

# 4 Ways to Get Started with Speech Analytics

## Data Analysis

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This guide is intended to help you take the first steps as you begin using Speech Analytics data to ensure your company receives the return on investment (ROI) of this powerful tool. By doing these four things early on, your organization can set the framework that will allow you to gain valuable insights and intelligence from the findings pulled from thousands of customer calls. In no time, you'll be listening to the right calls, the first time.

# 1

## Set up communication processes

Many organizations underestimate the amount of communication needed between the Speech Analytics team and the rest of the organization. It is important to set up communication processes so if employees have questions, requests or suggestions surrounding Speech Analytics, expectations for communication are already set.

- ✓ Meet with all decision makers, department heads and others you think may need to communicate with the speech team
- ✓ Determine how requests will be received by the speech team – phone calls, emails, etc.
  - Structure the requests to include turnaround/completion time and if there is desired formatting of the findings (PowerPoint, email) specify them in this process
- ✓ Determine how information will be shared by the speech team
  - Baseline the timelines for studies – be flexible, but put some sort of timeline in place
- ✓ Track findings and assign actions once requests are received

# 2

## Identify your metadata and sources

Analysis involves comparing at least two data sets. While speech will allow you to identify topics both individually and merged, you will also want to group topics by data sets that are not in speech such as:

- ✓ Call types/queues (e.g. technical, billing, sales, collections)
- ✓ Customer satisfaction data
- ✓ Switch data
- ✓ IVR prompted data

# 3

## Agree on a category framework and build the categories

This task may take some time but it is important to spend the proper effort on discovery to create core categories. The key is to create an initial framework within a few weeks that can be implemented quickly. You don't need to create every single category before publishing some of them. Instead, create a good base that you can start using right away. That way, your organization is not missing out on valuable data that could have been collected during several months of category-building. Later, you can create the remaining categories and make small tweaks to perfect your categories.

- ✓ Categories are topics speech identifies as having occurred in a call and they need to fall into an overall framework
- ✓ Take the time needed to build as many of these categories as you need. Maintenance is far less time consuming than starting from scratch every time a request comes in.



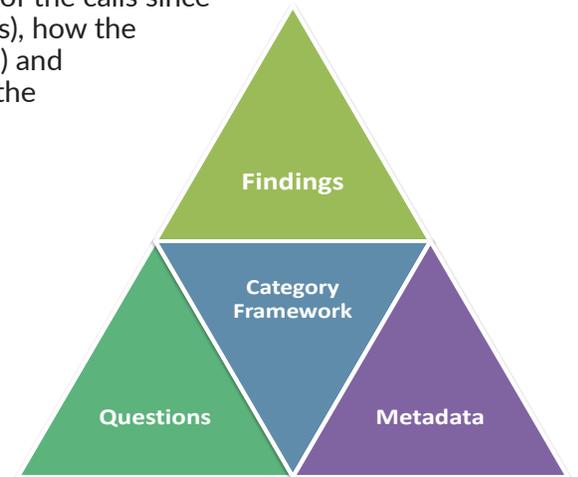
# 4

## Compare variances in frequency of categories in different sets

Comparing variances in all the data is one of the initial types of conclusions you should set out to discover. By comparing variances in all of the data, if you are asked what customers think about a specific product, you can now compare the operational information between all calls versus the isolated set. You will be able to report on what percentage of the calls since launch, including mentions of the products (from categories), how the length of these calls compare to other calls (from metadata) and the amount of emotions and repeat calls in this set versus the overall set.

For example, in all of your calls, emotions might occur in 2% of the sample, but when you filter by a product name it might be 5% or higher. Now you can listen to the emotion calls specific to a product to see what is upsetting to the customers

Another example is that you can compare the frequency of all categories between overall calls and calls that take 15 minutes or longer. You may find an increase in emotions, repeats, various products or processes.



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