

Continuum

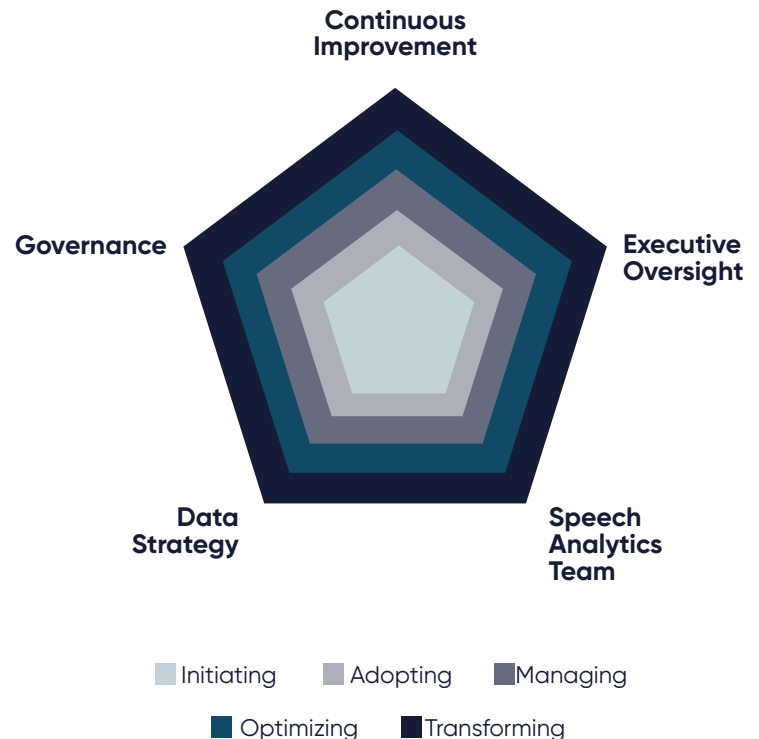
Speech Analytics Maturity Model

CallMiner Continuum is a maturity model framework to assess your organization's maturity and readiness in the key areas that will influence your ability to successfully execute a speech analytics program. By completing the assessment, you ensure that your organization is aware of your strengths and weaknesses as you evaluate or begin a speech analytics program.

Five Dimensions of a Speech Analytics Program

Through almost two decades of supporting customers with their speech analytics evolution, CallMiner has identified five key dimensions that play the biggest roles in determining the value received from a speech analytics program. As customers mature in each dimension, they achieve return on investment and business transformation. The five dimensions are:

- **Speech Analytics Team:** Depth of knowledge, experience, and bandwidth of the team
- **Data Strategy:** Organizational approach to data and access to sources
- **Continuous Improvement:** Ability to continuously review, evaluate, and implement improvements to products and services and effectively operationalize initiatives using a comprehensive change management process
- **Governance:** Protocols in place to manage the administration, prioritization and procedural aspects of your program
- **Executive Oversight:** Level of ongoing executive involvement in establishing goals and direction and maintaining a measurement framework



Maturity Assessment

Upon completion of the assessment, you will receive a maturity level for each dimension, as well as an overall Continuum maturity level designation to drive your program planning. Maturity levels range from "Initiating" for new users of speech analytics technology to "Transforming" where insights from Voice of the Customer and Voice of the Employee are driving transformational change within your organization.

- **Initiating:** Organizations in this stage have taken the first steps in developing a speech analytics program, but it may have a limited focus and not yet be fully staffed.
- **Adopting:** Programs at this level have reached their first speech analytics milestones with results that have made a positive impact on contact center metrics. They can use their results to make the business case for expanding the program and bringing in additional data from across the organization.

- **Managing:** These programs are beginning to be recognized by the business as a resource for decision making. They are expanding from narrow data access to development of a cohesive data strategy that pulls from across the organization to feed a full view of customer journey.
- **Optimizing:** These are programs that have established themselves as sources of true business value. Based on the value of their advanced analysis, they have integrated with business units to provide customer insight that drives key decisions.
- **Transforming:** Programs at this level are delivering predictive analysis with transformational results. The organization has embraced speech analytics as a part of its corporate culture and the program commands the attention and involvement of executives. It continues to improve and evolve through the use of established continuous improvement and governance processes that involve teams across all stakeholder business units.

Program Planning

The CallMiner Continuum assessment provides a comprehensive review of where you have opportunity and risk in your speech analytics program. This detail and background information enables the CallMiner Consulting and Customer Success departments to work with you to thoughtfully plan your speech analytics initiatives based on your current state and create a roadmap to advance your program and deliver continuous results to your organization.

To begin your assessment, contact consulting@callminer.com or your Customer Success Director.

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