

**VERINT.**

## **Verint CX Analytics**

Driving Actionable Insights to  
Maximize Value





## Data-Driven Customer Experience Analytics

Throughout your organization, there are groups that need unique insights to make data-driven decisions. As a recognized industry leader, [Verint® offers customer experience \(CX\) analytics solutions](#) designed to meet your specific needs.

Harnessing your customers' behavioral data, such as interaction data, experience data, and workforce performance data, is critical to achieving the business outcomes you're looking for. While this data is essential for powering and training the latest AI models and AI-powered bots, you need data for more than just AI.

Verint CX Analytics solutions are part of [Verint CX Automation Platform](#), built to help organizations create value across agent capacity, revenue, customer experience (CX), and more. Read on to discover the comprehensive range of benefits Verint CX Analytics solutions can bring to your organization.

## Improve CX and Lower Costs with Verint Speech Analytics

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Verint Speech Analytics™, powered by Verint Exact Transcription Bot™, is the most-used and highest-rated speech analytics software on the market — extracting valuable insights from recorded calls to:

- Drive sales effectiveness and upsell opportunities.
- Detect customer dissatisfaction and avoid customer churn.
- Reduce average handle time (AHT).

This enterprise-grade solution uses highly accurate transcriptions to discover and analyze words, phrases, categories, and themes that may be affecting customer experience. With this rich source of behavioral data, you can deliver immediate business outcomes for your organization, so you can:

- Enhance contact center performance.
- Supercharge CX.
- Reduce customer churn.

In addition, Verint Genie Bot™ is embedded in Verint Speech Analytics, making it even easier to uncover valuable insights with generative AI.

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## AI Business Outcomes with Verint Speech Analytics: \$8M in Value

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An insurer creates over \$8M in value from increased agent capacity thanks to insights from multiple call studies each year.

## Supercharge Analysts with Verint Genie Bot

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Analyzing unstructured phone conversations takes time and can create significant bottlenecks as your analysts attempt to get to the insights you need. With generative AI (Gen AI), [Verint Genie Bot](#) breaks through these bottlenecks — giving analysts the power to ask questions, in natural language, about their contact center phone conversations — delivering immediate insights.

How Verint Genie Bot is different:

- Verint Genie Bot is intuitive, easy to use, and seamlessly integrated into the Verint Speech Analytics workflow — significantly reducing time to accurate business insights.
- Each Verint Genie Bot response comes back with verified call examples, allowing analysts to quickly validate every insight.
- Verint Genie Bot is powered by Verint Exact Transcription Bot and continuously tuned on your specific data for the most accurate insights.
- Verint Genie Bot uses a unique agentic AI algorithm to accurately quantify results.
- With just a single click, Verint Genie Bot can seamlessly export insights into executive presentations so leadership can make faster, data-driven decisions for measurable business outcomes.

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## AI Business Outcomes with Verint Genie Bot: **\$6.5M** in Additional Revenue

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A leading global services company used Verint Genie Bot to identify strategies to boost sales win rates and enhance customer retention — **in just two days!**

## Unlock Insights with Verint Exact Transcription Bot

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Verint Exact Transcription Bot delivers unmatched accuracy for transcription of contact center calls. This market-leading speech-to-text transcription software unlocks powerful customer insights while boosting CX and improving agent performance — uncovering actionable data to:

- Increase sales effectiveness.
- Accelerate digital transformation.
- Improve operational efficiency.
- Increase cost savings.
- Improve first call resolution.
- Predict customer churn.

Verint Exact Transcription Bot can be used standalone and is also embedded directly in multiple Verint solutions, providing accurate call transcriptions for solutions such as Verint Speech Analytics and Verint Quality Bot™.

Used standalone, Verint Exact Transcription Bot enables you to leverage raw transcriptions with your data science teams or other third-party GenAI solutions. Regardless of your deployment, you have ready access to your transcriptions for your other AI training needs.

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## AI Business Outcomes with Verint Exact Transcription Bot: \$12M in Agent Capacity

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A large US retailer is using Verint Exact Transcription Bot to power their call summarization efforts, creating \$1M in agent capacity each month.

## Text Analytics for Today's Omnichannel Contact Center

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Text-based communications such as email, text, chat, surveys, etc., make up a growing percentage of contact center interactions. The ability to analyze unstructured data from these conversations is essential to meet customers where and how they want to interact with your organization. [Verint Text Analytics™](#) is specifically designed for the contact center and includes chat-specific metrics like average handle time, sentiment, message count, and more.

Verint Text Analytics uses machine learning and artificial intelligence to provide deep insights about your text-based customer interactions. It can automatically identify topics, relations, and significant trends, as well as customer sentiment, throughout these interactions.

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## AI Business Outcomes with Verint Text Analytics: \$37M in Increased Revenue

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Using Verint Text Analytics, a major retailer was able to analyze unstructured data from surveys, dramatically improving sales conversions.



## Verint Data Insights Bot Provides Intelligence from Multiple Data Sources

The [Verint CX Data Hub](#) provides a unified source of behavioral data across interaction, experience, and workforce performance data. [Verint Data Insights Bot™](#) delivers immediate insights to business users by surfacing anomalies, trends, and correlations across all the data in the hub. It lets users have a conversation with their data by asking questions in natural language — delivering insights in real time instead of weeks.

With AI-powered dashboards, users of all types (not just IT) can access real-time insights easily, without extensive training. Unlimited dashboards allow users to see any data, in any format, at any time, for a holistic view of behavioral data.

Verint Data Insights Bot proactively surfaces useful information and, unlike standard reporting tools, can deliver insights you didn't even know to look for — helping you see the full picture of your behavioral data.



## Tag Interactions and Launch Actions with Verint Application Triggers

Verint Application Triggers™ enables you to tag interactions and/or “trigger” an action based on desktop activity or content.

For quality and compliance audits, you can tag interactions by customer, product, agent, request type, value, and more for easy retrieval and review. You can also tag interactions with non-telephony-based metadata, enabling you to flag calls containing personally identifiable information (PII) — allowing you to easily search for and retrieve interactions for compliance with privacy laws.

Many industries also have regulations that require specific steps to be taken or exact language to be shared with a customer. With Verint Application Triggers, you can provide agents with real-time, contextual guidance in the form of simple pop-up reminders triggered by desktop activity so agents can be confident they are meeting industry regulations.

## Gain Insight into Desktop Activities with Verint Application Visualizer

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Verint Application Visualizer™ brings visibility into contact center agents' desktop activities by giving managers objective, real-time data on employee application usage.

Insights into employees' application usage and activity (whether on-site or remote) can help contact center managers identify:

- If agents are using the correct applications in response to customer queries
- Best practices of top performers to share with others
- Agents who are struggling and need coaching to improve performance
- Opportunities to improve employee productivity

With Verint Application Visualizer, organizations can quickly identify and correct behaviors that could negatively impact customer experience and operational costs.

## Boost Employee Productivity with Verint Desktop and Process Analytics

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Verint Desktop and Process Analytics™ (DPA) includes both Verint Application Triggers and Verint Application Visualizer, as well as tools specifically designed to leverage employee desktop activity for real-time process visualization and analysis. Not only does Verint DPA help boost employee productivity and ensure compliance, it also helps you uncover processing bottlenecks, identify outliers who may need coaching on the correct processing steps, and streamline processes for improved efficiency.

With Verint DPA, you can capture handle times for individual process steps as well as entire processes, even those that are highly complex. Correct handle times can help you build more accurate capacity plans and set realistic goals for employees.

Integrated with Verint Speech Analytics, Verint DPA can populate interaction data with metadata driven from CRM or other applications. Once populated, it can be used to enable targeted filters to find specific interactions, such as filtering on interactions with "Gold Level" customers.

## Protect Customer Information with Verint PII Redaction Bot

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Protecting your customers' information is essential. They need to trust you with their sensitive information, and you need to be in compliance with privacy laws worldwide, as failure to comply can have disastrous consequences.

**Verint PII Redaction Bot™** gives organizations a new way to protect customers' personal identifiable information (PII). Powered by Verint Da Vinci™ AI, the bot automatically finds instances of PII, such as social security numbers, credit card numbers, and more. It then hides this information in both the transcript and the audio playback for unauthorized users.

Verint PII Redaction Bot uses advanced AI to add a new layer of security to your existing data protection strategies. In combination with other approaches like, screen-based pause-and-resume of recordings, Verint PII Redaction Bot helps ensure the highest level of security for your customers.

## Benefit from Additional AI-Powered Bots

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Several other AI-powered bots are embedded in the core Verint CX Analytics applications, including:

### Verint Playback Summary Bot

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Verint Playback Summary Bot™ is powered by GenAI and Verint Exact Transcription Bot. It is included with Verint Speech Analytics and Verint Quality Bot and delivers clear, concise, and accurate summaries of customer calls. These summaries are punctuated and well-structured, making them easy to read — enabling analysts to review interactions more efficiently and significantly boost productivity. The bot also can enhance an organization's quality program by delivering consistent, structured insights that accelerate evaluations and support more effective quality monitoring.



## Verint Sentiment Bot

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Verint Sentiment Bot™ accurately scores the sentiment of every voice and digital customer interaction so you can:

- Identify and address pain points to improve customer satisfaction and elevate CX.
- Detect early signs of dissatisfaction and take action to reduce customer churn.
- Provide feedback and training to employees in areas identified by sentiment score.

Verint Sentiment Bot is embedded into the workflows of [Verint Speech Analytics](#), [Verint Text Analytics](#), [Verint Exact Transcription Bot](#), and [Verint Quality Bot](#), and automatically posts sentiment scores to the [Verint CX Data Hub](#). Users can then view and analyze sentiment with [Verint Data Insights Bot's](#) built-in dashboards.

# Integrate CX Data from All Sources with Verint Voice of the Customer

Verint Voice of the Customer (VOC) captures, unifies, and acts on feedback across every channel, including speech, digital, survey, and behavioral – on a single AI-powered platform. The result is a closed loop: every customer signal becomes a business decision.

1. Trusted data capture	2. Unified analytics	3. Real-time orchestration
Every direct, indirect, and inferred signal (such as surveys, speech, chat, digital behavior, CRM data) is captured across every touchpoint.	Structured and unstructured data is combined in one AI-powered hub, surfaced instantly through Verint Data Insights Bot.	Insights automatically trigger workflow changes, agent guidance, and digital journey adjustments — no manual steps required.

## Capture, understand, and act across every channel

- **Web & Mobile:** Analyze digital behavior and take real-time action across your website, app, and in-store experience.
- **Survey Management:** Unify survey data from every customer and employee touchpoint for meaningful CX and EX insights.
- **Enterprise CX:** Combine contact center and enterprise data to reduce effort, improve engagement, and increase revenue.

Agentic AI closes the loop, embedding insights directly into operations, triggering actions automatically, and measuring impact across every interaction, not just survey respondents. Using Verint Genie Bot, businesses can significantly reduce the time from data collection to unlock validated, quantified insights.

AI Business Outcomes with  
Verint Voice of the Customer

**\$11M**  
Increase in Revenue

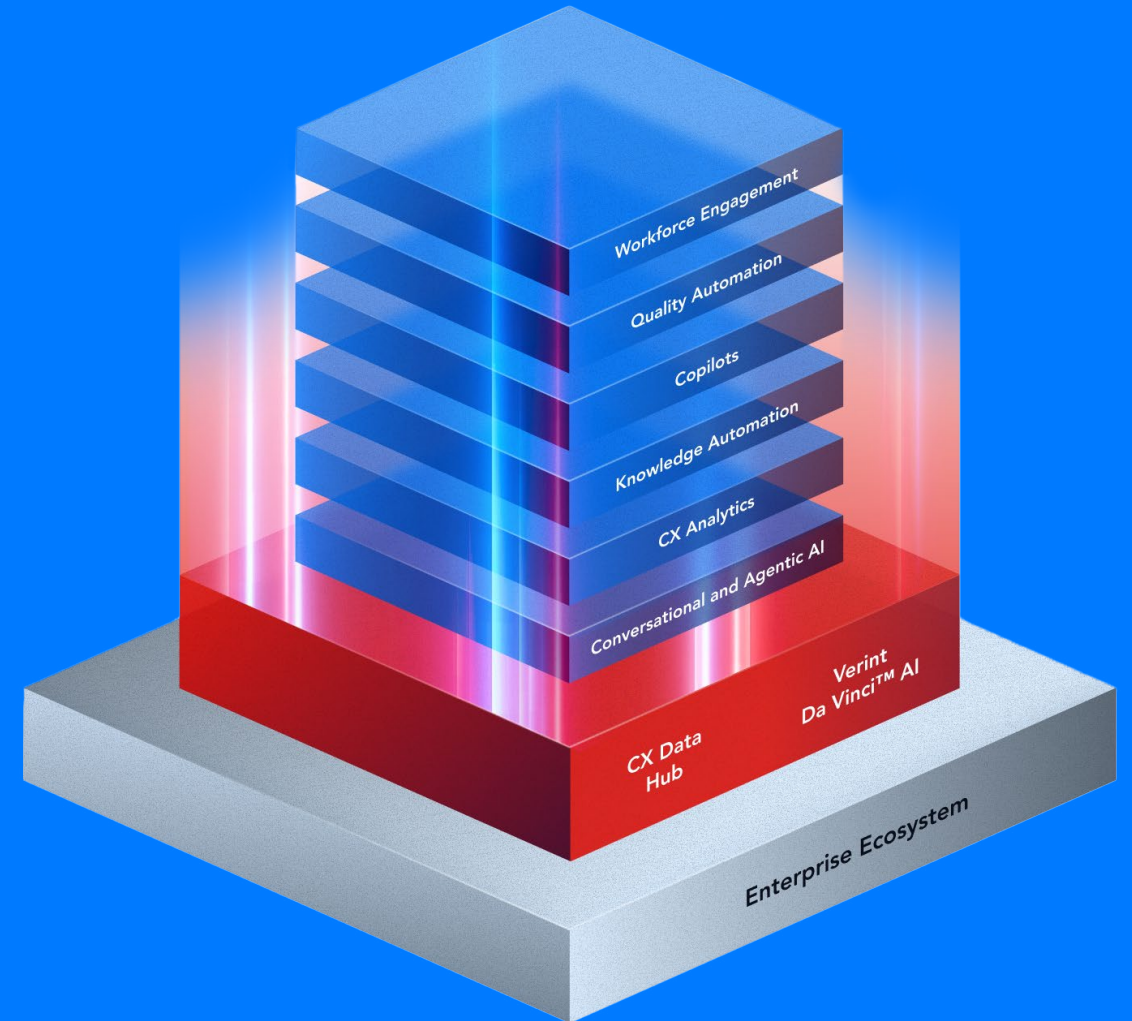
A telco used Verint Voice of the Customer and Employee to identify churn risks and take actions to retain customers and increase revenue.

## Part of Verint CX Automation Platform

Verint CX Analytics is part of a patent-protected platform of cloud solutions that enable the world's most iconic brands to deliver customer experience (CX) automation for elevating the customer experience, reducing operating costs, and delivering *AI Business Outcomes, Now™*.

Thanks to our open cloud architecture and modular solutions, your organization can quickly adopt the capabilities you need, at your own pace, to achieve the outcomes you are looking for.

[Learn more at Verint.com](https://www.verint.com)



# Learn more about Verint CX Analytics

CASE STUDY

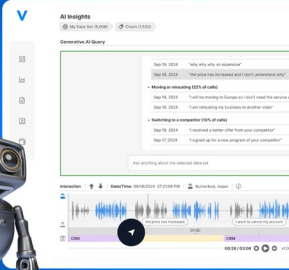

## MSC



**"It's a game changer!"**  
- Maria Arp, WFO Program Specialist

**Watch the Video**

## Verint Genie Bot



**Watch the Video**

## The "Genie's" Out of the Bottle!

Verint Genie Bot generates magical CX insights from your customer conversations.

APRIL 24, 2025

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**Watch the Video**

## Verint Speech Analytics

Driving Outcomes With Unparalleled Accuracy



**Watch the Video**

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