

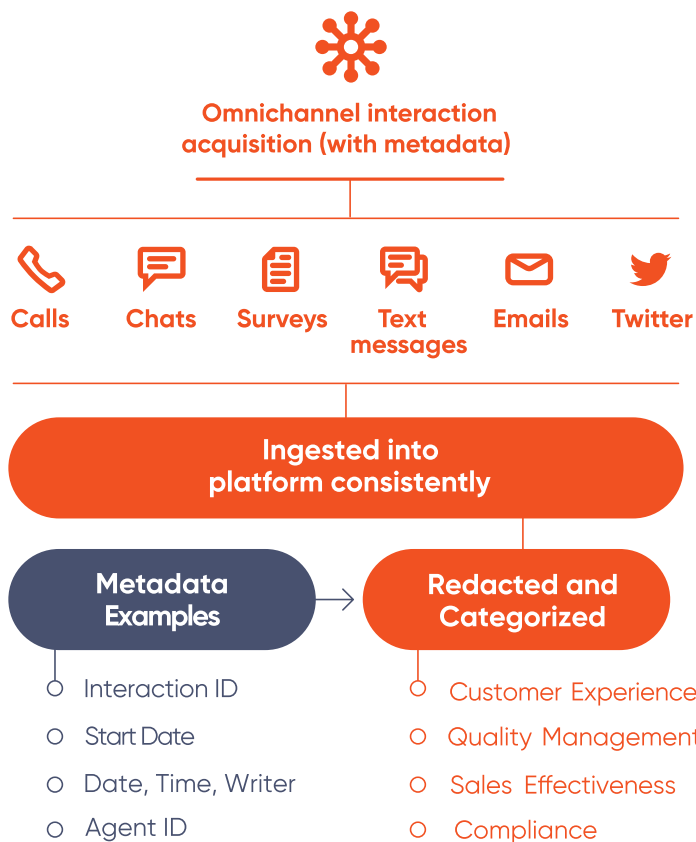
Omnichannel Interaction Analytics

Capture Customer Interaction Insight without Channel Boundaries

Omnichannel Intelligence

Eureka Analyze Omnichannel Analytics eliminates channel boundaries to deliver insight across voice and text-based interactions, including text with emojis, special characters, and numeric digits.

Transcriptions from chat, texts, social, surveys and more are automatically categorized for intent, action and sentiment with scoring for attention and focus. As a result, contact center managers, customer experience pros and compliance teams can gather remarkable insight from every interaction.



Conversational Context

The CallMiner Eureka platform allows for text-based interactions to be ingested directly via the CallMiner Ingestion API. Our ingestion format allows for metadata details such as speaker name, timestamp, and optimized line spacing to preserve the original context of conversation, which enables tracking for Voice of the Customer (VOC) and Voice of the Employee (VOE) value.

Omnichannel at a Glance

Omnichannel Interaction Analytics Eureka Analyze merges voice and text-based interaction analytics for omnichannel customer insight with automated scoring and journey mapping.

Advantages

Expansive – Any text-based customer interaction can be mined for customer insight

Articulated – Link omnichannel touchpoints for customer journey mapping evidence

Consistent – Apply the same customer interaction categorization and scores across all forms of communication

Features

Channels – Chats, Email, Text, Twitter, Facebook, Surveys, etc

Turn & Single Thread – Dialogues and single stream are captured and analyzed

Standards-Based – XML/CSV via SFTP or JSON via API

Visibility – Icons for each type of interaction make it easy to identify channels

Compatible Metrics – Apply the same categorization and scoring used for voice interactions

Journey Mapping – Map touchpoints across channels against customizable metrics

Secure – Ability to customize automated redaction for specific channel needs

Interaction Insight Spanning Channels

Consolidating interaction analytics for a range of communication channels enables expansive search and awareness. Performance bench marking with automated scoring and focus for action are benefits that will be realized when unstructured text-based dialogue is “normalized” within Analyze:

Chat Drill Down

Score: 33.33
 CmX Loyalty

Sentiment: Negative

Search: "frustrated"

Embracing New Communication Formats

The growth of emoji and unicode special characters usage has created a new dimension in text conversations. Eureka Analyze allows for as-is ingestion of emojis and more than 65,000 unicode characters, as well as customer-specific words outside of standard language lexicon and numeric digits. Analyze offers emoji picklists for easier search and the ability to use emojis and special characters in automated categorization.

Omnichannel Journey Mapping

By combining text and audio interactions, Eureka Analyze can map customer touchpoints across channels with visualization. Channel touchpoints can be charted against a variety of dimensions such as customer experience or agent quality as contributors for root-cause analysis.

Customer-Agent Chat Dialog Turns

Contact Type	Date/Time	Eureka ID	Agent	Word Count	Score
Call	Oct 31, 2021 8:34:00 AM	13847	ROSALYN MCQUEEN	235	0
Chat	Nov 4, 2021 1:06:00 PM	30142	ADA FOWLER	299	6.25
Email	Nov 10, 2021 5:55:00 AM	30163	System	75	0

Request a demo today

For more details about the CallMiner Platform contact your CallMiner Sales Director or:

sales@callminer.com



©2021 by CallMiner. All rights reserved.

Corporate Headquarters

200 West Street
 Waltham, MA 02451
 +1 781 547 5690

Sales

sales@callminer.com

Social

facebook.com/callminerinc

twitter.com/callminer

linkedin.com/company/callminer