

Illuminate™

AI-Driven Search Suggestions

User-friendly machine learning capabilities to uncover insights in Eureka Analyze

Illuminate applies unsupervised machine learning to voice and text-based interactions to comprehensively reveal meaning for users of Eureka Analyze beyond human boundaries. Both expected and unanticipated associations for intent, action and emotion are surfaced with the userfriendly ability to single click to add to a search and return more results.

The Illuminate feature is powered by machine learning models that are generated directly from a user's data set to return search results with creative precision. It does not rely on generalized models and generic suggestions – Illuminate suggestions come directly from the user's conversational data with speed and accuracy

User-Friendly Search and Category Building

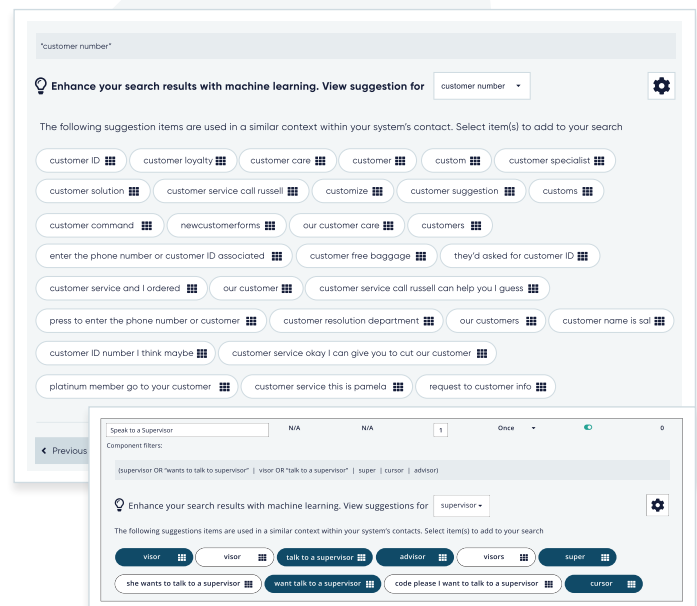
Categorizing meaning for how customers and contact center agents express themselves is fundamental to CallMiner's ability to accurately automate analytics. The Illuminate feature within Analyze speeds category customization for each organization's conversational community with machined learned velocity and intelligence. Related words and phrases uncovered by Illuminate persistently fuel a dynamic discovery process that empowers Analyze users to search for what matters most with a single click. One-click search building also empowers non-analyst users such as executives and program managers to easily conduct searches with meaning and results without requiring advanced search syntax skills.

User Feedback

"Even as an expert user, I found myself a solid 2x more efficient but sometimes 3x or 4x depending on the complexity of the category"

"Being able to showcase CallMiner value to our Directors – Did a demonstration where we could instantaneously show some of our more advanced features without requiring a lot of background."

"I just want to say what a superb addition Illuminate is to Analyze. This will speed up configuration to release to no end. One very impressed and happy customer."

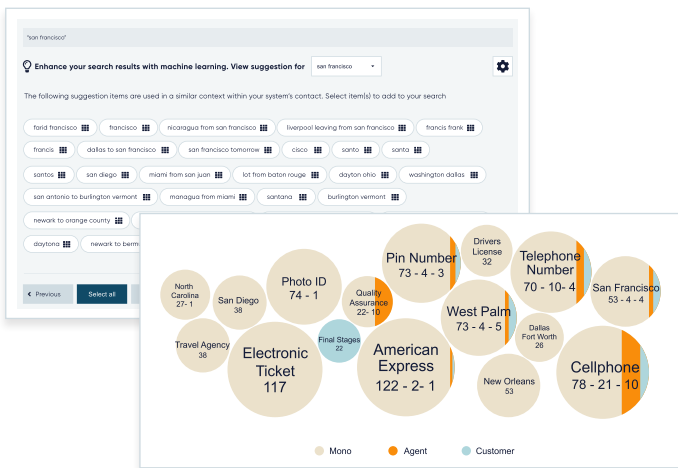


As a user refines a search, Illuminate continues to populate additional terms that are relevant to add to uncover deeper insight and context for the discussions taking place in a data set.

Uncover the Unknown

Customer interactions across phone, email, and chat represent millions of words each day to analyze and action. Illuminate provides an easy and effective way to quickly identify trends in your interactions and provide suggestions on what to explore further. Used in conjunction with Eureka TopicMiner, Illuminate provides exceptionally powerful root cause analysis for common themes in your customer engagements.

Example: San Francisco unexpectedly coming up frequently in conversation.



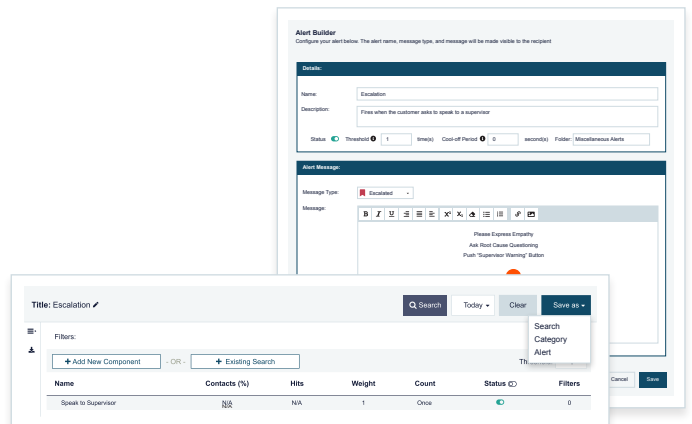
Alert Creation for Real-Time

Illuminate allows users to pinpoint the exact language and concepts they want to monitor in customer conversations. In addition to saving the language as a search or category, users can create a real-time alert to be triggered in Eureka Alert for in the moment tracking and reminders to agents.

AI-Driven Validation of Hypotheses and Categories

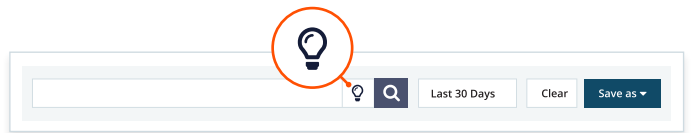
Users can quickly test their hunches and surface a comprehensive set of trends and explanations by starting with a simple search by applying AI and machine learning to omnichannel interactions. Once confirmed, analysts can quickly build the categories needed to monitor the trend and validate against their data set. Not only does this save time, but it also reduces the risk of human error or bias that can limit analysis.

A search of San Francisco reveals flight routes also mentioned in context of San Francisco to conduct root cause analysis.



Illuminate in Action

Illuminate is available as a standard feature of Eureka Analyze Search and Category Builder. Select the Illuminate lightbulb to bring the power of AI to your search and category building.



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