Finding the Best Interaction Analytics Solution

A Buyer's Guide

VERINT

When customers want to contact your company, more and more often they are relying on digital channels, such as chat and messaging, rather than phone. That's why it's more important than ever to have a complete picture, in near real-time, of what's driving customer sentiment across all these channels. Without the ability to view and act upon unified insights from both voice and text interactions, you run the risk of incomplete, or even biased, insights.

While there are many point solutions that offer glimpses into specific channels, they often lack the ability to uncover and holistically integrate the valuable insights hidden across channels.

In this buyer's guide, we'll explore some of the key features you should be looking for in an interaction analytics solution that will help you stay ahead of your competition.

Putting It Together for Accurate, Unified Insights

While it's often said that younger people tend to primarily use digital channels for contacting customer service, the fact is that the majority of your customers still want to have both phone and digital options. If you aren't getting insights across both phone and text channels like chat or messaging, you may be missing vital information about what's actually going on in your contact centers. A unified view of customer interactions across speech and text channels can provide you and your executive team with an accurate, at-a-glance view of the overall health of your contact center activities. Because if you don't know there are issues, you're unable to act and fix problems that are negatively impacting customer sentiment.

Look for an interaction analytics solution that not only gives you that unified view across channels, but also goes beyond simply highlighting top keywords and topics — offering automated alerts that provide actionable insights and suggested actions to readily address the causes of negative customer sentiment.

Break Down Silos

The unstructured data from digital channels can yield a substanial amount of information, but are you sure you're getting what you really need to make informed decisions? Data trapped in silos can only lead to an incomplete analysis of your customer interactions. That's why you need tools that can automatically combine and unify information coming in from disparate channels — providing up-to-the-minute insight into what your current customer sentiment is and what, if any, issues are occurring that are negatively impacting that sentiment. You want to be able to see where your customers are getting stuck along their digital journey, so that the necessary changes can be made to support them wherever they are. For example, can you identify what is causing chats to be escalated to phone calls? Do you have the ability to see a unified analysis clearly showing what trends look like over time — both the "what" and the "why" — across all your channels?

Unified dashboards are needed to provide you with the ability to examine information across channels, in a wide variety of ways, to identify trends and root causes of changes in customer sentiment. In addition, you want to uncover specific topics that might be trending across your channels. Is one channel seeing the bulk of your traffic on a specific topic? Is this changing over time? When this information is stuck in silos, you are only getting a sliver of the whole picture. You may think you have uncovered the root of your problem when, in reality, you've only found one small piece.

The ability to aggregate your data and then apply artificial intelligence (AI) to do a detailed analysis is the only way to make an accurate assessment of the problems and options for remedial actions.

Built-In Alerts and Actions

Undoubtedly, problems affecting your contact center — such as website problems, product issues, or service outages — will occur. When they do, you want to make sure that you know about them as soon as possible so action can be taken to mitigate their effects. You want to be able to make use of built-in alerts that will notify you when there are critical product, service, or agent performance issues that need to be addressed.

The ability to set up automated triggers, that can be triggered when certain thresholds are reached with customer sentiment, interaction category volumes, agent sentiment, etc., means that the appropriate people are quickly notified, and action can be taken before there's significant negative impact on your business. In addition, by adding case management capabilities, you can create closed feedback loops to track cases from initial alert all the way to resolution.

Unique Insights From Each Channel

Although seeing a unified picture across channels is very important, each channel also has its own unique characteristics and insights. For example, long silence and crosstalk are unique to the phone channel. Solutions that are built for text and that just ingest voice transcripts may miss these critical cues. Also, different forms of text have different characteristics. For example, some text analytics solutions that were originally built for mining documents are less effective for understanding the conversational dynamic of a chat or messaging interaction. To enjoy the best of both worlds, you need a platform that provides a dedicated speech analytics solution that was built specifically to extract insights from voice with a high degree of accuracy, and a dedicated text analytics solution that was built specifically for conversational intelligence. Each solution should have dedicated capabilities for those specific channels, and key insights should be unified into a single interaction-analytics view.

Speech Analytics

Whether you're looking for a new speech analytics solution or are reevaluating your current one, several capabilities should be on your list:

- Market-proven solution, deployed at multiple companies in similar regions and verticals, that can scale to support the future needs of your organization.
- Large community of users familiar with the solution who can help you hire and build a team that can generate impact and ROI quickly.
- Accurate transcription and the ability to easily customize the language model with your own unique terminology, and even dialects and accents.
- Full transcription of 100 percent of calls to automatically discover and analyze all words, phrases, categories, sentiment, and themes.

- Automatic discovery of unbiased emerging trends, beyond predefined topics and categories.
- AI-driven predictive search functionality that can guide you to the most relevant search terms and search results, avoiding guesswork and multiple iterations.
- Ability to leverage vetted speech analytics categories as real-time guidance triggers for real-time coaching.

The voice channel is the richest channel, and in many cases tends to be the last resort after self-service failures. Voice is also where customers who normally interact on other channels turn when they have a critical or complex issue. A five-minute phone call can include a thousand words. Nothing can tell you more about your business than analyzing your customer calls. The right speech analytics software will turn your call recordings into a gold mine of rich insights about customer satisfaction, customer churn, competitive intelligence, service issues, agent performance, and campaign effectiveness.

A market-leading speech analytics solution will be able to enhance your contact center performance by providing insights that will lead to reduced agent handle time and repeat calls, as well as insights into customer satisfaction, business issues, competitive intelligence, and the effectiveness of your marketing campaigns. A robust speech analytics solution can also help reduce customer churn by discovering root causes of issues and predicting at-risk customers via your contact center recordings.

Text Analytics

As more of your customers turn to digital channels such as web chat and messaging as their first choice when interacting with your company, you want a text analytics solution that lets you extract actionable business intelligence from all of that unstructured data — providing enhanced insight into your customer experience (CX).

When evaluating text analytics solutions, you should look for those that:

- Provide conversational-intelligence specific metrics—such as interaction duration and employee and customer message counts and response times.
- Reduce customer and agent effort by identifying drivers of dissatisfaction through sentiment analysis at both the utterance and interaction level.
- Identify and explain top categories and sentiment, as well as new and undefined AI driven themes and trending issues that are just emerging.

- Monitor trends over time so you can identify changes in customer behaviors that need attention.
- Provide similar UI and workflow to your speech analytics solution, so the same analyst teams can use both tools effectively.
- Allow integrated platform capabilities such as automated quality monitoring and agent scorecards on textual interactions.

Text analytics solutions should incorporate both machine learning and artificial intelligence to provide deep insights into your text-based customer interactions — automatically identifying topics, relations, and significant trends, as well as the customer sentiment throughout the interactions.
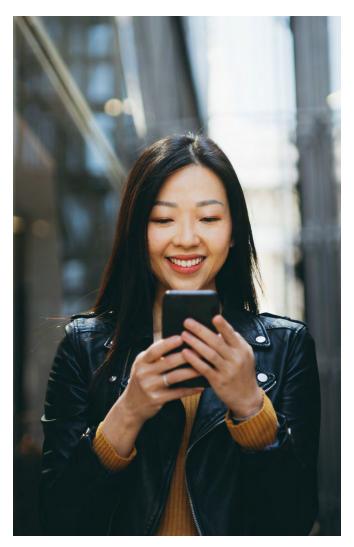
Solutions should also allow for the incorporation of valuable subject matter expertise about your business, marrying the breadth of knowledge about your business with the data collected about your customers and services.

As web chat usage skyrockets, advanced analysis of these conversations is imperative. Look for text analytics solutions that are specifically designed for the contact center and that include chat-specific metrics like average handle time, sentiment, message count, and more.

You'll also want an application that supports conversational analytics with the capability to separate interactions into employee and customer streams, so you know which words were used by each speaker.

Industry-Leading Verint Interaction Analytics

Part of Verint Platform, Verint® Interaction Analytics™ unifies insights across voice and text customer interactions. It breaks down silos to unify the view of your rich, unstructured data for a complete picture of your contact center interactions — enhancing customer experience and reducing time and effort. With the highest overall vendor satisfaction rating and top customer satisfaction scores for AI and analytics solutions in the industry, Verint Interaction Analytics provides an accurate, unified view of customer interactions across speech and text channels. It goes beyond simply highlighting key sentiment drivers by providing automated alerts to notify the appropriate employees when certain thresholds are reached in areas such as customer sentiment, interaction category volumes, agent sentiment, and many more — quickly addressing these customer issues, sometimes even before any negative impact can be felt.

The platform converts unstructured data into insights and offers actionable guidance to improve both customer and employee sentiment, which is unique. Verint is one of the key drivers of competitive intensity in the growth environment. Verint is top of mind for customers, investors, value chain partners, and future talent as a significant value provider.
Frost & Sullivan: Frost Radar™: Voice of Customer Analytics, 2022

With Verint Interaction Analytics, powered by market-leading speech and text analytics, unexpected downturns in customer satisfaction can be traced back to problematic interactions and their root causes identified and mitigated. Analysis of this data can uncover whether these issues are being caused by the agents struggling to keep up with the volume of interactions or whether there are areas in which agents need additional training or resources to answer specific types of customer questions/concerns.

With out-of-the-box dashboards providing the high-level information you need to make critical decisions, and proactive notifications that trigger immediate action, Verint Interaction Analytics can keep your operations running efficiently and effectively.

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