10 Speech Analytics Needs to Know for CX Pros

Convert unstructured & unsolicited interactions into actionable insights to improve the customer experience

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For most CX professionals, speech analytics is an unfamiliar technology.

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It's most likely associated with the contact center which for most CX pro's is a black hole of mystery and, in some cases CX indifference. Capable speech analytics solutions offer an incredibly rich source of customer experience detail that cannot be obtained anywhere else!

But you are already recording your calls in your contact center, why not use that unsolicited data to make real changes in your organization. Unsolicited data is feedback received without asking for it! Go beyond the survey and unlock a goldmine of data with customer engagement analytics.

Read our 10 "needs to know" to introduce CX professionals, as well as marketing and anyone else outside the contact center who isn't taking advantage of the data available, to the potential for better Voice of the Customer and Voice of the Employee programs..

1. Why Call Recording is There

Odds are you don't have call recording in your contact center for CX. The top reasons are usually for agent quality management, compliance monitoring and dispute protection. For CX Pros this means that you need to educate your contact center management that what you are looking for is customer experience insight.

You don't want to inadvertently create a notion that you are looming as just another agent performance "hammer". However, you can put your contact center CX voice conversations to work by using speech analytics to discover key drivers of satisfaction and loyalty.

2. Voice and Text-based Communication are not the same

Audio transcription is even more "unstructured". How people communicate with voice is different from text-based expression.

Audio conversations are not bounded by sentence structure and tend not be guided by a logical question and answer flow of detail. Absence of punctuation and capitalization in speech to text transcripts compounds the challenge of understandability.

Capable speech analytics solutions overcome these challenges with categorization that "tags" meaning tuned for spoken dialogs.

For CX Pros this means using the categories within a speech analytics solution such as dissatisfaction, churn language and more to "index" CX insight from unstructured contact center data. Then, target specific categories by linking speech analytics transcripts and audio with survey data from the same conversation, or use categories as alerts for your CEM platform.

3. Speech Analytics is "Big Data"

Capturing audio with transcription from every call into your contact center generates a volume of data that appears at first glance daunting. Luckily, it's not the problem that you might think it is as categorization for meaning with automated scoring for focus makes your contact center voice conversations a targeted resource for insight and action.

CX Pros should use the automated scoring, categorization and search resources within a capable speech analytics platform to zero in on impactful CX insight, then work with your survey platform to integrate speech analytics data with solicited feedback.

4. Audio Evidence "Weaponizes" CX Action

Spoken expression helps drive action. One of the biggest challenges facing CX Pros is changing or optimizing process and procedures based upon CX insight, especially when crossing departmental boundaries.

A speech analytics solution arms CX Pros with audio evidence along with statistical validation. Remember that capable speech analytics solutions automatically redact sensitive numeric data, so secure sharing can be done. An audio snippet of a dissatisfied customer with an acoustic intensifier is hard to ignore!

5. Focus on the CX Drivers

Use select categories to zero in on key VOC and VOE drivers. Capturing data from all contact center calls is a unique resource for insight, but it can amount to data overload. CX Pros should keep in mind that your priorities will tend to be different than contact center management, demanding a different focus.

For example, churn language from your customers and empathy exhibited by your agents will be more important for you than opening and closing script adherence. To get started, focus on a select group of categories, tracking scoring and results.

6. Percentage Silence is a Key CX Indicator

Lack of acoustics from customers and/or agents tends to point to a problem. Percentage silence as a relative metric will point to frustration or lack of understanding on the VOC side, or a process barrier expressed within VOE.

You will always have an acceptable silence range, but when the % climbs higher relative that what you score as norm, than you know there's a problem somewhere. For CX Pros, % silence can be a "flag" indicator especially for VOE issue where it appears an agent must search across multiple systems and scripts to find and answer and respond to a customer.

The reason why % silence is not just a contact center management stat is because a root CX cause may lie outside of the contact center's control. That's when a CX Pro can use this insight for awareness as well as for leverage to drive action.

7. Evidence is Available to Help Create a CX Culture with Emotion

Look to your VOE for emotional builders. A CX Pro can review scores for how the agents are speaking with customers for CX indicators. You may have agents that have the fastest handle time, but are they polite and empathetic with the customer?

CX Pros can identify if your team is projecting the loyalty promoting elements of emotion by reviewing available data provided by speech analytics

8. Topic Alerts That Cross Departments

Look to your VOE for emotional builders. A CX Pro can review scores for how the agents are speaking with customers for CX Building topic references and alerts can point to a CX root cause issue.

Issues that lead to a less than optimal customer experience are frequently beyond the control of your contact center such as a technical outage or website being down. When a CX Pro sees an increasing frequency to "website" or "new

campaign" you might want to investigate if incorrect digital instructions are generating unnecessary calls, or if lack of communication from the Marketing team have made agents unprepared for questions. Use unsolicited VOE feedback to focus your initial investigation.

9. Multichannel Journey Mapping Delivers Touchpoint Evidence

Power your customer journey mapping with indisputable data driven evidence. Customer journey mapping exercises are frequently based on anecdotes, opinions and conjecture.

A speech analytics solution with multichannel support means that you can view actual data of customer touchpoints mapped against a metric such as sentiment.

With proper metadata a CX Pro can present what happens for multi touch journeys including channel hopping! For CX Pros this data is invaluable for helping to drive change when siloed managers can visualize what happens if a CX issue with a root cause in their domain is creating multiple contacts

10. Consolidate Unsolicited Multichannel Feedback with Consistent Scoring

Make unsolicited feedback from you contact center an easy to access unified resource. Some speech analytics solutions also include text analytics. When available, this can be a great benefit for CX Pros by consolidating unsolicited feedback from other channels within the same speech analytics platform.

Chat discussions especially are bountiful CX insight hunting grounds along with detail from social media, text messages and email. Similar categorization can be applied (remember voice and text communication is fundamentally different) to help unify search and discovery of CX issues.

5 Bonus Tips! Speech Analytics for the CX Pro

11. Emotion Can Be a Metric

Acoustics can help point to or characterize a CX issue, but it's not as simple as pushing an easy button. There are however, acoustic measures that can help a CX Pro benchmark emotion at least to some extent. One example is tracking an emotion statistic built upon a category (Dissatisfaction) and acoustics (agitation).

For a CX Pro this means that you can track emotion noted as "content", "discontent" or "indifferent". Acoustics are an intensifier in this case and help characterize emotion along with what was said. For example, a CX Pro can review all interactions where a customer expresses dissatisfaction and is also really "ticked off".

Omnichannel interaction acquisition (with metadata)

Transcription & acoustic measurements

Semi-supervised ML driven contact classification

Weighted rules-based automated scoring

Agent performance and CX insights

🏷 **Thank you for calling ABC Bank.** How can I help you?

🏷 **This is my third time calling!** You 🏷 **overcharged** on my last 🏷 **bill** I need to 🏷 **speak with a manager**

May I 🏷 **confirm** your name, 🏷 **address** and 🏷 **last four digits** of your 🏷 **account**

I've already entered my personal information in the IVR! 🏷 **You people** are 🏷 **ridiculous!**

Agent   **Caller**

| 🏷 Proper Greeting Patient ID Verifications | Call Reason language HIPAA Language | Dissatisfaction Empathy | Agent Effectiveness Politeness | Close Language |

12. Acoustical Measures are not CX Platform "visible"

Speech analytics captures HOW someone said something in addition to what they said. Acoustic measures such a silence, agitation and tempo are speech analytics metrics. CX Platforms are created with a text analytics foundation with no ability to deal with acoustics. Agitation and tempo are intensifiers for feedback captured with

speech analytics. Percent silence is valuable as an intensifier as well as on its own as an indicator for lack of understanding, evidence that there is a system or process issue and more. None of these valuable root-cause indicators would be present if text analytics were applied to a voice transcription.

| Positive Sentiment Score	Negative Sentiment Score
4.36 (1991)	-0.65 (1991)
4.08 (192)	0.76 (192)

6. Stereo or Mono

You need VOC and VOE. Check if an existing call recording infrastructure is available. If stereo – no problem. Mono means that a speech analytics solution cannot quite as easily discern between customer and agent speakers. This can be resolved by speech analytics vendors offering speaker separation software. Mono does not prevent users from extracting VOC vs. VOE insight, but stereo certainly makes it easier. For CX Pros this is a good "Need to Know" when evaluating your speech analytics vendor.

7. Word Accuracy and Meaning

Meaning is more important for CX. There are different core technologies used by speech analytics vendors, which are the reason for variances in accuracy. Word accuracy refers to accurately transcribing what was heard. Category accuracy is meaning such as dissatisfaction.

For some vendors these stats can be extremely high, for others - not so much. For CX Pros don't be concerned about mis-transcribing a reasonable percentage of words as long as you capture meaning (category accuracy). Make sure you test drive your speech analytics proposed solutions to obtain evidence from your own data set.
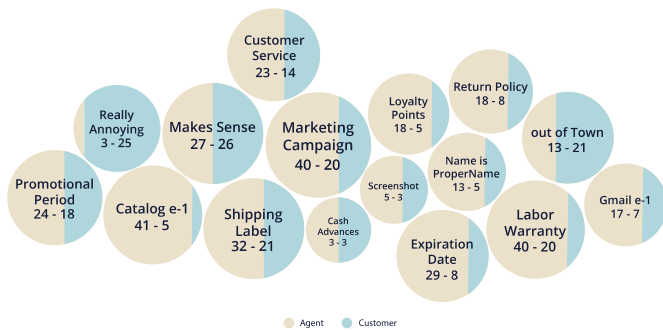
9. Customize your CX

You can tailor categories for more effective automated CX insight. Categories are built by including many different words and phrases to describe meaning.

For example, "dissatisfaction" is noted when someone says, "you people", "been on hold long time", and MANY other terms. That's great for CX Pros because you don't have to start from scratch for key CX indicators such as "Churn Language" for VOC or "politeness" for VOE. But it doesn't stop there! Capable speech analytics solutions make it easy to self-customize categories.

For example, a CX Pro might add a specific product name or offer tracked in relation to dissatisfaction. This creative automation yields contextual insight that highly likely to help a CX Pro capture targeted insight with evidence to drive action when needed.

These tips are just a starting point to how speech analytics solutions with CallMiner can go beyond the survey and be the rocket fuel for amazing customer experience.

Agent   Customer

Learn more how CX professionals can utilize speech analytics for survey enhancements, journey mapping, and more in the complete **CX Pros Guide to Speech Analytics**.

CallMiner

About CallMiner

CallMiner is the global leader in conversation analytics to drive business performance improvement. Powered by artificial intelligence and machine learning, CallMiner delivers the industry's most comprehensive platform to analyze omnichannel customer interactions at scale, allowing organizations to interpret sentiment and identify patterns to reveal deep understanding from every conversation. By connecting the dots between insights and action, CallMiner enables companies to identify areas of opportunity to drive business improvement, growth and transformational change more effectively than ever before. CallMiner is trusted by the world's leading organizations across retail, financial services, healthcare and insurance, travel and hospitality, and more.

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