

#### **AI-POWERED** INTERACTION ANALYTICS

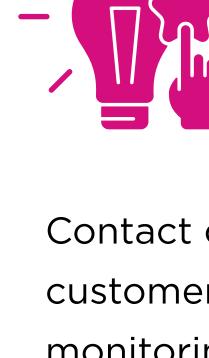
Uncovering the Wealth of Information Hidden in Customer Conversations

improvements in their most important metrics? By listening to what their customers are telling them — literally — in every interaction. That's what artificial intelligence (AI)-powered interaction analytics are all about.

How can contact centers

achieve measurable, sustainable





### Contact centers have relied on post-interaction customer surveys and manual quality

Surveys and Audits Don't Tell the Story

monitoring to quantify the customer experience, satisfaction, and agent performance. Yet, the data extracted from these methods is extremely limited in scope and value. In fact, a McKinsey & Company survey shows that: of customer experience (CX) 93% leaders in U.S.-based companies

use survey-based metrics as their primary means of measuring customer experience performance, **BUT ONLY:** say they are fully satisfied with 15%

of the customer voice is shared with CX leaders of CX leaders are confident that their organization can take action

customer experience

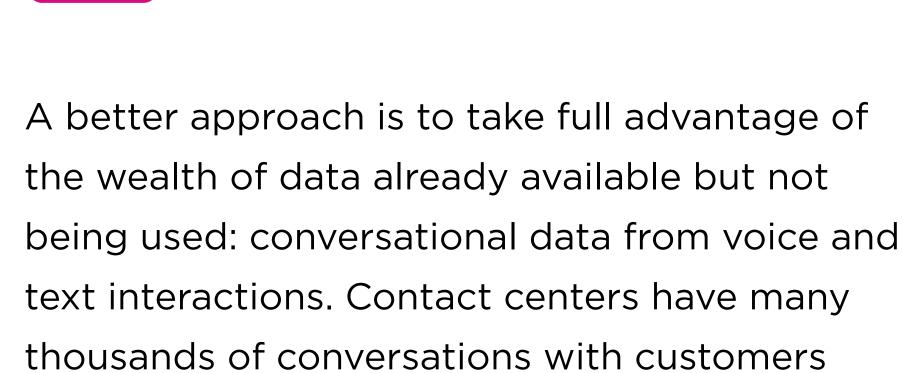
how their company measures

think that surveys allow them 16% to address the root causes of performance

Source: 2020 McKinsey Customer Experience Survey, conducted in collaboration

with AlphaSights and Gerson Lehrman Group

on CX issues in near real time



#### A better approach is to take full advantage of the wealth of data already available but not

The Lost Data from

**Customer Interactions** 

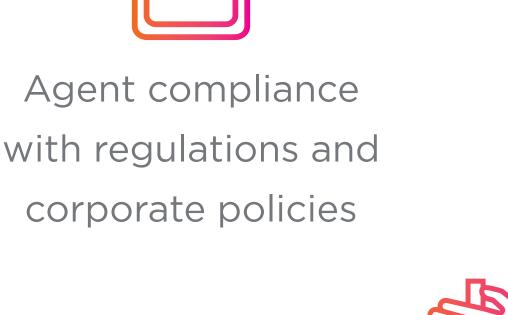
entirety of them to provide insight into: Agent Customer satisfaction, performance and behavior sentiment, and

every day, yet have no way to analyze the



intent

Customer complaints and feedback



Points of friction

in customer

journeys

**Analytics That** 

**Understand** 



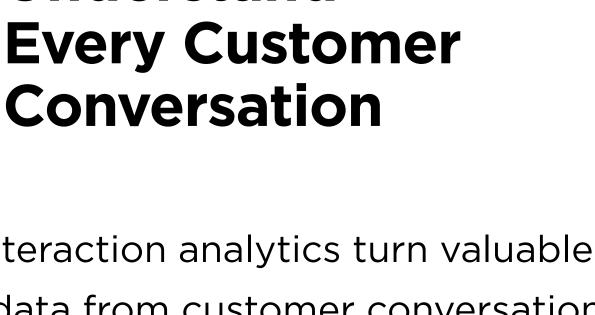
Al-powered interaction analytics turn valuable unstructured data from customer conversations (including voice and text)

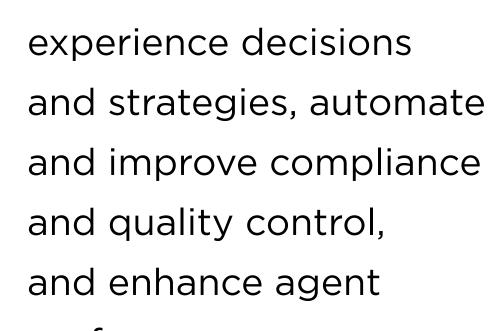
into actionable insights

automatically recognize:

Topics

that drive customer





data for:

### performance. Here's how the technology works

Contact center-specific conversational AI and

Language and dialect

Customer intent

natural language processing (NLP) technologies

Business entities Keywords Customer and agent sentiment Customer and agent emotion Topic sentiment Agent behaviors

Al-powered interaction analytics analyze the

Categorization Topics Quality and compliance

**Escalations** 

Customer experience

Agent performance and behavior

Correlation

Trends

**Insights for Top Use Cases** 

Al-powered interaction analytics can show

you what you've been missing and provide

pressing issues facing your contact center.

management effort

Agent performance

management

management

actionable insights to solve some of the most

**Quality and compliance** 

Reduce quality/compliance

Improve sales performance

and agent job satisfaction

Customer experience/

journey optimization



#### and reduce churn **Product marketing/**

Develop products based on

customer needs and interest

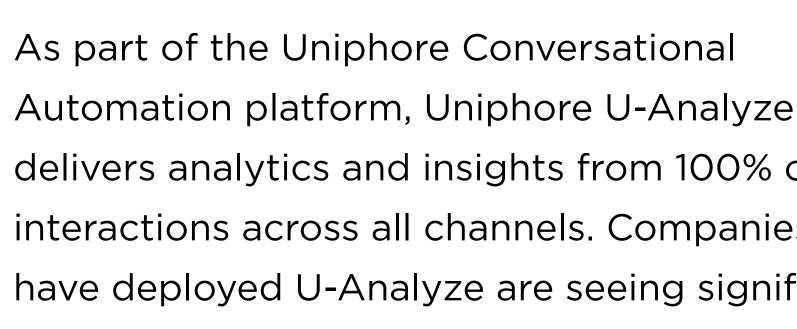
**Proven Results With** 

management feedback

and improve quality

Increase customer satisfaction

delivers analytics and insights from 100% of interactions across all channels. Companies that have deployed U-Analyze are seeing significant



improvements across many of their most important metrics for customer experience and the contact center.

30% decrease in customer effort

20% reduction in average handle time

15% increase in Net Promoter Score (NPS)

15% † increase in sales

## **Uniphore U-Analyze**

# 30% | reduction in hold time

50% | reduction in the analyzing calls reduction in time spent 60% 1 reduction in supervisory support

uniphore MM www.uniphore.com

Uniphore is the global leader in Conversational Automation, which combines the power of artificial intelligence, automation technology and machine learning. Uniphore is disrupting an outdated customer service model by bridging the gap between humans and machines by focusing on conversations. We make it possible for every conversation, on every call, to

be truly heard. Uniphore delivers innovative solutions across a flexible platform to enable organizations to provide a better customer experience. This includes intelligent conversational self-service, real-time conversational analytics, versatile agent co-piloting, intent detection, agent coaching, quality assurance, regulatory compliance, and automated after-call work. With Conversational Automation, enterprises can now engage their customers to effectively build loyalty, improve customer experience and realize

operational efficiencies.

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