VERINT

Verint Interaction Analytics:

An Accurate, Complete, and Impactful Approach to Analytics

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What is Verint Interaction Analytics?

Verint® Interaction Analytics™ is a Verint Open CCaaS™ Platform capability that unifies insights across voice and text customer interactions.

Powered by Verint Da Vinci™ AI, our innovative, cloud-based solution gives you a complete and accurate picture of interactions with your customers across unstructured voice and text communication channels. Going beyond dashboards, Verint Interaction Analytics unifies call and chat categories and sentiment and includes proactive notifications to give you the right information to take actions needed to maintain your customer sentiment and experience.

With Verint Interaction Analytics, your organization can:

- Increase customer loyalty and decrease customer churn.
- Reduce operational costs and increase revenue.
- Optimize agent and employee empathy and performance.
- Improve processes and achieve better compliance.

Verint Interaction Analytics lets you extract insights from unstructured phone and chat interactions and even desktop activities—driving strategy, productivity, customer loyalty, and revenue. Verint Da Vinci AI powers our industry-leading speech transcription and comprehension accuracy by leveraging AI that is purpose built for customer interaction to deliver more granular insights faster.

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A Unified View Across Your Contact Center

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As your customer communication channel preferences change, any inability to see both speech and text data together makes it difficult to get a holistic view of your customer service quality and your customers' sentiment.

Verint Interaction Analytics delivers true analytics unification across voice and digital channels so you can have a complete view of contact center activities. The dynamic, intuitive interface supports custom reporting, triggers, and notifications, making it easy to share actionable insights across stakeholders. Built-in sentiment analysis and scores allow you to quickly see what interaction categories and even specific agents may need immediate attention.

With Verint Interaction Analytics, you can:

• View unified category and sentiment data across channels.
• Proactively notify stakeholders when sentiment changes.
• Quickly access targeted, executive-level dashboards.
• Implement closed-loop feedback systems that follow cases to completion.

Verint Interaction Analytics leverages data from Verint Speech Analytics™ and Verint Text Analytics.™ Read on for the additional benefits you can gain from these solutions.

Contact centers handle more than just phone calls

48%

of consumers prefer to contact a company via digital channels, as opposed to the phone

2022 State of Digital Customer Engagement, Verint, March 2022

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Get More Insight out of Every Call

Call recordings are filled with rich insights, but the sheer volume of phone calls exceeds a contact center's ability to manually review and analyze them.

Verint Speech Analytics, which is part of the Verint Interaction Analytics Enterprise solution, provides industry-leading comprehension and transcription accuracy of customer phone interactions so you can:

- Accurately understand drivers of complex and long conversations.
- Automatically discover and analyze full context of voice interactions including words, phrases, categories, and sentiment.
- Reduce agent handle time and repeat calls.

Plus, by adding Verint Application Visualizer,™ you can add critical meta data about the customer directly from the agent's desktop and track what applications were in use by the agent over the course of a call. By identifying time spent in various applications, you can easily measure compliance and find process bottlenecks.

A unified visual player combines data from Verint Speech Analytics and Verint Application Visualizer to help users focus on the important sections of a call, saving up to 90% of review time.

[1] DMG 2021 Interaction Analytics Product and Market Report, October 2022
[2] Frost & Sullivan, September 2022
[3] 2022 CRM Industry Awards, Destination CRM, October 2022

#1 customer-rated for product capability and effectiveness[1]

Leader, FrostRadar, Voice of Customer Analytics, 2022[2]

Winner, Best Contact Center Interaction Analytics[3]

Your Customers Have Gone Digital

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While voice remains a critical channel, customers are increasingly choosing digital customer service channels such as chat and messaging.

Verint Text Analytics, which is part of the Verint Interaction Analytics Enterprise solution, uses machine learning and artificial intelligence to provide deep insights into your text-based customer interactions such as chat and messaging. Built-in conversational analytics provide chat-specific metrics like employee and customer response time, sentiment, message count, and more.

With Verint Text Analytics, you can:

- Gather insights about key topics of concern for your customers across large volumes of text-based customer interactions.
- Identify, explain, and track sentiment across interactions to determine areas of customer dissatisfaction.
- Surface unknown topics or emerging issues to act quickly.

[4] 2022 State of Digital Customer Experience, Verint, June 2022

75%

of consumers surveyed gave an above average rating for how important it is to them to have good experiences on digital channels.[4]
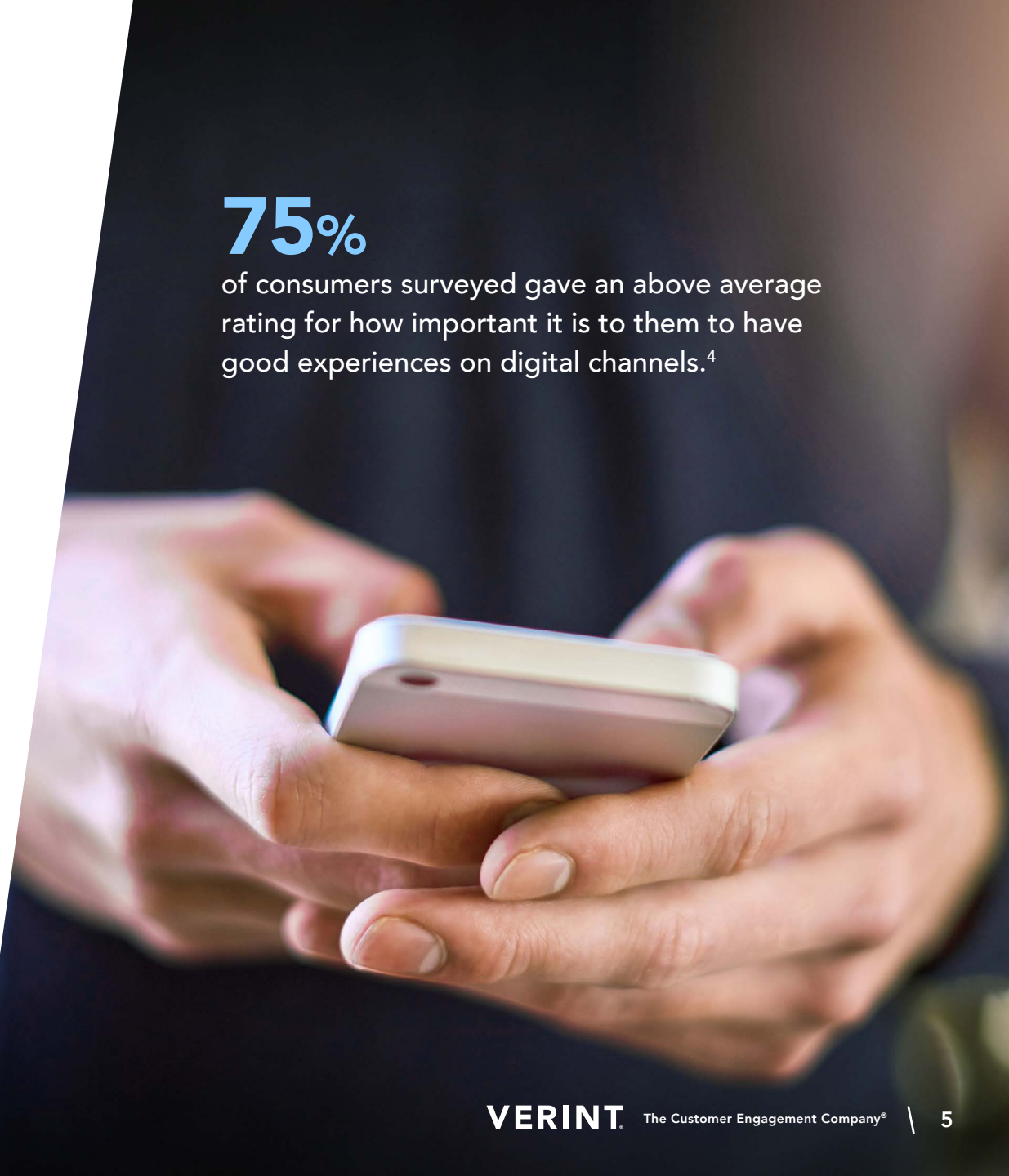
Part of Verint Open CCaaS Platform

Verint Interaction Analytics is part of the Verint Open CCaaS Platform. Verint Open CCaaS provides a comprehensive set of solutions to power your workforce with AI-powered tools for humans and bots, including:

- **Channel Automation:** Enabling conversational automation over digital channels, as well as workforce orchestration across all channels, to help businesses scale customer engagement.

- **Self-Service:** Delivering a unified customer experience across a wide number of digital self-service channels, including messaging, social, chat, email, virtual assistant, and communities.

- **Knowledge Management:** Accelerating human and bot collaboration to deliver a consistent customer experience while adhering to compliance and regulatory policies.

- **Forecasting & Scheduling:** Enabling businesses to understand the staff needed to meet and exceed customer expectations while enabling employees with flexible scheduling options.

- **Quality & Compliance:** Accelerating the use of automation to make customer interactions across channels more pleasant, productive, and secure.

- **Analytics & Insights:** Extracting insights from structured and unstructured customer interactions and activities across the enterprise to drive strategy, productivity, loyalty, and revenue.

- **Real-Time Assistance:** Supporting in-the-moment workforce activities with workflows, guidance, assistance, and automation to enhance sales, customer experience, and compliance.

- **Voice of the Customer:** Delivering insights to understand voice of the customer data across web, mobile, social media, and surveys, enabling businesses to understand CX across the organization.
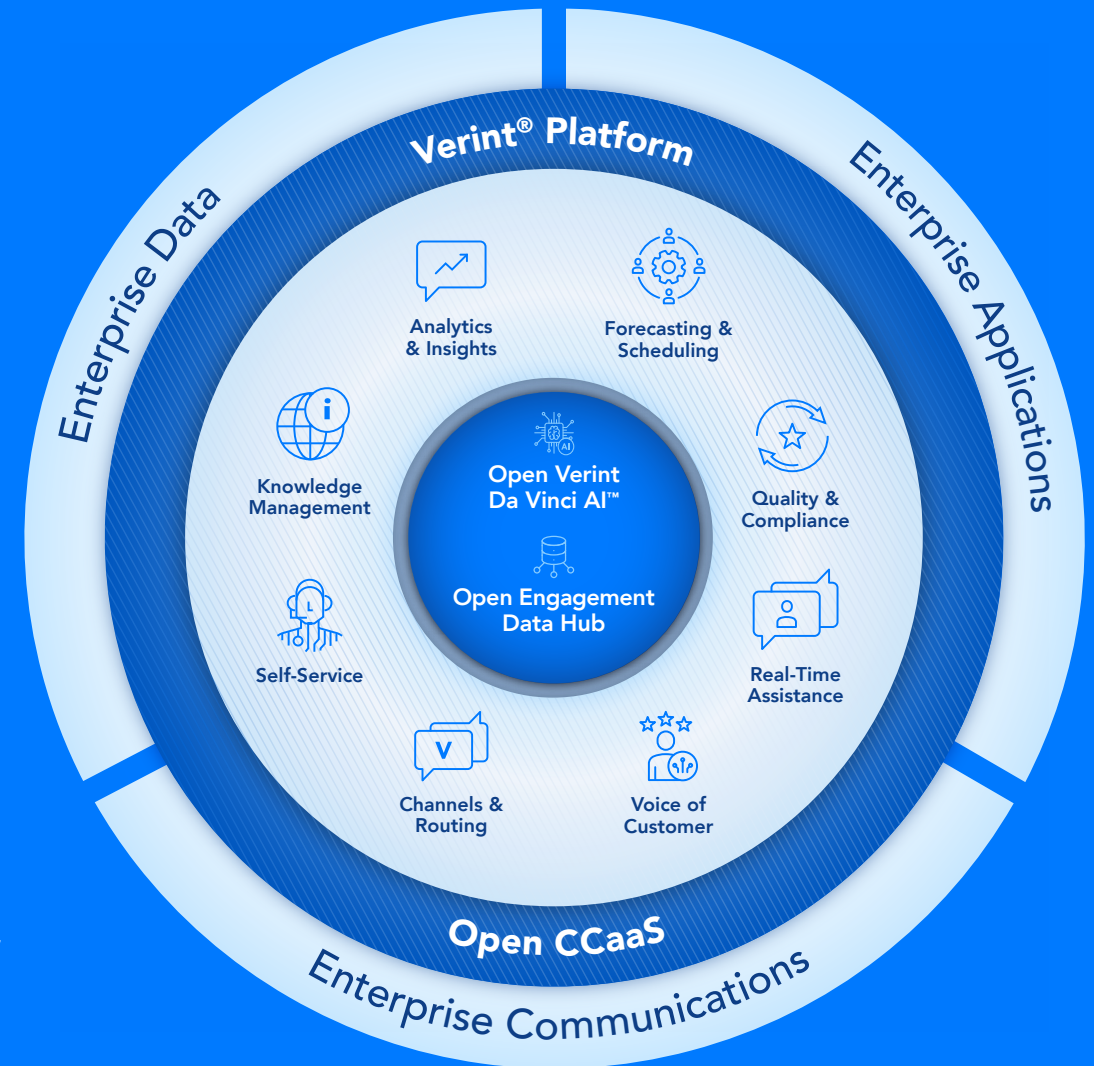
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