

# Verint Text Analytics

Although voice remains a critical channel for delivering service, customers are increasingly choosing to engage via text-based channels, such as web chat, email, and social media. By analyzing these text interactions in conjunction with verbal communications, you can gain deeper insight into process, performance, and customer experience issues and opportunities within your organization and take action quickly.

Verint® Text Analytics™ can help. This software solution can extract actionable business intelligence from the unstructured information contained within text-based documents and interactions across a variety of channels, including:

- Web chat
- Email
- Social media outlets, including Facebook and Twitter
- Call center notes
- Survey comments

With Verint Text Analytics, you can dramatically reduce the time and resources required to analyze text-based interactions. By deploying the solution in combination with Verint Speech Analytics™, you can capture the complete voice of the customer — and employee — across different channels of interaction, interpret it in the context of business objectives, and then act to drive enhanced customer experiences, loyalty, and revenue.



## Now you can:

- Deliver enhanced customer insights across text-based, digital engagement channels, including email, web chat, surveys, and social media.
- Drive operational efficiency and reduce costs by analyzing the context of text-based conversations against key operational metrics.
- Reduce the time and resources needed to analyze text-based customer feedback while rapidly surfacing customer and business issues and opportunities.
- Drive compliance by quickly revealing regulatory breaches and failure to adhere to internal policies.
- Benefit from integration with Verint Speech Analytics to capture, analyze, and act on the complete voice of the customer and the employee across different channels of interaction.

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## Measure Efficiency and Performance in Text-Based Channels

Verint Text Analytics leverages our proven expertise in natural language processing to rapidly sort through thousands of unstructured data points. The solution offers insight into customer sentiment and can reveal issues that demand immediate attention, as well as those starting to bubble beneath the surface. It can help you understand customer attitudes and preferences toward your organization, products, services, processes, and employees. It can even help you manage regulatory and policy compliance by revealing regulatory breaches and failure to adhere to internal policies, and flagging suspicious interactions for review.

Right out of the box, Verint Text Analytics provides key metrics that can help you assess operational efficiency and productivity in your text-based channels, including customer effort, handle time, agent/customer response times, and the number of messages required to resolve an issue. This can help your contact center optimize its processes and performance, facilitating better customer experiences.

Verint Text Analytics supports conversational analytics and can separate interactions into employee and customer streams. This can enable you to analyze and understand what customers say versus what employees say, so you can hone in on the knowledge, behavior, and emotions expressed by both parties. Precise and highly actionable, this level of insight can help you quickly formulate specific actions to improve processes or enhance employee performance and skills.

## Discover Key Themes Automatically

Using automated theme discovery, Verint Text Analytics can group discussion topics and conversational relationships together without users having to predefine them. With this

innovative conversational analytics functionality, you can understand and analyze customer issues and needs across interactions quickly, helping you take action right away. You can also leverage system-generated themes to create interaction categories for long-term analysis or studies.

Because Verint Text Analytics can continually refine and add new themes over time, it can help you stay on top of customer perceptions and what's being communicated during interactions. By understanding what irritates and delights customers, your organization can improve the overall customer experience while managing operational service goals.

## Leverage a Solution Designed for Business Users

Verint Text Analytics provides a modern user interface with advanced visualizations so that business users can rapidly understand results, without the need for analytics or linguistics expertise. The solution is built as an integral component of the Verint platform, enabling users to access the solution through the interfaces and workflows they are familiar with from Verint Speech Analytics. This can reduce the learning curve while enabling you to apply a consistent methodology for analyzing both text and voice channels. Verint Text Analytics can be deployed on premises or in the cloud. It can scale easily, so it can accommodate your needs as your business grows.

## Benefit from World-Class Consultants

Verint offers a range of Professional Services to help you get the most from your investment, including Business Advisory Services, Implementation and Enablement Services, and Application Managed Services. Regardless of the services you select, you can be confident that our experienced teams offer practical knowledge and are committed to your success.

## The Customer Engagement Company™

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