Turbocharge your Conversational Analytics

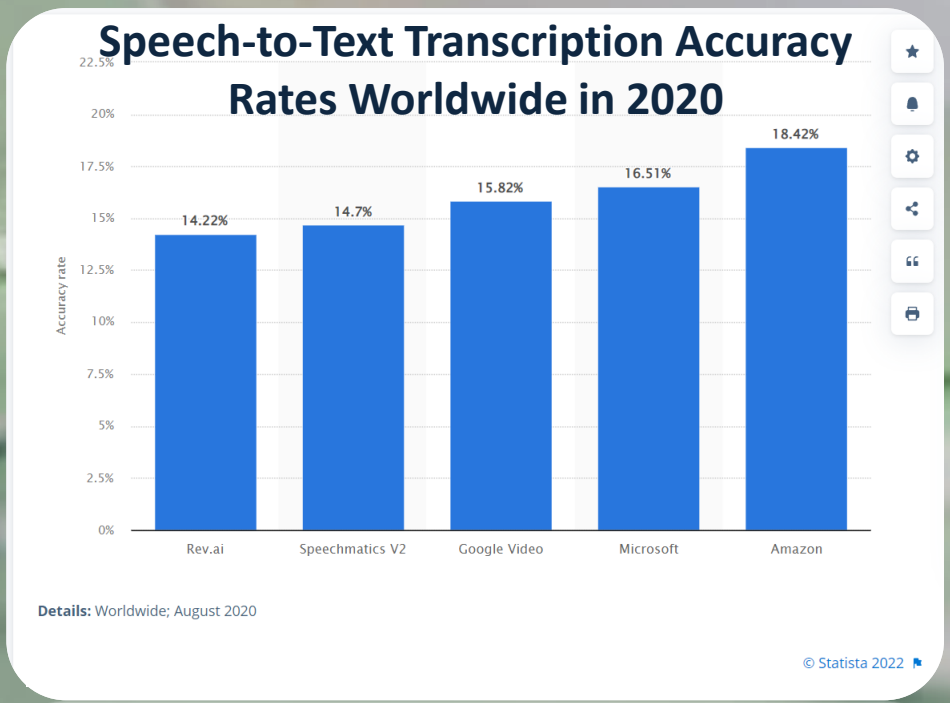
OrecX
a CallMiner company

Mono Recordings Lead to Flawed or Incomplete Analytics

Call recorders serve many functions, and one of their most valuable is the ability to feed recorded audio to transcription and conversational analytics engines to distill customer insights that move the needle on performance and revenue. These engines holey rely on the recorded audio file from the customer conversation to operate. With jumbled audio or two individuals speaking over one another, the resulting analytics will be flawed, at best.

The deficiency of most recorders/analytics solutions today is the quality of that recorded audio and its portability from the recorder to the transcription/analytics engine. Many combined solutions rely on less-than-crystal-clear audio to transcribe calls and identify phonetic patterns. In fact, the use of a dual-channel/stereo recording solution (versus single channel mono) can improve transcription accuracy 15%-40%. Unfortunately, about 90% of call recorders use mono audio capture. Do you know if your recorder has stereo or mono? You should check.

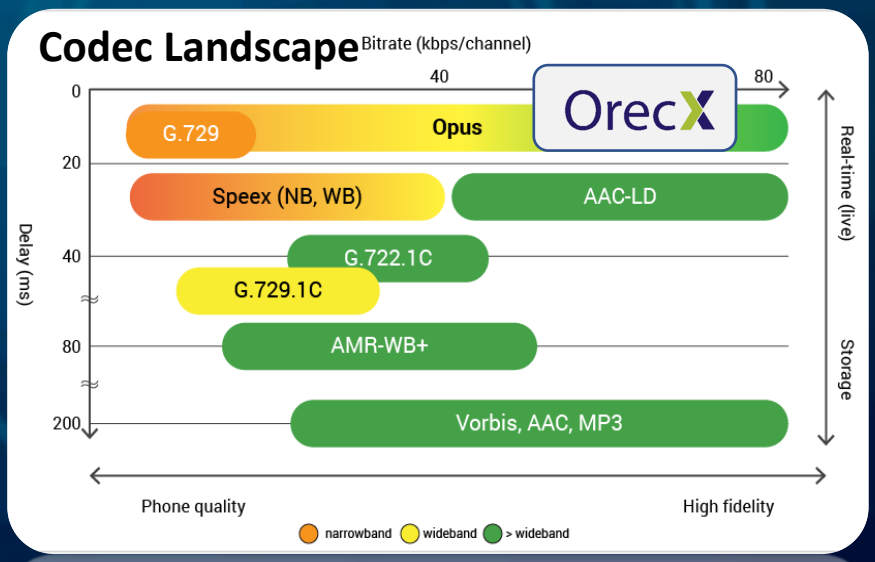
This means that for every 1,000 words of transcribed text, you could have at least 180 incorrectly transcribed words without the phonetic clarity of high fidelity, dual channel recording.



Advantages of High-Fidelity Audio Capture

"In software, an audio codec is a computer program implementing an algorithm that compresses and decompresses digital audio data according to a given audio file or streaming media audio coding format. The objective of the algorithm is to represent the high-fidelity audio signal with minimum number of bits while retaining quality." (Wikipedia)

- **You want a streaming audio capture solution for speech analytics that supports high fidelity bitrate codecs, such as Opus. This means your analytics results are the most accurate, based on crystal clear audio transcription.**
- **Opus is distinguished from most high-quality formats (e.g.: Vorbis, AAC, MP3) by having low delay (5 ~ 66.5 ms). It is unique from most low delay formats (e.g.: Speex, G.711, GSM) by supporting high audio quality (narrow-band all the way to full-band audio). It meets or exceeds existing codecs' quality across a wide range of bitrates, and it operates at a lower delay than virtually any existing compressed format.**



- **Most importantly, the Opus format and its reference implementation are both available under liberal, royalty-free licenses, like open-source software, making it:**
  - **Easy to adopt**
  - **Compatible with free software**
  - **Suitable for use as part of the basic infrastructure of the Internet**

Accessing your Recorded Audio isn't Always Easy or Cheap

Many of these very same recording solutions charge a substantial fee to access your own recorded audio data, causing capital outlays and delays in accessing the data. These lags can cause you to lose dissatisfied customers to your competitors as well as incur costly compliance issues. Therefore, you want a recording solution that offers unbridled access to your own recorded data at no extra charge.

You also want an audio capture solution that supports single and multi-tenant cloud or premise-based telephony environments for maximum flexibility to coincide with your telephony and computing environment.

It is also important to have the ability to collect non-audio data from CRM, ACD or agent desktop applications via a REST API, which can then be appended to audio recordings – thereby improving the ability to correlate, discover patterns and pinpoint specific types of interaction. Most audio capture solutions do not offer this level of openness.

Singular View of the Customer Journey

Not all conversational analytics engines are created equal. Many provide single or multi-channel (rather than true omnichannel) capture and analysis. There is substantial value in capturing all types of interactions beyond audio, including SMS, email, social media, etc. When all these channels are combined into a single interaction instance, the derived intelligence can be quite powerful. Most analytics engines restrict the types of interactions that can be captured and integrated.

Interactions that begin on a web page on a mobile device may move to telephone, social media, chat, email, and even SMS messages. You want a 360-degree view of the customer journey, one that offers a centralized view into the mindset of each customer.

Therefore, it is critical to consider an analytics solution that offers true omnichannel capabilities.

Real-Time Vs. Post-Call

Some, but not all, call recording solutions offer both post-call and real-time audio capture. With post-call, the recorded audio file is sent to the transcription and analytics engine within hours or days. A real-time audio capture solution performs these tasks in fractions of seconds. This provides a level of recourse immediacy that enables agent correction behavior as it's happening. The same goes for a supervisor intervening to save a dissatisfied customer from leaving or cancelling.

Not every use case requires real-time, but its power can be quite substantial.

You need to decide if it makes sense for you, and if it does, having the option to procure it can literally change everything within your contact center.

The scenarios when it makes the most sense include:

- **Automated QA to identify agent performance gaps as the interaction unfolds to correct it immediately (bad attitude, e.g.)**
- **Rescuing dissatisfied customers before they cancel their order or service**
- **Mitigating costly compliance infractions as they occur (not disclosing required statements, e.g.)**

It's best to look for a recording company and a conversational analytics company that offer both post-call and real-time. Post-call is a less expensive option and makes sense if you don't require real-time.

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