

**8x8**

**Dispelling the Myths**

**Let's Get Real About  
Speech Analytics**

Organisations of all sizes tout the benefits of using speech analytics in their quest to improve the customer experience. According to Aberdeen Research, “Companies using speech analytics enjoy 67% greater annual increase in customer satisfaction rates and 5 times greater annual improvement (decrease) in the number of customer complaints, compared to non-users.”

Nevertheless, companies face some common barriers to success as they look to adopt speech analytics. And behind those barriers are myths. Do any of these ring true for your organisation?

	Barrier to Success	Common Myths
<b>Category #1</b>	Purchased speech analytics in a flurry of excitement only to have it sit unused.	<b>Speech analytics can...</b> <ul style="list-style-type: none"> <li>• Be configured once and then forgotten</li> <li>• Completely automate contact center quality assurance</li> <li>• Transcribe calls with 100% accuracy</li> </ul>
<b>Category #2</b>	Didn't have access to speech analytics.	<b>Speech analytics is...</b> <ul style="list-style-type: none"> <li>• Exclusively for contact centres</li> <li>• Only available to large enterprises</li> <li>• Too expensive</li> </ul>

While there may be some historical truth to these myths, they are in fact just that: myths. The truth is that speech analytics technology has never been more accessible to organisations of all sizes, and it has the potential to:

- Make contact centre quality assurance more efficient
- Greatly aid the process of gathering insight from customers to improve products and services
- Transform an organisation's entire customer experience.

This ebook aims to dispel these prevalent myths that prevent organisations of all sizes from successfully adopting speech analytics and unleashing its full potential. Let's start mythbusting, shall we?



## Myth #1

# Speech analytics is a set-it-and-forget-it technology

A fundamental goal of speech analytics is to unlock the treasure trove of insight and data housed in the many conversations with customers each day. Without speech analytics, that insight is locked behind call recordings and you likely don't have the bandwidth to listen to enough calls to find common threads.

Turning these recordings into text transcriptions should instantly unlock that insight, correct? Wrong! Speech analytics merely makes the data more accessible. Someone must analyse the data that speech analytics surfaces in order to gain insight from it.



## Try doing these things to ensure that speech analytics doesn't sit on the shelf collecting dust:

1. **Designate a "Chief Asker,"** someone to consistently analyse the data - If a person or group of people isn't tasked with owning speech analytics, no one will. Preferably the person or people in this role are analysts by trade, naturally asking questions when presented with a dataset.
2. **Automate certain common queries** - With speech analytics, it's easy to automatically search for certain keywords and phrases and quantify their rate of occurrence. In a contact centre environment, one might ask:
  - a. **Why are customers canceling?**
  - b. **Why are customers dissatisfied?**
  - c. **What are our customers saying about our products?**
  - d. **How often are agents saying and asking the things we require them to say and ask?**
3. **Regularly drill down into the keywords** - It's important to go to the next level to understand the context around those keywords and phrases. For example, your company just released a new product and there are many mentions of that product during customer interactions. What specifically are customers saying about that product? What's their sentiment? How often are they saying the product name coupled with the words 'amazing' or 'awesome?' How often are they instead saying words like 'stinks,' 'unreliable,' or 'broken?'

**Truth #1**  
**Speech analytics is hands-on. The more you use it, the greater return you will see.**

## Myth #2

# Quality assurance will be completely automated

One doesn't have to search long to find bold claims that speech analytics can completely automate quality assurance. But that myth is only partially true. Let's talk about what can be automated.

### What speech analytics can automate

**1. Common, repeatable phrases** - Think about those behaviors during customer interactions that agents are required to complete. These might include:

- **An opening greeting**
- **A closing statement**
- **Authenticating the customer by verifying specific information**
- **Proper messaging when placing a customer on hold**
- **Cross-selling or upselling certain features or products**

These are phrases that are easy to search for to determine when they are used and when they aren't.

**2. Agent and customer sentiment** - People skills are an essential component to any customer interaction and speech analytics can help separate the positive from the negative.

You can identify:

- **Common negative and positive words and phrases**
- **Spikes in speech patterns**
- **Instances where the agent and customer speak over one another**



“With speech analytics overall, the team leads love it, agents love it – it has revolutionized the way we coach our teams in real-time,”

— Nathan Tomlinson, Director of Customer Experience at Vacasa

Paying attention to these patterns will most certainly help supervisors evaluate the quality of customer interactions more efficiently.

As far as complete automation goes, however, speech analytics can't determine if the information provided to customers was accurate and may run into false positives with sentiment designation due to a lack of context around the conversation. This means that it's still critical for supervisors to review interactions before evaluating and coaching agents.

Speech analytics will help enrich those in-person coaching and goal-setting conversations between agents and supervisors.

## Truth #2

**Speech analytics can significantly improve, not fully automate quality assurance efforts.**

### Truth #3

**Call transcription  
doesn't have to be  
100% accurate to  
gain value from  
speech analytics.**

### Myth #3

## Call transcriptions need to be 100% accurate

Turning this myth into a question, one might ask, "Are there certain words and phrases speech analytics will have difficulty transcribing?" The answer to that question is, "Yes."

A common use case for speech analytics is to search for mentions of a company's specific products. But imagine you work for a company that produces all natural food supplements, and one of your best selling products is called, "Naturogantix" — a completely made up word. Given that this is an unfamiliar word that many callers will mispronounce, it's no surprise that the name might be transcribed as "Not your organics" or "Nature and ticks" or "Not Oregon tickets."

This may also occur with terms like "grade A" being transcribed as "gray day." As you become aware of such occurrences, you can fine tune the searches to include those terms as well.

## Myth #4

# Speech Analytics is only for the contact centre and large companies

### Let's quickly dispel the myths of exclusivity.

Sure, speech analytics can supercharge the quality assurance and coaching efforts for any contact centre, but this isn't an exclusive party. How might other departments benefit from this?

<b>Marketing</b>	"We recently sent a holiday promotion email with a coupon to all of our customers and want to know what customers are saying about it."
<b>Engineering</b>	"We just performed major system maintenance. We believe customers weren't impacted at all, but we want to hear about any and all concerns voiced to customer service."
<b>Product</b>	"We are super excited about a new product feature released to all of our customers. What kind of feedback are we receiving, both positive and negative?"

For the small and medium-sized business leader, perhaps you've heard that speech analytics requires a huge volume of customer interactions to be worth the time and effort. Or perhaps popular vendors have quoted exorbitant implementation fees or given your company the cold shoulder because you didn't meet their seat minimum. While some of these reasons may have been historically true, cloud-based speech analytics providers have turned them into myths.

## Truth #4

The benefits of speech analytics reach to entire organisations great, small, and somewhere in between.

**Truth #5**  
**Speech analytics**  
**is affordable to**  
**organisations of**  
**all sizes.**

## **Myth #5**

# **Speech Analytics is too expensive**

**If you've been scared off by the steep price tag of speech analytics in the past, it's time to look again.**

- Cloud-based solutions have eliminated hardware expenses.
- Out-of-the-box operation ends the need for expensive professional services and implementation fees.
- Cost of speech to text transcription has dropped while speed and accuracy have increased.

**Speech analytics has never been more affordable!**

If you have heard any of these myths spoken in your organisation and are ready to do some mythbusting of your own, there's no better time than the present to give 8x8 a call. We will show you just how accessible this technology is and help you tailor it to maximise value for your organisation.



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Superior Voice  
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