Speech and Desktop Analytics with ASC

Turning Information into Knowledge

Highlights

What you can expect.

1. Recording and analysis of customer communications
2. Sophisticated analytical tools for process optimization
3. Increased customer satisfaction, cost reductions and compliance with directives

Corporate Communications: A Gold Mine of Information

Every day, companies are faced with a large volume of communications data coming in via various channels: voice, email, chat and video. Whether it's products, services or marketing campaigns, the customer provides decisive information about many areas of business. By analyzing these communications, trends can be revealed and appropriate action taken. By evaluating audio simultaneously with employees' screen activities, the quality of customer interactions may be determined and improved.

Breaches of compliance regulations can also be detected and eliminated to fulfill legal requirements in MiFID II or the Dodd-Frank Act, and, as a result, heavy fines may be avoided.

We record & analyze communications

ASC

Boost Customer Satisfaction with ASC's Solutions

Generating crucial information, evaluating workflows and improving customer service

Your Advantages

Speech Analytics

1. Automated assessment and structuring of voluminous data
2. Categorization of data for customer communications
3. Revelation of current trends and critical issues

Desktop Analytics

1. Quality check for customer interactions
2. Automated matching and evaluation of processes
3. Optimization of workflows

About ASC

ASC is a worldwide leading software provider of omni-channel recording, quality management and analytics addressing all enterprises with recording needs, especially contact centers, financial institutions and public safety organizations. ASC records, analyzes and evaluates interactions across all media, either as an on-premise or Cloud solution. Headquartered in Germany and with subsidiaries in the United Kingdom, France, Switzerland, the United States, Brazil, Japan, Singapore, Hong Kong and Dubai as well as a worldwide service network, ASC is a powerful global player in its industry.

Speech Analytics

The volume of data amassed by companies is overwhelming: Each contact brings to light priceless information about products, business processes, market trends and customer requirements. Speech analytics helps to sort through this data, structure it and gain valuable knowledge.

We offer various types of speech analytics to extract the information you need.

Keyword Spotting

Keyword spotting is based on pre-defined lists of words and phrases. When conversations contain one or several of these keywords, they are filtered out and can be sorted into categories and displayed in user-friendly reports.

Your advantages:

- Sort incoming calls into categories
- Recognize current trends and issues
- Filter conversations on specific topics

Transcription

Transcription translates the entire conversation into written text so it can be subsequently searched for any words, topics or phrases. Transcription lets the user search for new words or phrases based on developments unknown at the time of the recording.

Your advantages:

- Full-text search for words and phrases
- Filtering for topics
- Complex analyses such as data mining

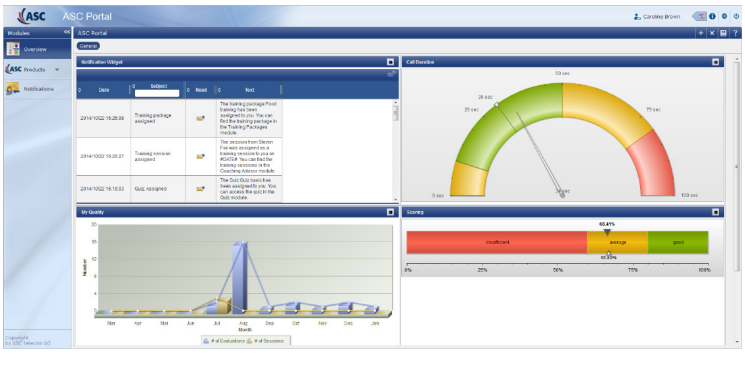
Desktop Analytics

Creating high-quality customer service helps contact centers stand out from the competition. To do so, agents must be trained to use programs and applications efficiently in a smooth workflow. To properly evaluate working processes, a company must determine how agents are using software applications during customer interactions.

Synchronized recording and analysis of phone calls and screen activities enables detailed insight into the quality of customer interactions by showing how to streamline agent performance.

Evaluating Agent Interactions

ASC's SCREEN*miner* measures the efficiency of defined processes and tasks, and spots deviations. As a consequence, workflow is optimized, and agents receive customized training. After entering specific processes and tasks into the system, companies can determine whether agents adhere to the defined order and complete all the steps within the average handling time. If they don't, the reasons for this result can be determined and appropriate training measures initiated.



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