



The Power of We™

Avaya Speech Analytics

Harnessing the voice of the customer for improved customer experience, regulatory compliance and business development

The success of many businesses today hinges on large-scale contact centers, internal sales desks, customer service functions and other teams connected to customers. Conversations with customers reveal rich information about customer needs, opinions about a company's products and services, and market intelligence about competitors. If customers have a poor experience, they are more likely to turn elsewhere. In the online shopping, social media age, consumers jump ship quickly and are very vocal about their actions.

The Avaya Speech Analytics solution enables you to analyze contact center voice interactions using phonetic speech search technology and business intelligence capabilities. Our solution enables you to quickly identify effective practices in your call centers that lead to positive customer experience and cross-selling and up-selling opportunities, as well as identifying problem areas that need attention and improvement. These innovative solutions also support your efforts to address regulatory compliance requirements, helping you minimize the risk of compliance breaches and ensuring standards of corporate communications policy are met.

Feature summary

Avaya Speech Analytics 2.0 is a speech, search and analytics solution that delivers a rich set of capabilities. Our solution makes it much easier for you to analyze customer call interactions and, based on customer feedback, derive key insights from them, such as expected or unexpected agent behaviors, agent best practices that lead to successful call outcomes the first time, and improvements to product or service offerings. Avaya Speech Analytics 2.0 has two components: a desktop client application and a speech analytics module.

Avaya Speech Analytics Desktop Client

This application provides a highly efficient speech search discovery, leveraging state-of-the-art phonetic technology. Multicore processors reduce processing times, while powerful results-filtering and tagging capabilities provide an efficient process for preparing data for analytics and reporting. The built-in query strength meter and user interface enhancements (Figure 1) make query specification even easier. As a result, you produce the insights you need faster.

Avaya Speech Analytics Desktop Client Application capabilities include:

- Desktop speech search based on phonetic technology, providing speaker-independent capability that doesn't require a dictionary of terms.

- An easy-to-use interface providing a simple and efficient way to create searches, review results and tag files of importance.
- A plug-in interface to easily connect to and automate integration with best-of-breed third-party business intelligence and analysis platforms.
- Support for industry-standard telephony audio formats, including WAV (G711, GSM6.10), MP3 and WMA.
- Unrestricted terms of search—places, people, products, brands and jargon are all useable search terms.
- From a single desktop, support for up to 1,500 hours of searchable audio and up to 500 search phrases per project, plus the ability to save and reuse projects, searches, data filters and tag libraries.
- Support for Avaya Call Recording and other third-party recording applications.

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Figure 1. Avaya Speech Analytics 2.0 Desktop Client

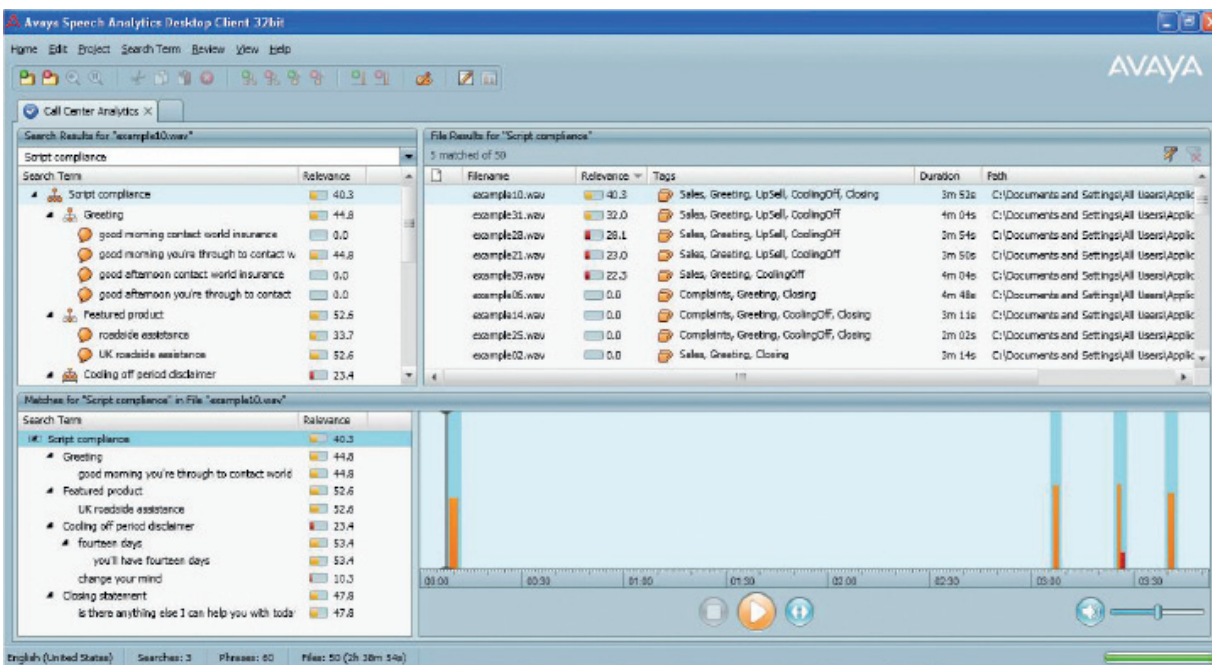
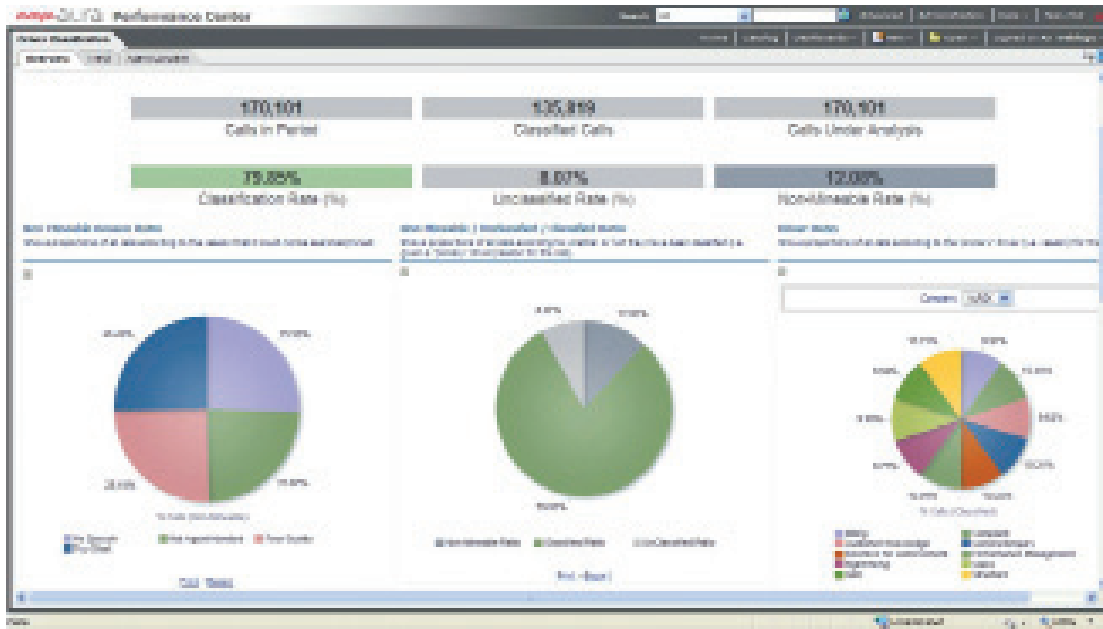


Figure 2. Avaya Aura® Performance Center, Speech Analytics Module



Avaya Aura® Performance Center, Speech Analytics Module

This speech analytics solution uses the search and indexing capabilities of Avaya Speech Analytics Desktop Client to explore call recordings for key phrases, and then reports the insights within a business intelligence platform. It's a scalable, secure and reliable business intelligence platform that provides a full suite of dashboards and reports, delivering both industry-standard key performance indicators (KPIs) and unique insights discovered from the voice of the customer (Figure 2). The business intelligence platform can be easily customized and extended so that the needs of the business are met.

Avaya Aura® Performance Center, Speech Analytics Module capabilities include:

- Easy-to-use desktop search application for audio search, review and tagging to convert unstructured audio into structured business intelligence.
- Powerful analytics and reporting platform for maximum scalability, flexibility and reliability.
- Out-of-the-box coverage for industry-standard KPIs such as first call resolution.
- Unique voice-of-the-customer insights, including customer feedback, call outcomes and policy adherence.

- Quality management and compliance checking, which automatically identifies best and worst performing customer contact resources and the call components that are problematic.
- Interactive analytics that enable drill-down from a top-level overview through the team level and down to an agent-level analysis.
- Easy-to-use report wizard to customize and create new metrics and reports.

Scalable, secure business intelligence platforms can provide advanced analytics and reporting with low organizational risk, impact and cost. They also offer automated upload of search and discovery results to the analytics and reporting engine.

About Avaya

Avaya is a global provider of business collaboration and communications solutions, providing unified communications, contact centers, data solutions and related services to companies of all sizes around the world. For more information, please visit www.avaya.com.

Benefits

Avaya Speech Analytics Desktop Client Application

- Significant improvements in efficiency over traditional speech search techniques can be gained, releasing value through increased coverage.
- Increased business performance and service quality are possible, through the identification of good and bad practices.
- Enhanced protection of your brand can be achieved by reducing the risk of malpractice, fraud and non-compliance.
- Low total cost of ownership (TCO) is possible due to a small operational footprint, easy integration to other systems and easy-to-use interface allowing “expert-free” operation.

Avaya Aura® Performance Center, Speech Analytics Module

- Low TCO is possible through low-risk, low-impact combination of desktop search and business intelligence platform.
- Unique business intelligence can be delivered from call recordings across the organization.
- Out-of-the-box reports allow for a fast start-up, minimizing deployment time and cost.
- Key areas of customer contact improvement are targeted, including operational efficiency, risk management and revenue optimization.

Avaya Speech Analytics 2.0 supports Oracle DB 11g R2, Oracle Linux 5.5 and Oracle Exadata Database Machine.

Learn more

To learn more about Avaya Speech Analytics solutions, contact your Avaya Account Manager or Avaya Authorized Partner. Or visit us online at www.avaya.com.

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