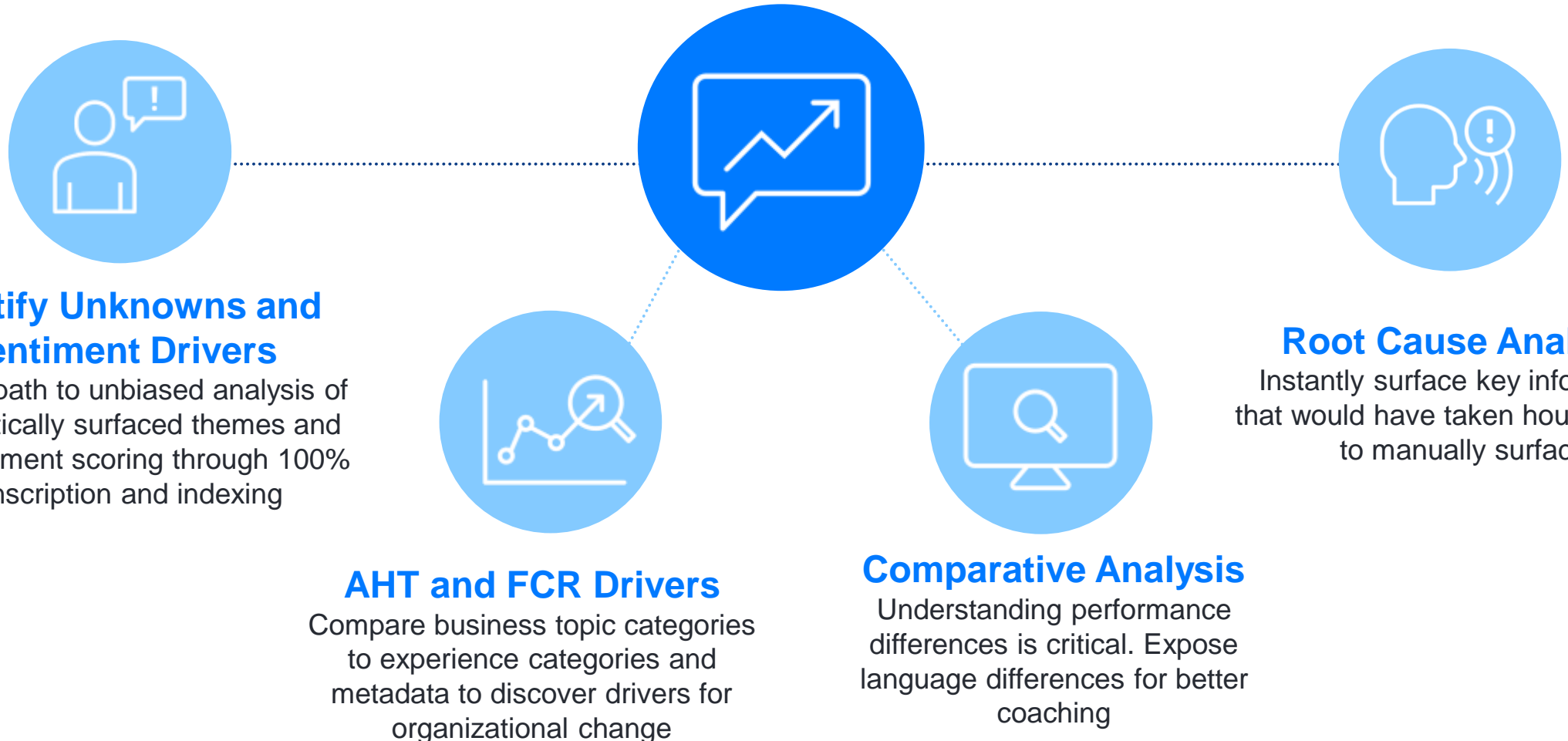
Enable capabilities to use objective, quantifiable data to prioritize investments in coaching and training for agents

## Risk Reduction

Identify regulatory compliance issues or competitive threats and opportunities

# Summary of Value with Verint

Identify emerging customer needs, trends, and opportunities, while at the same time identifying strengths and weaknesses within processes and products



## Surfacing actionable insights is where the ROI lies

# 100% Transcription

## Reduce missed opportunities and make more informed decisions

## Trends

## Understand how interactions are changing over time

## Categories

Identify where to make changes by categorizing call drivers, sentiment, and customer and agent behaviors

## Speaker Separation

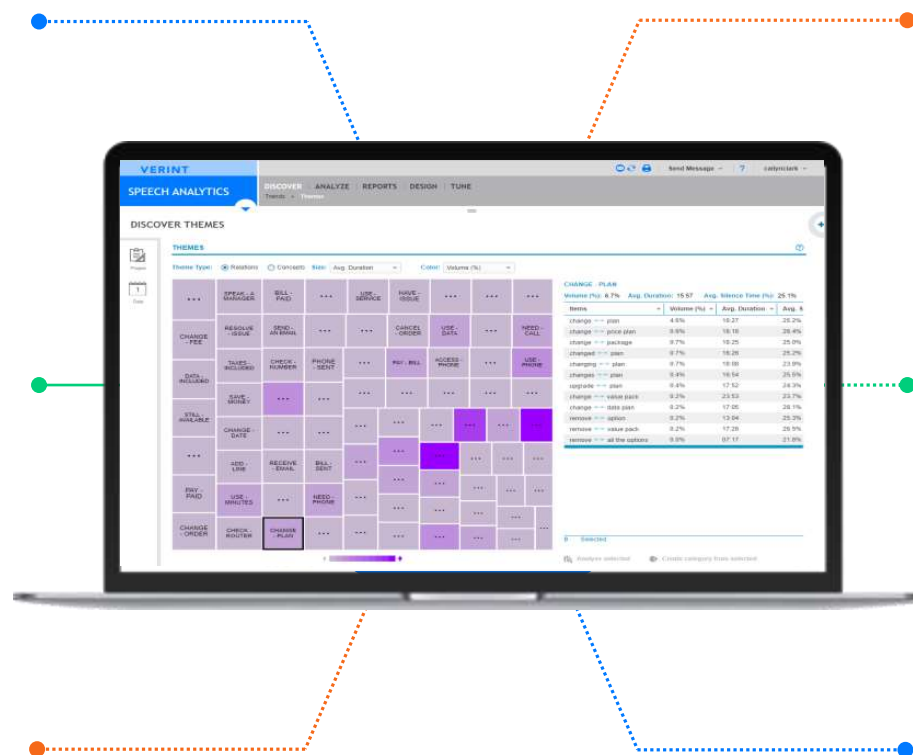
Analyze both sides of the conversation separately

## Root Cause Analysis

Perform one-click analysis for quicker, less biased discovery

## Emerging Topics

Surface unknown topics automatically



# Features & Function Overview

Verint Solution Problem-Solving Features and Functions





# Automated Theme Detection

## AI for Automatic Categorization

- Automatically discover emerging business themes and topics without needing prior categorization, by using sophisticated semantic intelligence
- Discover what's important and where to look to understand context across hundreds of millions of calls
- Surface issues automatically, even if the frequency of these discussions has not changed, making sure lurking issues that have significant impact do not go unnoticed
- Leverage machine learning to correlate the relationship between spoken terms and phrases, identify the relationship and significance between them, and gain a broader picture of emerging trends and themes

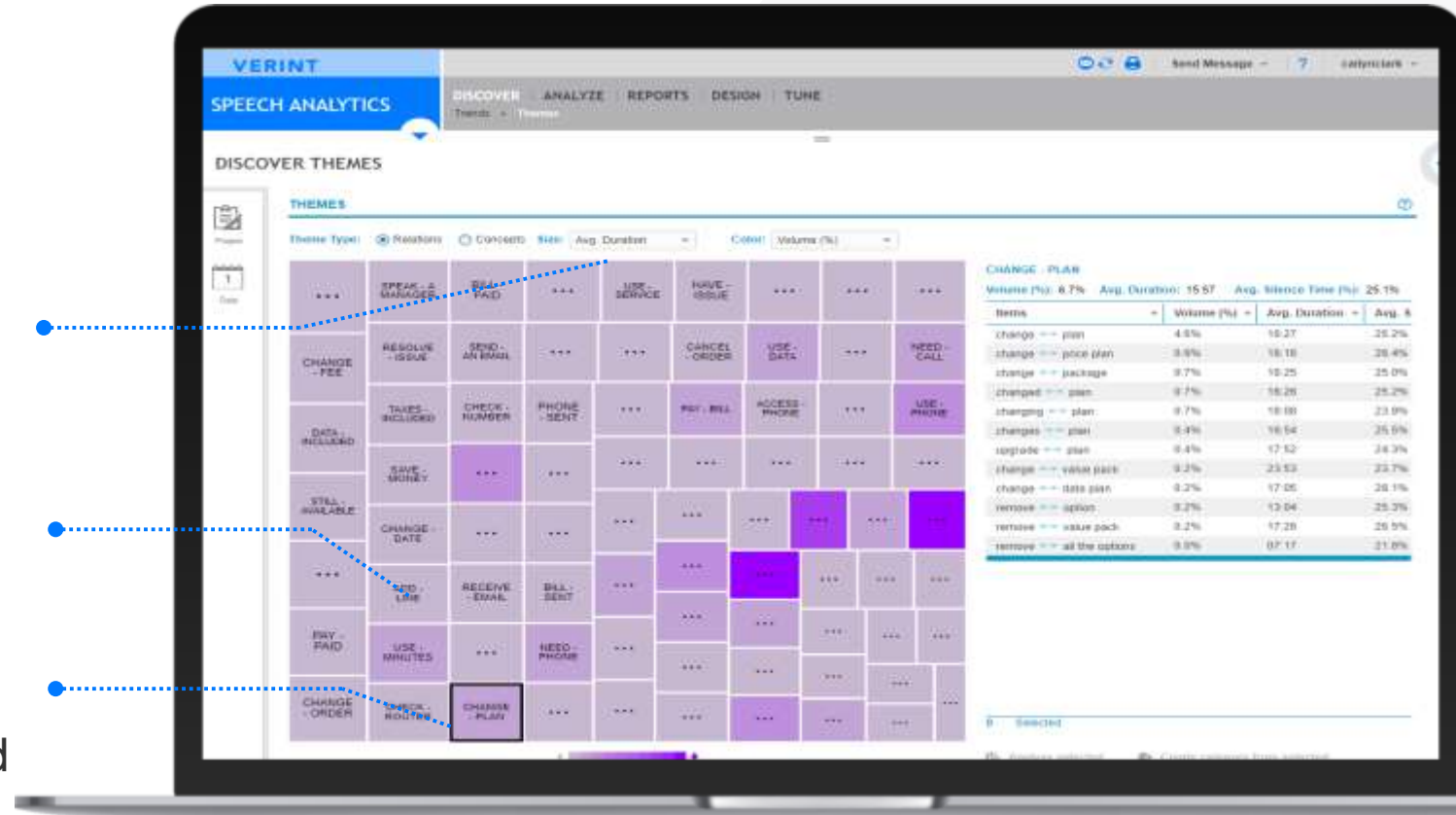


# Automated Theme Detection

## Identify Unknowns in Your Data

Themes go beyond identifying and analyzing words, to automatically extracting concepts which are both intuitive and actionable

- Duration and volume show what's driving your longest and most complex calls vs. simple things
- Concepts represent statistically meaningful terms that stand out in a specific call set
- Relations represent linguistically related words





# Sentiment Analysis

## Improve Customer Satisfaction by Understanding Contributing Drivers

Sentiment algorithm and report can be an excellent predictor of CX on all interactions

- Enables organizations to understand the polarity of data – are customers talking positively or negatively about your organization, products, services, as well as individual agents?
- Identify trouble spots, emerging issues in customer satisfaction or areas to coach agents on based on how your customers are actually feeling
- 90% accuracy compared to human evaluators



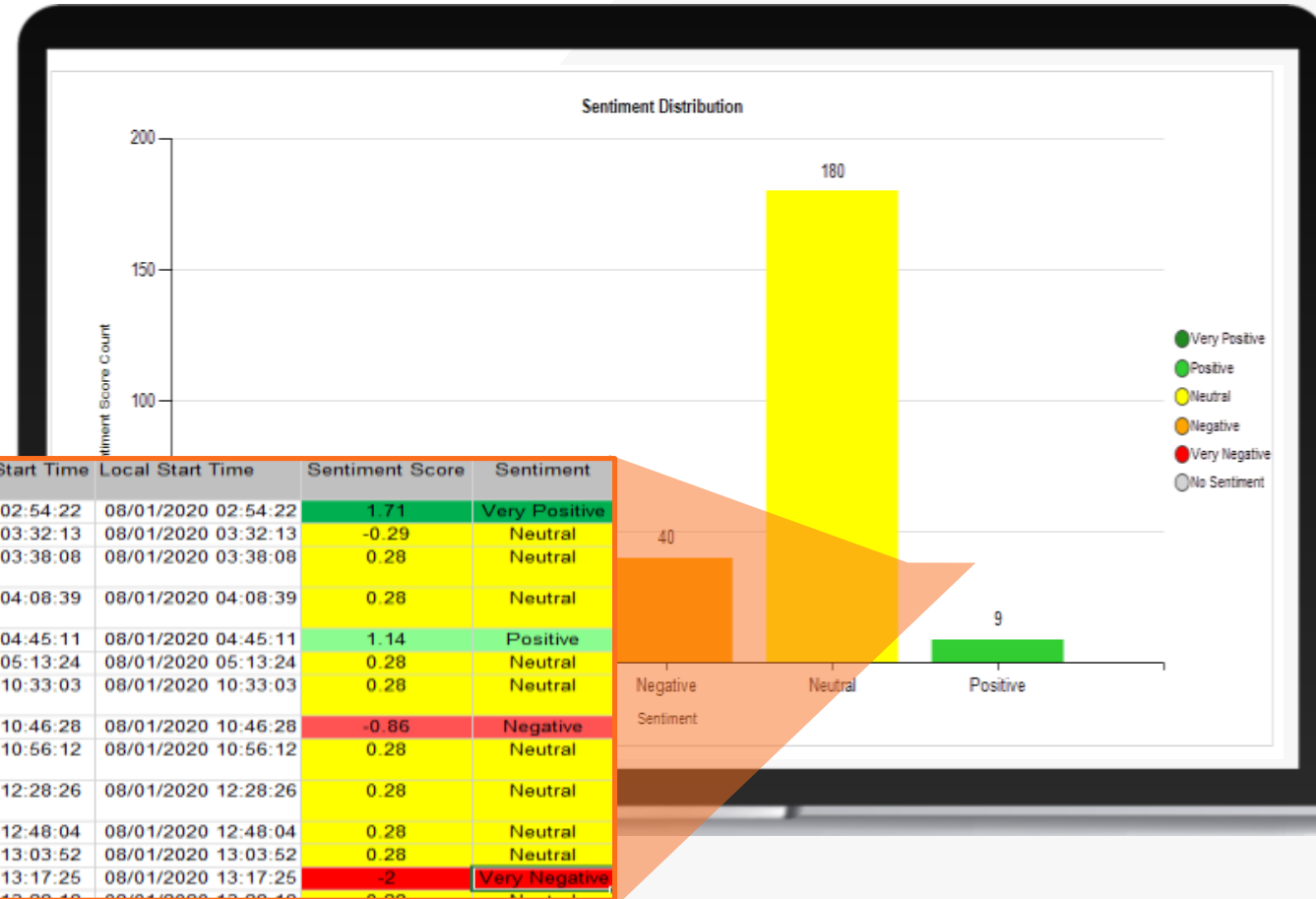
# Sentiment Analysis

## Score Every Call on a Five-Point Sentiment Scale

Understand which calls or agents have different sentiment scores

- Score calls on a simple five-point scale
- Reports can be run on demand daily or weekly
- Easily export reports
- Agent-level scoring

Contact Key	Start Date	Start Time	Local Start Time	Sentiment Score	Sentiment
15978478544610400	8/1/2020	02:54:22	08/01/2020 02:54:22	1.71	Very Positive
15978478547170600	8/1/2020	03:32:13	08/01/2020 03:32:13	-0.29	Neutral
15978478550310900	8/1/2020	03:38:08	08/01/2020 03:38:08	0.28	Neutral
15978478544250400	8/1/2020	04:08:39	08/01/2020 04:08:39	0.28	Neutral
15978478544330400	8/1/2020	04:45:11	08/01/2020 04:45:11	1.14	Positive
15978478550110900	8/1/2020	05:13:24	08/01/2020 05:13:24	0.28	Neutral
15978478542330200	8/1/2020	10:33:03	08/01/2020 10:33:03	0.28	Neutral
15978478548450700	8/1/2020	10:46:28	08/01/2020 10:46:28	-0.86	Negative
15978478543770300	8/1/2020	10:56:12	08/01/2020 10:56:12	0.28	Neutral
15978478549110800	8/1/2020	12:28:26	08/01/2020 12:28:26	0.28	Neutral
15965444032040100	8/1/2020	12:48:04	08/01/2020 12:48:04	0.28	Neutral
15965444031940100	8/1/2020	13:03:52	08/01/2020 13:03:52	0.28	Neutral
15965444035830200	8/1/2020	13:17:25	08/01/2020 13:17:25	-2	Very Negative



# Call Categorization

## Identify Call Drivers and Behaviors Through Categorization

User-defined categories or topics based on call drivers, behaviors and emotions help users to understand 100% of interactions

- Evaluate correlations between different categories such as how the interactions within a “Self-Service Failures” category may also map to other categories, such as “First Contact Resolution”
- Create new categories on the fly with no re-indexing and immediate reporting
- Leverage an intuitive category design builder that helps users test and refine Boolean driven category rules

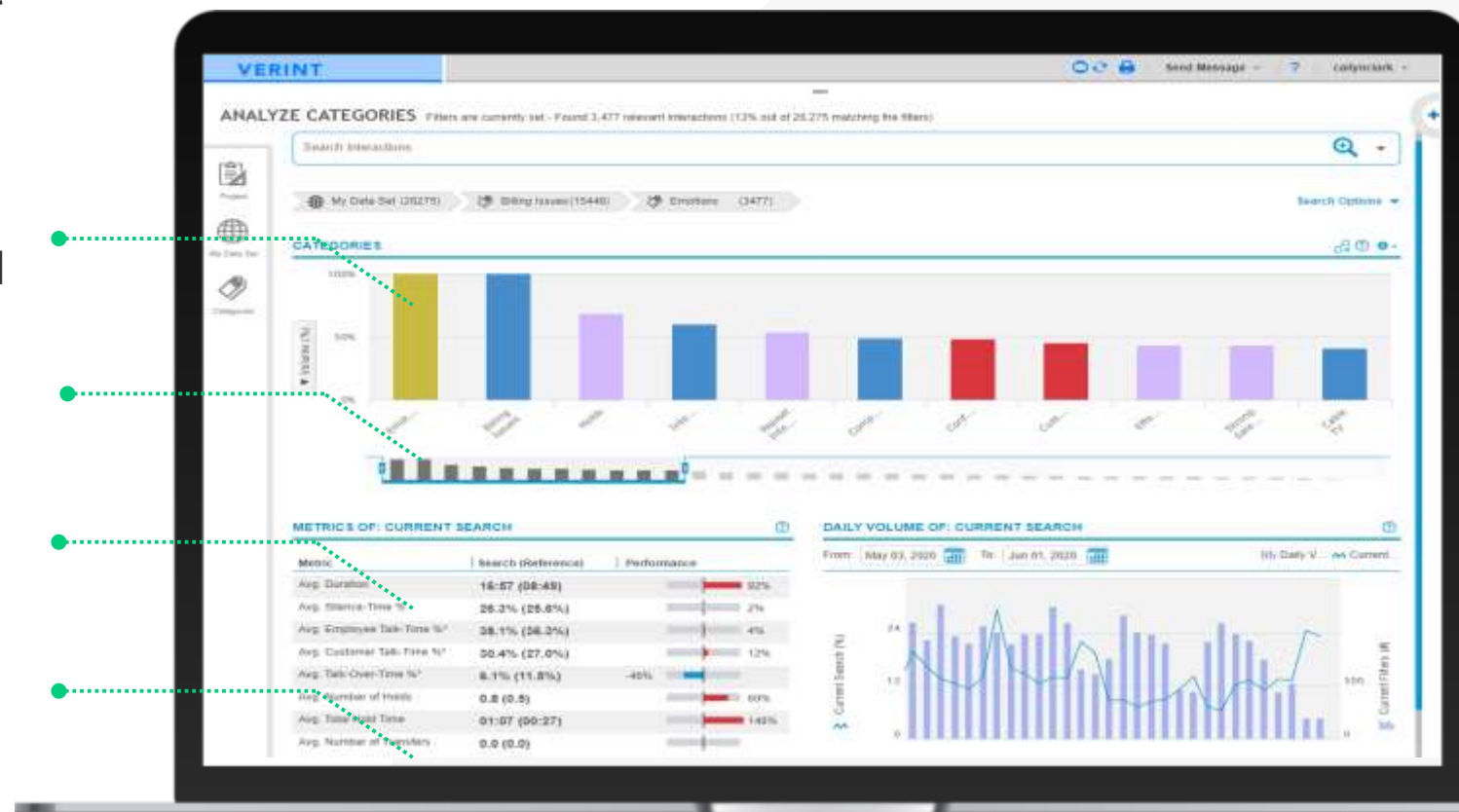


# Call Categorization

## Report and Compare Call Topics

Gain significant insights about different call topics even before listening to a single call.

- Slice and dice categories, themes, and call topics immediately surfacing overall impact
- View call metrics such as average, duration, silence time, talk time and more
- Show long-term trends, and relationships between topics
- Perform ad-hoc and predictive searching across the entire dataset



# Automated Root Cause

## Guide Users Towards the Root Cause Without Having to Know What to Look for

- Understand the potential drivers of any defined data set by clustering possible root causes surfaced automatically by Verint algorithms
- Reduce the need for manual call listening to automatically identify statistically significant root causes
- Instantly surface key information that would have taken hours or days to manually surface
- Provides unbiased insight – validate assumptions and surface drivers that are unknown

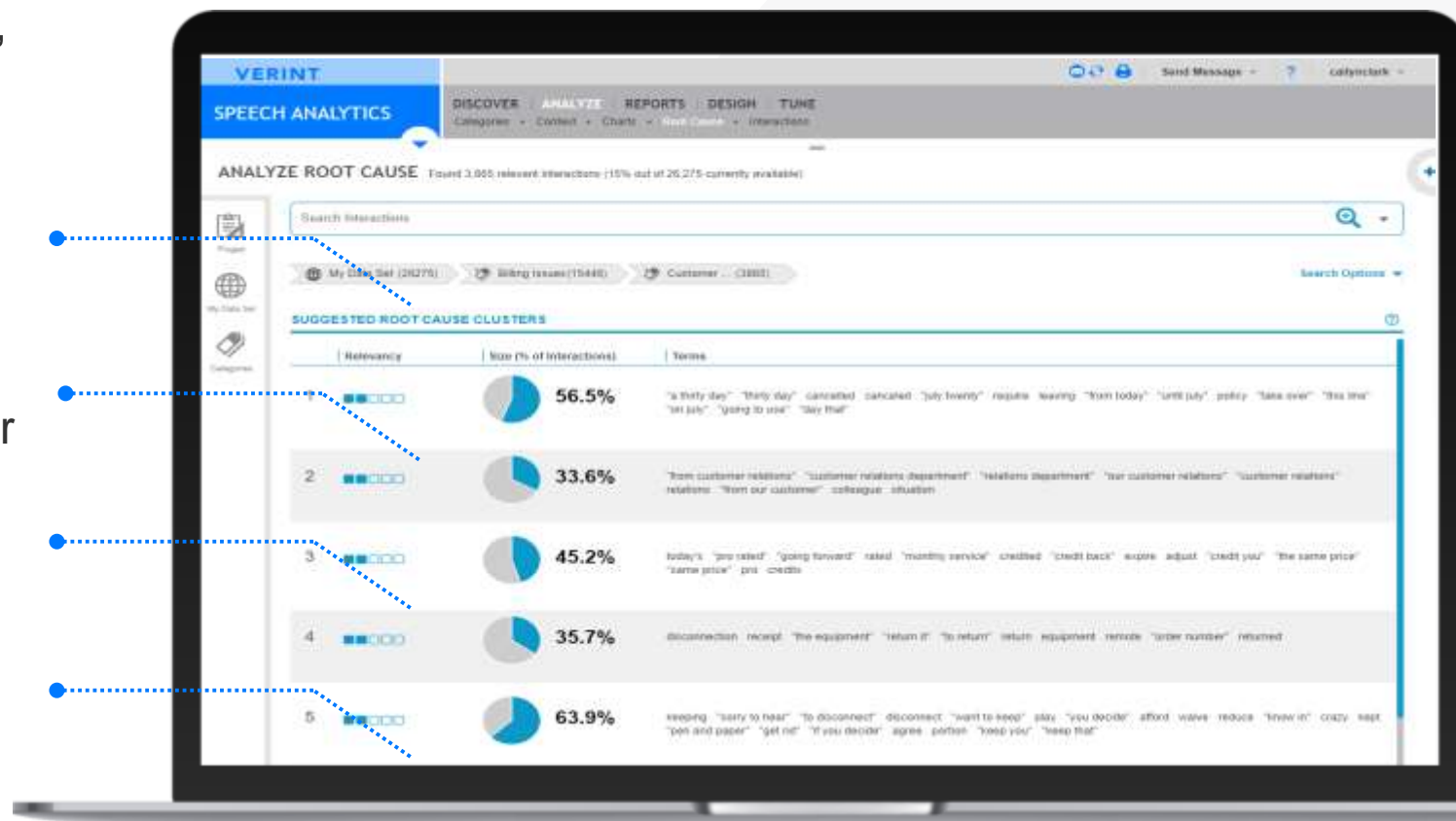


# Automated Root Cause

## Identify Drivers in your Data

Leverage analytics to tell you the “why” behind the “what”

- Patented algorithms calculate statistically significant clusters of terms and phrases within search results
- The uniqueness of the terms in a cluster points to a possible driver
- Add the terms/phrases automated root cause identified to your searches to quantify these issues





# Comparative Analysis

## Identify Differences Within your Data

Compare data to understand differences, not just in the volume and handle times, but also the language that's being used

- Users can create powerful comparative reports in minutes using definitions from defined categories and defined query definitions based on metadata in saved searches
- This comparative insight is critical to understanding and improving performance. Common uses of this kind of analytics include:
  - Agent performance management
  - Outlier management
  - Customer behavior insight



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## SPEECH ANALYTICS

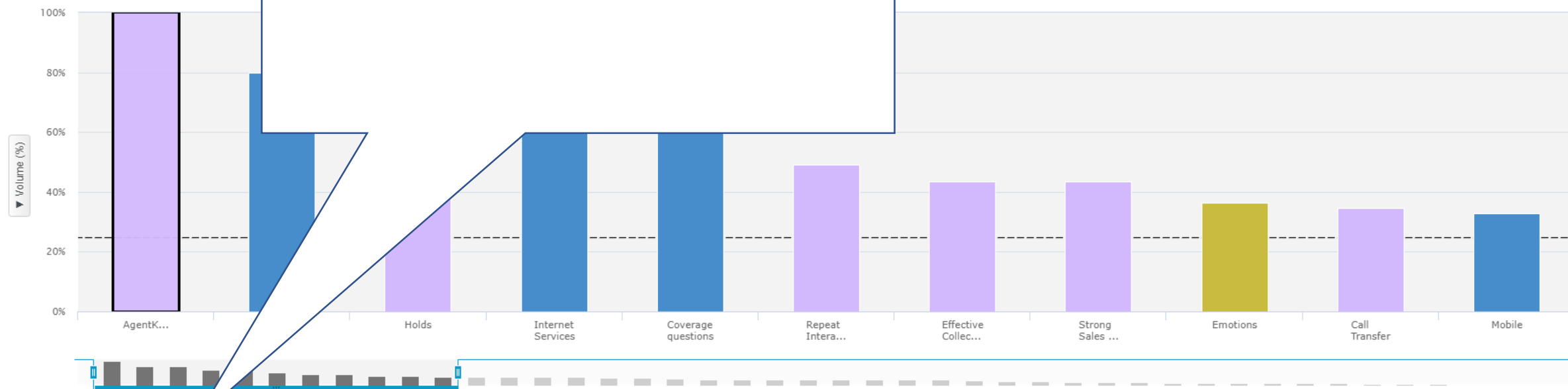
DISCOVER | ANALYZE | REPORTS | DESIGN | TUNE

Categories • Context • Charts • Root Cause • Interactions

## ANALYZE CATEGORIES

Filters are currently set - For

## CATEGORIES



## METRICS OF: AGENTKNOWLEDGE

Metric	Search (Reference)	Performance
Avg. Duration	18:46 (12:59)	44%
Avg. Silence-Time %	35.6% (31.9%)	11%
Avg. Employee Talk-Time %*	37.4% (32.1%)	16%
Avg. Customer Talk-Time %*	25.4% (32.4%)	-21%
Avg. Talk-Over-Time %*	4.7% (4.8%)	-2%
Avg. Number of Holds	1.1 (0.7)	57%
Avg. Total Hold Time	01:05 (00:56)	16%

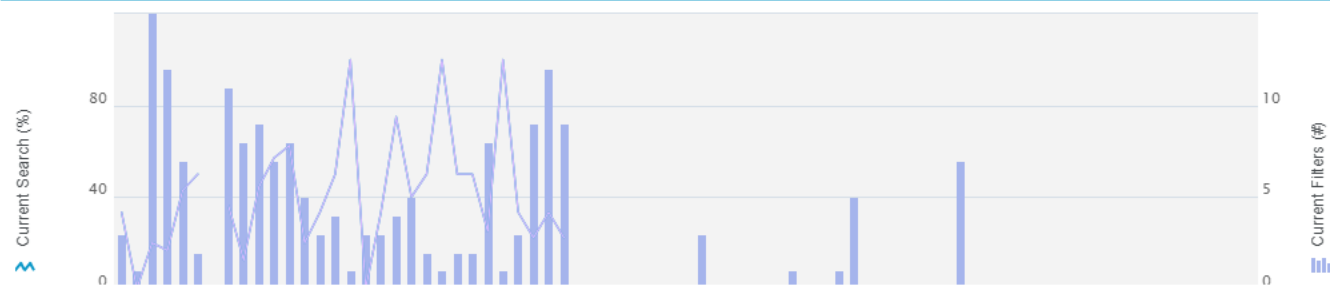
## DAILY VOLUME OF: AGENTKNOWLEDGE

From: May 01, 2020 To: Jul 14, 2020

Daily Volume

Current Search

Selection



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## SPEECH ANALYTICS

DISCOVER | ANALYZE | REPORTS | DESIGN | TUNE

Categories • Context • Charts • Root Cause • Interactions

Send Message ? Ipleman

## ANALYZE CHARTS Filters are currently set - Found 55

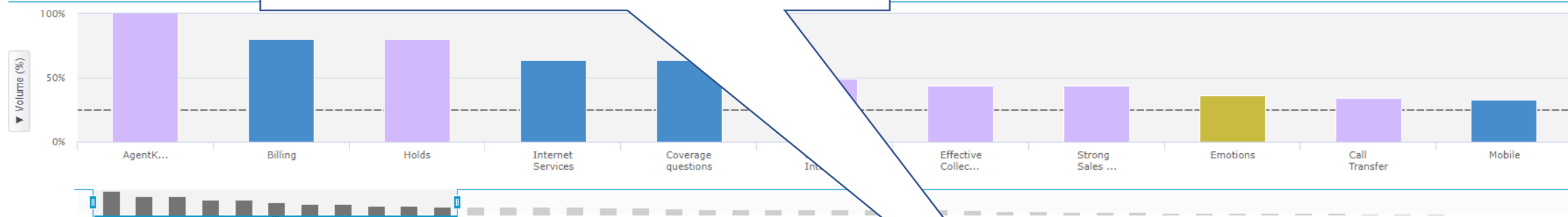
Search Interactions

My Data Set (26275)

My Data Set

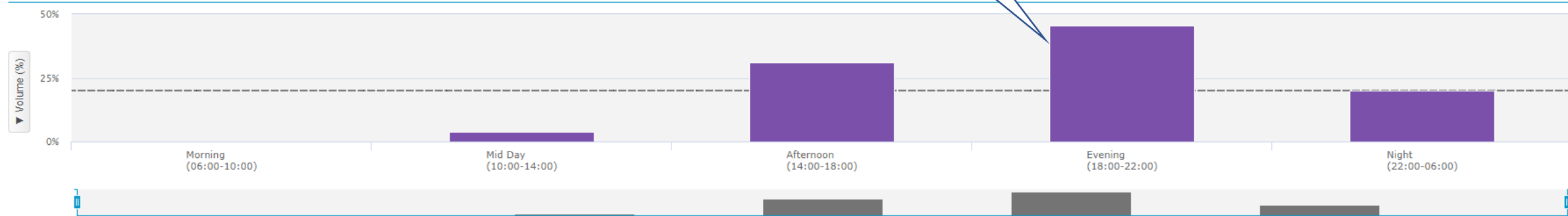
## CATEGORIES

Select Chart



## TIME OF DAY

Select Chart



Speech Analytics defining *when* agents struggle with knowledge

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## SPEECH ANALYTICS

DISCOVER | ANALYZE | REPORTS | DESIGN | TUNE

Categories • Context • Charts • Root Cause • Interactions



Send Message



Ipleman

## ANALYZE CHARTS Filters are currently set - Found 55

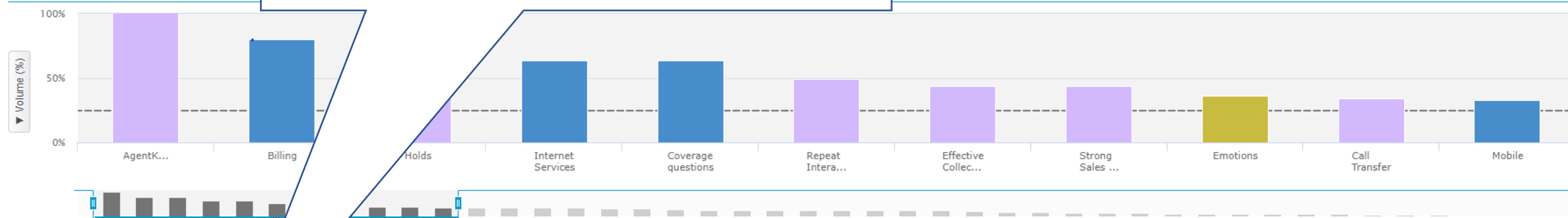
Search Interactions

My Data Set (26275)

My Data Set

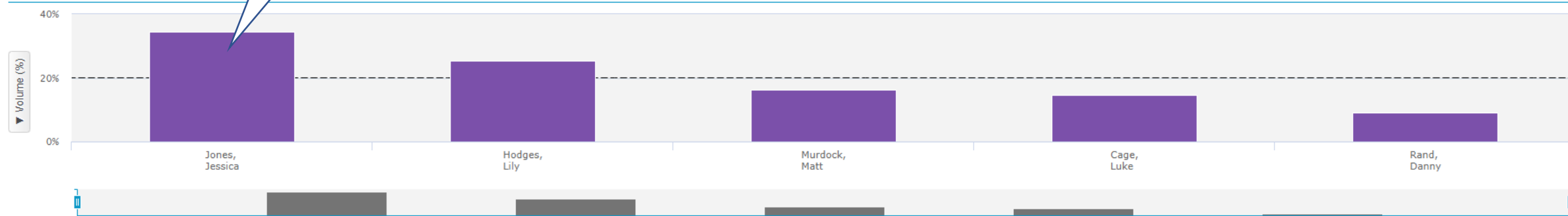
## CATEGORIES

Select Chart



## EMPLOYEES

Select Chart



Speech Analytics proving insight as to *who* is struggling with knowledge

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TEXT ANALYTICS

DISCOVER | ANALYZE | REPORT | CONFIGURE

Content • Interactions



Send Message ▾



Ipleman ▾

## ANALYZE INTERACTIONS

Telcomind - 3 out of 12,111 (0.0%)

Save As Category

Save Search

Search Interactions



0.0%

Clear Search

Chat

Confusion

Knowledge

Emotions

"Very Positive" ...

Negative Custo...

Knowledge

## RESULTS

Customer	Employee	Local Start Time	Duration	Categories
diana stevens	michael richardson	04/21/2020 10:40:20 PM	00:12:11	Billing Issues, Canc...
I'm sorry about the confusion that you had because of ... so that you don't have any confusion about the same. ... I apologise for all the confusion, but you can trust my information because I've verified your account thoroughly and then given you the info. I'm sorry but your credit score won't allow for an upgrade now, so you'll have to wait for the phone contract upgrade. ... I'm sorry about the confusion but you can be assured ... 10 in your account for this confusion. ...				
diana stevens	michael richardson	06/21/2021 10:40:20 PM	00:12:11	Billing Issues, Canc...
I'm sorry about the confusion that you had because of ... so that you don't have any confusion about the same. ... I apologise for all the confusion, but you can trust my information because I've verified your account thoroughly and then given you the info. I'm sorry but your credit score won't allow for an upgrade now, so you'll have to wait for the phone contract upgrade. ... I'm sorry about the confusion but you can be assured ... 10 in your account for this confusion. ...				
diana stevens	michael richardson	05/21/2020 10:40:20 PM	00:12:11	Billing Issues, Canc...
I'm sorry about the confusion that you had because of ... so that you don't have any confusion about the same. ... I apologise for all the confusion, but you can trust my information because I've verified your account thoroughly and then given you the info. I'm sorry but your credit score won't allow for an upgrade now, so you'll have to wait for the phone contract upgrade. ... I'm sorry about the confusion but you can be assured ... 10 in your account for this confusion. ...				

Text Analytics providing  
insight into *what is being said*  
when agents struggle with  
knowledge

## TEXT

Start: 05/21/2020 10:40:20 PM Handle Time: 00:12:11  
End: 05/21/2020 10:52:31 PM

michael richardson diana stevens  
Messages: 85 Messages: 58  
Robot: 0

Current Search: 0/7

I'm sorry about the confusion that you had because of...  
...so that you don't have any confusion about the same. 10:50 PM

I apologise for all the confusion, but you can trust my  
information because I've verified your account  
thoroughly and then given you the info. I'm sorry but your  
credit score won't allow for an upgrade now, so you'll  
have to wait for the phone contract upgrade. 10:51 PM

I'm sorry about the confusion but you can be assured...  
...10 in your account for this confusion. 10:51 PM

I'm sorry about the confusion but the credit score would  
not allow us to offer a phone contract as an upgrade.  
Once you complete the contract with us at least until  
28th May 8128; then you'll be eligible for a phone  
contract with us. 10:52 PM

...and as a compensation for this confusion I've credited  
\$10 in your account. 10:52 PM

## ANALYZE INTERACTIONS Filters are currently set - Found 13,818 relevant interactions (81% out of 17,038 matching the filters)

Search Interactions



Search Options

My Data Set (17038) VR- Senti... (14124) VR- Senti... (13818)

## SEARCH RESULTS Top 1,000 by relevancy

#	Relevan... ↓	Employee	Local Start Time	Duration		Categories
1	★★★★★	Rand, Danny	04/06/2020 12:58:07 PM	02:31		VR- Sentiment No Positive Outcome, VR- Sentiment No Repeats, VR- Sentiment No ...
2	★★★★★	Rand, Danny	04/06/2020 01:05:50 PM	02:12		VR- Sentiment No Positive Outcome, VR- Sentiment No Repeats, VR- Sentiment No ...
3	★★★★★	Rand, Danny	04/06/2020 01:36:32 PM	02:16		VR- Sentiment No Positive Outcome, VR- Sentiment No Repeats, VR- Sentiment No ...
4	★★★★★	Rand, Danny	04/07/2020 01:32:53 PM	00:41		VR- Sentiment No Positive Outcome, VR- Sentiment No Repeats, VR- Sentiment No ...
5	★★★★★	Rand, Danny	04/07/2020 01:42:10 PM	00:28		VR- Sentiment No Positive Outcome, VR- Sentiment No Repeats, VR- Sentiment No ...
6	★★★★★	Rand, Danny	04/07/2020 01:44:58 PM	00:30		VR- Sentiment No Positive Outcome, VR- Sentiment No Repeats, VR- Sentiment No ...
7	★★★★★	Rand, Danny	04/07/2020 01:47:51 PM	00:25		VR- Sentiment No Positive Outcome, VR- Sentiment No Repeats, VR- Sentiment No ...
8	★★★★★	Rand, Danny	04/07/2020 01:50:15 PM	00:25		VR- Sentiment No Positive Outcome, VR- Sentiment No Repeats, VR- Sentiment No ...
9	★★★★★	Rand, Danny	04/07/2020 01:52:55 PM	00:36		VR- Sentiment No Positive Outcome, VR- Sentiment No Repeats, VR- Sentiment No ...
10	★★★★★	Rand, Danny	04/07/2020 01:53:56 PM	00:28		VR- Sentiment No Positive Outcome, VR- Sentiment No Repeats, VR- Sentiment No ...
11	★★★★★	Rand, Danny	04/07/2020 04:08:51 PM	00:28		VR- Sentiment No Positive Outcome, VR- Sentiment No Dissatisfaction, VR- Sentime...
12	★★★★★	Rand, Danny	04/17/2020 09:14:13 PM	00:31		VR- Sentiment No Positive Outcome, VR- Sentiment No Repeats, VR- Sentiment No ...

INTERACTION | Date/Time: 04/06/2020 05:58:07 AM | Rand, Danny |



Speech Analytics provides easy access to the interactions within the drill-down of the category



## ANALYZE CONTEXT Filters are currently set - Found 13,818 relevant interactions (81% out of 17,038 matching the filters)

Search Interactions



My Data Set (17038) VR- Senti... (14124) VR- Senti... (13818)

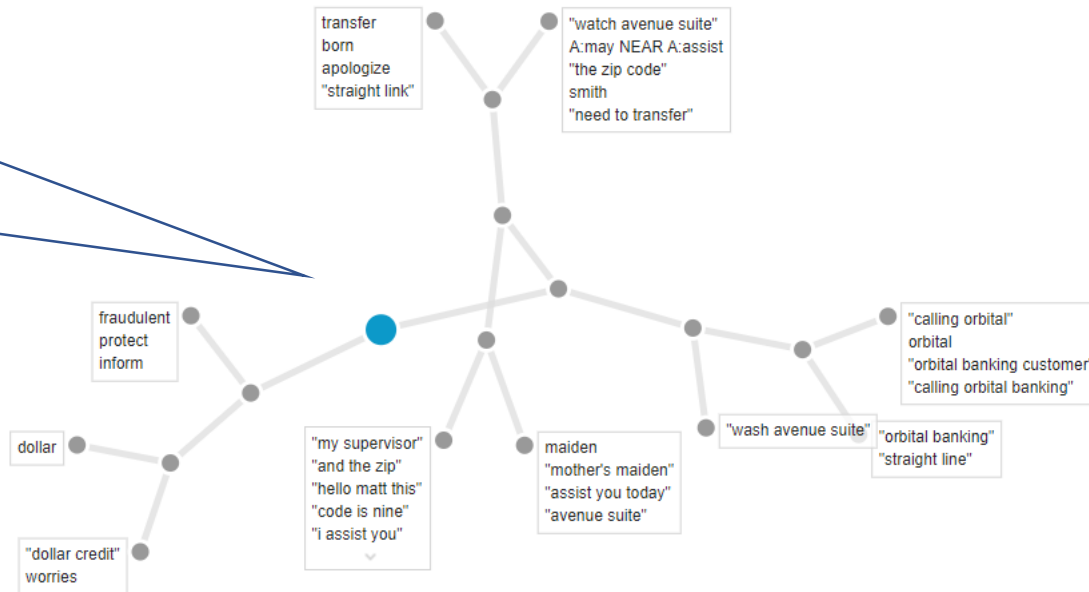
Search Options

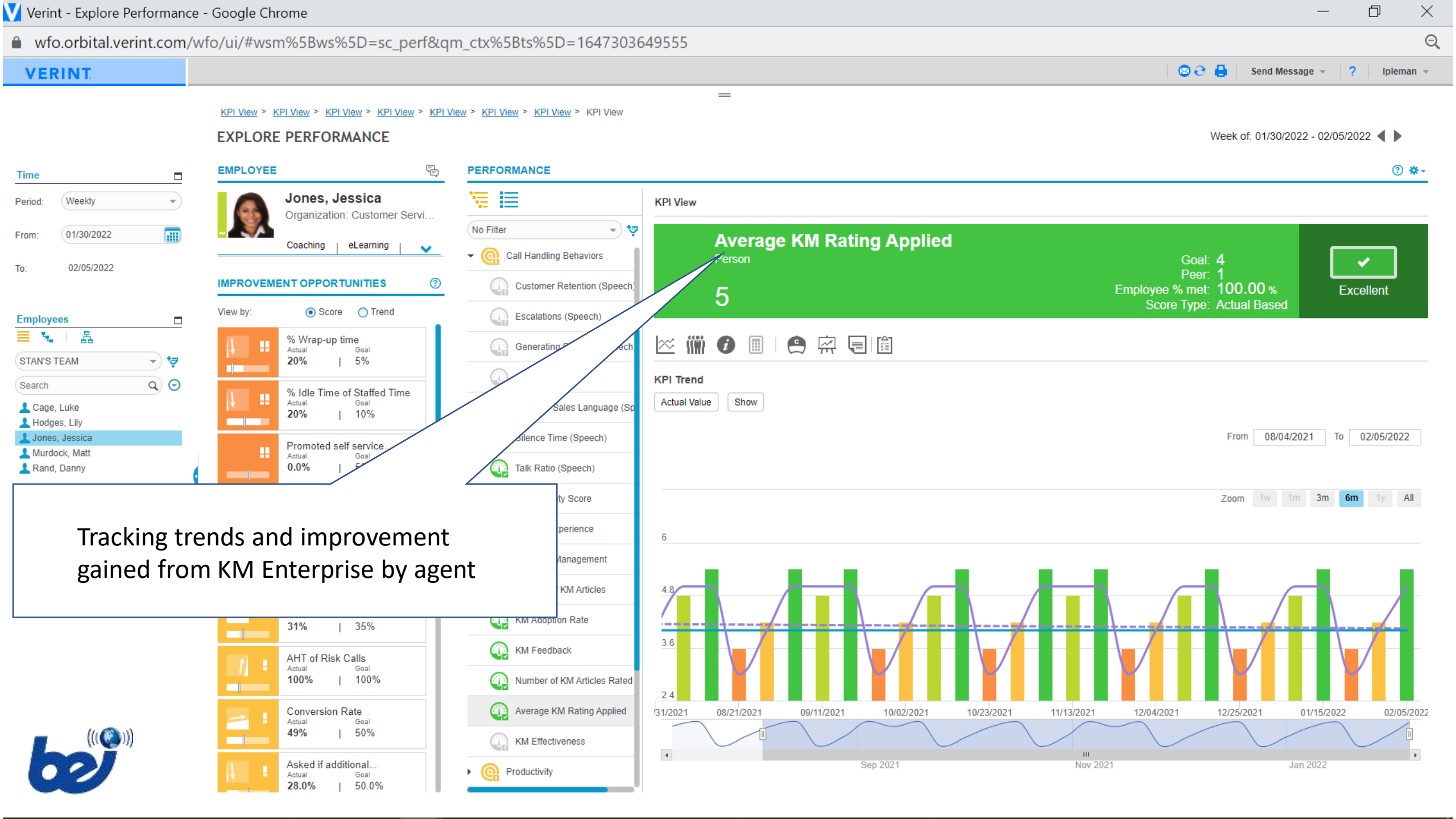
## VISUAL CONTEXT

Refresh | Context suggestions for current results

Clustering Level:

Speech Analytics Context  
functions support identifying  
key phrases and categories





Time

Period: Daily

09/30/2021

Organizations

Orbital Enterprise

Branch Operations

Contact Centers

Contact Center Robots

Telcomind

Dallas

Customer Service T

Customer Service T

Customer Service T

Outsourcers

San Francisco

Help Desk

Tech Support

Trading

Enterprise Operations

Enterprise Users

Z - Host - BPO

ORGANIZATION

Customer Service Te...

IMPROVEMENT OPPORTUNITIES

View by: Score Trend

% Time in Adherence...

Actual 3% | Goal 85%

Average KM Rating Applied

Actual 2 | Goal 4

% Wrap-up time

Actual 22% | Goal 5%

% Idle Time of Staffed Time

Actual 22% | Goal 10%

Average Wrap Time

Actual 32 | Goal 15

Asked if additional...

Actual 0.0% | Goal 50.0%

Promoted self service...

Actual 0.0% | Goal 50.0%

Used the hold feature...

Actual 0.0% | Goal 50.0%

Customer Loyalty

Actual 83 | Goal 90

PERFORMANCE

No Filter

% Hold Time

% Idle Time of Staffed T...

% Time in Adherence (...)

% Wrap-up time

Advised before confere...

Advised before placing ...

Advised before transferr...

AHT of Risk Calls

Asked if additional assis...

Authenticated caller\_A...

Average Hold Time

Average KM Rating App...

Average Wrap Time

Bot Errors

Bot Idle Percentage

Bot Productive Percent...

Calls per Staffed Hour

Performance Overview

Average KM Rating Applied

2

Goal 4

Conversion Rate

48%

Goal 50%

Customer Authentication

54%

Goal 50%

Employee informed customer they are on a...

100.0%

Goal 50.0%

KM Adoption Rate

87%

Goal 85%

Tracking organizational trends and improvement gained from KM Enterprise

VERINT



Send Message



Iplem

[KPI View](#) > [KPI View](#) > [KPI View](#) > [KPI View](#) > [KPI View](#) > [Performance Overview](#) > [Performance Overview](#) > Performance Overview

## EXPLORE PERFORMANCE

Time

Period: Daily

09/30/2021

## EMPLOYEE



Jones, Jessica

Organization: Customer Servi...

Coaching

eLearning

## IMPROVEMENT OPPORTUNITIES

View by: ☒ Score ☐ Trend

	Revenue Attainment
Actual	Goal
2,539	4,000
	% Wrap-up time
Actual	Goal
17%	5%
	% Idle Time of Staffed Time
Actual	Goal
17%	10%
	Calls per Staffed Hour
Actual	Goal
19	35
	AHT of Risk Calls
Actual	Goal
102%	100%
	Effective Sales Language...
Actual	Goal
28%	35%

## PERFORMANCE



## Performance Details

Sc... Actual Goal

Zoom

	?	50.0%	
	✓ ↑	61%	100.00%
	?		
	~	51%	100.00%
	✓ ↓	15	100.00%
	~ ↑	20	100.00%
	~ ↑	90	100.00%
	?	18%	
	! ↓	28%	0.00%
	~	149	100.00%
	?	50.0%	
	?	50.0%	
	~ ↓	82%	100.00%

Tracking trends and improvement gained from KM Enterprise by agent

## Employees



STAN'S TEAM

Search

Cage, Luke

Hodges, Lily

Jones, Jessica

Murdock, Matt

Rand, Danny



# Compare Two Results Sets

Unique to Verint. This Report Is Powered by Statistical Analysis Available Only Through Our 100% Transcription Design

Choose two sets of data to compare.  
These can be saved searches, categories and/or metadata

- Simple metric comparison tables highlight differences in top line interaction experiences
- Language differences exposed at the word/phrase level as well as the frequency of difference between the defined sets

Query Result Metrics		Successful Sales	Unsuccessful Sales
Average Duration		15.28	12.40
Average Total Hold Time		5.19	4.24
Average Number of Holds		1.51	1.52
Average Number of Transfers		0.2	0.8
Average Silence-Time Percentage		22.01%	22.51%

Differentiating Terms	Successful Sales	Unsuccessful Sales	Successful' to 'Unsuccessful'
'Successful Sales' Unique Terms	% Occurrences	% Occurrences	% Occurrences Ratio
earning interest	35.10%	7.80%	4.50
interest	45.06%	16.23%	2.78
monthly	3.23%	0.93%	3.47
"get a good"	3.43%	1.02%	3.36
"any purpose"	12.38%	3.81%	3.25
opportunity	11.37%	3.58%	3.19
"on the table"	3.02%	1.00%	3.02
flexibility	6.57%	2.19%	3.00

Differentiating Terms	Successful Sales	Unsuccessful Sales	Unsuccessful' to 'Successful'
'Unsuccessful Sales' Unique Terms	% Occurrences	% Occurrences	% Occurrences Ratio
"another moment"	0.90%	3.55%	3.94
moment NEAR time	13.98%	39.87%	2.85
"special offer"	3.58%	13.40%	3.76
"take a minute"	0.85%	3.12%	3.67
"possibly take"	1.02%	3.73%	3.66
possibly	3.54%	9.09%	2.57
suggest	1.17%	4.14%	3.54
"monthly deposit"	4.55%	15.86%	3.49
deposit	6.13%	17.49%	2.85
"like to hear"	1.89%	6.36%	3.37

# Why Verint?

## Improve Visibility and Insight with Speech Analytics

### Reduced Time to Insights

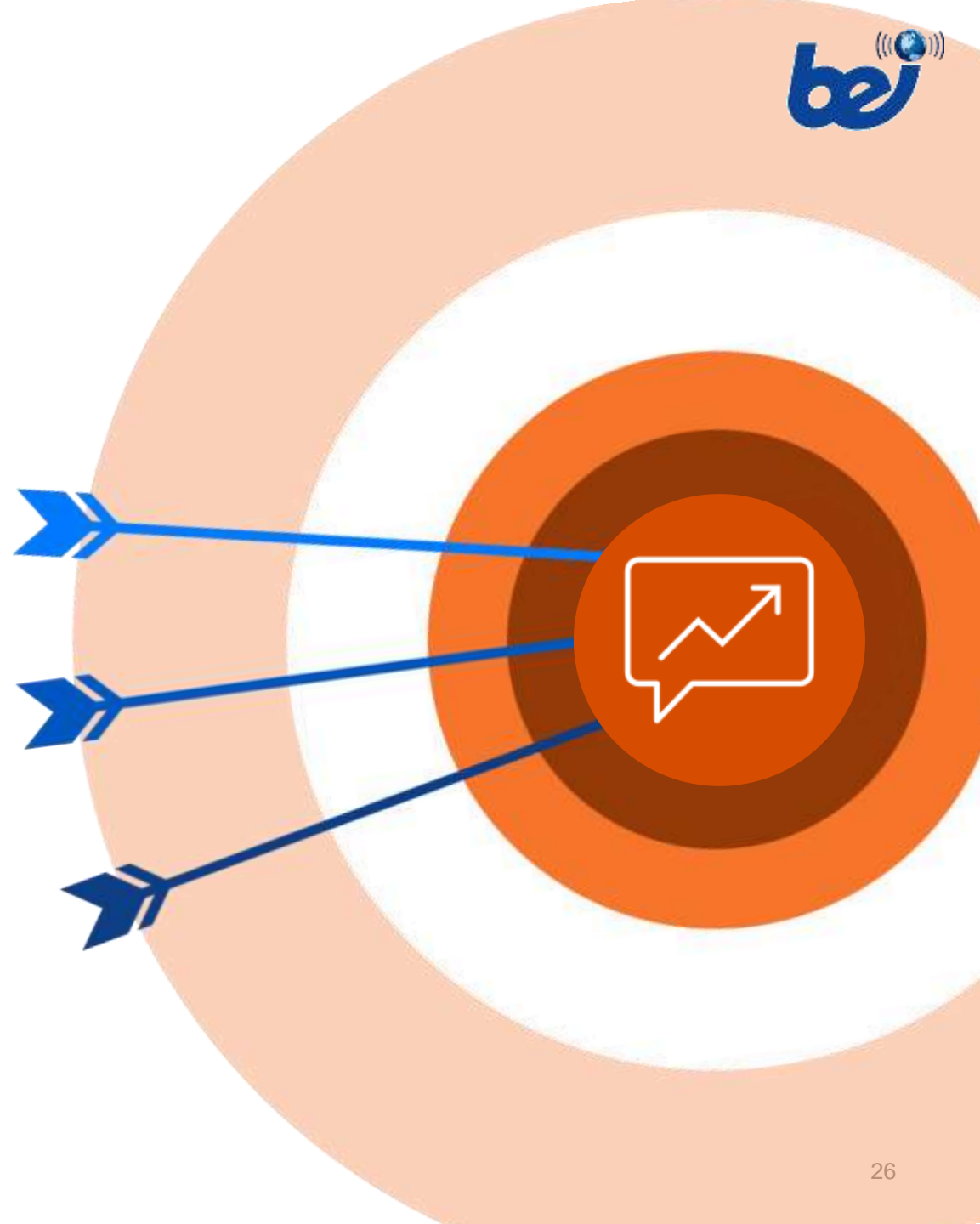
- Reduce time to insights from recorded calls with precise, accurate, unbiased, and granular details

### Improve Customer Experience

- Reveal insights on how to improve customer experience through sentiment, complaint, and churn analysis

### Identify Operational Efficiencies

- Learn what drives repeat calls, unresolved calls, and transfers to help organizations reduce the cost to serve





# Unified Experience

## Solution's Part in Unified Platform

Operationalize findings by infusing analytics through the Verint Cloud Platform

- Improve and automate existing QM process
- Feed the smart inbox in Quality Management
- Use analytics-driven scorecards to balance cost drivers with customer satisfaction drivers
- Provide 100 percent monitoring coverage for compliance and regulatory requirements





# Thank You

For additional information contact:  
Business Electronics

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[rich.bartoli@beiinc.com](mailto:rich.bartoli@beiinc.com)