VERINT

The Genie's Out of the Bottle

A playbook for making sense of your contact center conversations

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Introduction: The Current State of Contact Center Data Analysis

Contact centers handle massive volumes of unstructured data on a daily basis. According to some estimates, unstructured data can make up more than **80 percent** of all new enterprise data. It includes crucial information about just what's going on in your contact center—information that can illuminate issues that impact your CX and help you understand why you are keeping or losing customers.

Unstructured data can come in many forms including:

- Call transcripts and recordings
- Chat logs and email threads
- Social media interactions
- Customer feedback and surveys
- Support tickets and documents

Unstructured data can be notoriously difficult and time-consuming to analyze in order to surface meaningful insights about customer sentiment, behavioral patterns, CX/EX, and more.

Read on to discover the steps you can take to break through some of the things that may be holding your organization back from getting the most out of this most valuable resource.

First Things First—Centralize Your Data

First, let's take a look at where all of this unstructured data is coming from and how it's gathered.

If the end goal is to analyze your contact center interactions, the first step is to get them all into a single place. This may sound easy, but for many large and complex contact centers, data is siloed in many locations.

Do you have multiple ACDs across lines of business? Where are your digital interactions stored? Are you verifying the quality and completeness of your recordings to be sure nothing is missed?

Look for an open approach that allows you to capture, ingest, aggregate, and manage interaction data across all voice and digital channels—even those captured in a third-party application—and then have it stored in a single location for easy and quick retrieval.

Accurate Transcriptions Are Key

Customer Outcome
A global payments provider used accurate transcriptions to create a churn prediction strategy and retained nearly 600 accounts in three months, saving **$4M** in revenue

Having the best recordings is the first step. It's not hard to see how more accurate transcription leads to greater insights. And greater insights help you drive tangible outcomes: lower costs, increased sales, better CX, and more.

Having the most accurate, clearest transcripts is crucial for analysis and successfully powering your CX Automation initiatives. But, accurately transcribing contact center conversations has historically been challenging as noisy, jargon-filled contact center conversations are often difficult to accurately transcribe. Without highly accurate transcripts, this treasure trove of information will remain locked away. What would it mean to be able to instantly understand what your customers need, what's frustrating them, and what your agents are doing to help? Think about the insights you could gain with market-leading transcription accuracy.

If you currently have a transcription solution, is it delivering the accuracy that you need? Is it able to train on your specific data, continuously learning, and improving over time?

Verint® Exact Transcription Bot™, delivers all that and more with:

- 90%+ transcription accuracy, training on your specific data
- Continuous learning and improvement over time
- Peace of mind that your data is secure and is not shared with third-party vendors or other customers
- Easy access to transcriptions for your other GenAI use cases
- Easy connection to your existing environment, even if you aren't yet in the cloud

Break Through the Analysis Bottleneck While Supercharging Agent Capacity

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While call center conversations can be a goldmine of customer insight, for analysts they often feel more like a minefield. With thousands of hours of audio, inconsistent transcription quality, and no clear structure, extracting actionable intelligence becomes a slow, manual grind. Analysts must comb through fragmented data, build custom queries, and validate findings one call at a time. The result? Manual call studies that can take weeks—resulting in bottlenecks, delayed decisions, and missed opportunities. When business leaders need fast answers, analysts are stuck playing catch-up with a mountain of noise. It's not just inefficient—it's unsustainable.

Breaking through these bottlenecks delivers more than faster results—you'll also likely discover that your analysts now have additional capacity to tackle other projects when they're not spending weeks on manual call studies, resulting in significant ROI.

Discover How Verint Genie Bot Breaks Through Analyst Bottlenecks Like Magic

A global services company identified strategies to boost sales win rate and enhance customer retention – in just two days! **$6.5M** in additional revenue

When your analysts are buried under mountains of unstructured call data, it's time to call in Verint Genie Bot™—the AI powerhouse embedded in Verint Speech Analytics™. Genie Bot supercharges analyst capacity by enabling analysts to enter queries using natural language and then instantly surfacing insights from contact center conversations—eliminating the time-consuming grind of manual analysis. It leverages your existing Speech Analytics categories for pinpoint accuracy and delivers verified call examples with every insight, so your team can act fast and confidently. Whether it's unlocking $6.5M in revenue or freeing up $2M in agent capacity, Genie Bot turns analysis bottlenecks into breakthrough business outcomes.

Here's how Genie Bot stacks up against the traditional call study approach:

Speed and Efficiency

- **Traditional Methods**: Analysts manually sift through hours of call recordings and data, often taking days or weeks to surface insights.

- **Genie Bot**: Uses generative AI to deliver instant answers to complex questions, asked in natural language, about customer interactions, dramatically reducing time to insight.

Accuracy and Relevance

- **Traditional Methods**: Insights depend heavily on analyst interpretation and manual categorization, which can be inconsistent.

- **Genie Bot**: Leverages existing Verint Speech Analytics categories and Verint Exact Transcription Bot to ensure highly accurate, context-aware responses.

Insight Validation

- **Traditional Methods**: Analysts must manually validate findings, which slows down decision-making.

- **Genie Bot**: Automatically includes verified call examples with each insight, making validation fast and reliable.

Analyst Empowerment

- **Traditional Methods**: Bottlenecks arise when analytics teams are stretched thin and can't keep up with business demands.

- **Genie Bot**: Enables analysts, supervisors, and even non-technical users to interrogate data directly, democratizing access to insights and freeing up analyst capacity.

Business Impact

- **Traditional Methods**: Often reactive versus proactive, with insights arriving too late to influence outcomes.

- **Genie Bot**: Proactively identifies trends, performance gaps, and CX opportunities—leading to measurable outcomes.

In short, Genie Bot transforms speech analytics from a slow, resource-heavy process into a fast, scalable, and insight-rich engine for business value.

VERINT The CX Automation Company™

10 Steps to Seeing Verint Genie Bot's Magic in Just 30 Days

1 **Identify a High-Impact Use Case –** (e.g., churn reduction, compliance, sales conversion).

2 **Deploy Genie Bot on Existing Speech Analytics –** No need to rip and replace—Genie integrates seamlessly.

3 **Ask Questions in Natural Language Using Genie –** Let Genie analyze accurate transcripts and surface insights.

4 **Validate Insights with Real Calls –** Click through to call snippets and playback summaries.

5 **Export Executive-Ready Presentations –** Share insights across the enterprise—fast.

6 **Optimize Scripts & Processes –** Use Genie's recommendations to coach agents and improve outcomes.

Why wait? Try Verint Genie Bot today.

VERINT®

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