Insight begins with understanding

What are your customers' expectations, their aversions? What makes them frustrated or angry? What delights them and fosters loyalty? Finding answers to these questions is a key component of your analytics strategy, and vital to your business success.

Call recording and quality monitoring are a step in the right direction—they give visibility into the voice of your customers. But a gating factor is bandwidth. It's time-consuming to manually listen to calls – and a formidable challenge to select the "right" calls. It's easy to miss critical information. Wouldn't it be great if you could listen to the voice of all your valued customers?

Now you can. With powerful 8x8 Speech Analytics, you can analyse a full spectrum of your customer interactions and listen to the most important ones, rather than a random handful that have no predetermined context. Audio data can be searched and analysed for compliance, customer insights, and agent performance to improve your customer experience.

And, your time to value is immediate. At 8x8, we make it fast, easy, and inexpensive to get started with Speech Analytics. A vast library of predefined categories and topics give you a springboard from which to start. If needed, you can add new categories, topics, and keywords with just a few mouse clicks. This means your cloud-based solution is up and running in minutes, with no professional services charges.

Benefits

Gain Visibility and Insight

- Unlock the voice of your customer
- Pinpoint problems
- Identify new opportunities

Boost Productivity

- Enable efficient, targeted quality management
- Reduce time researching and evaluating calls
- Empower more productive coaching

Contain Costs

- Predict and prevent customer churn
- Identify redundant inquiries and address them in self-service
- Install in minutes, with minimal investment
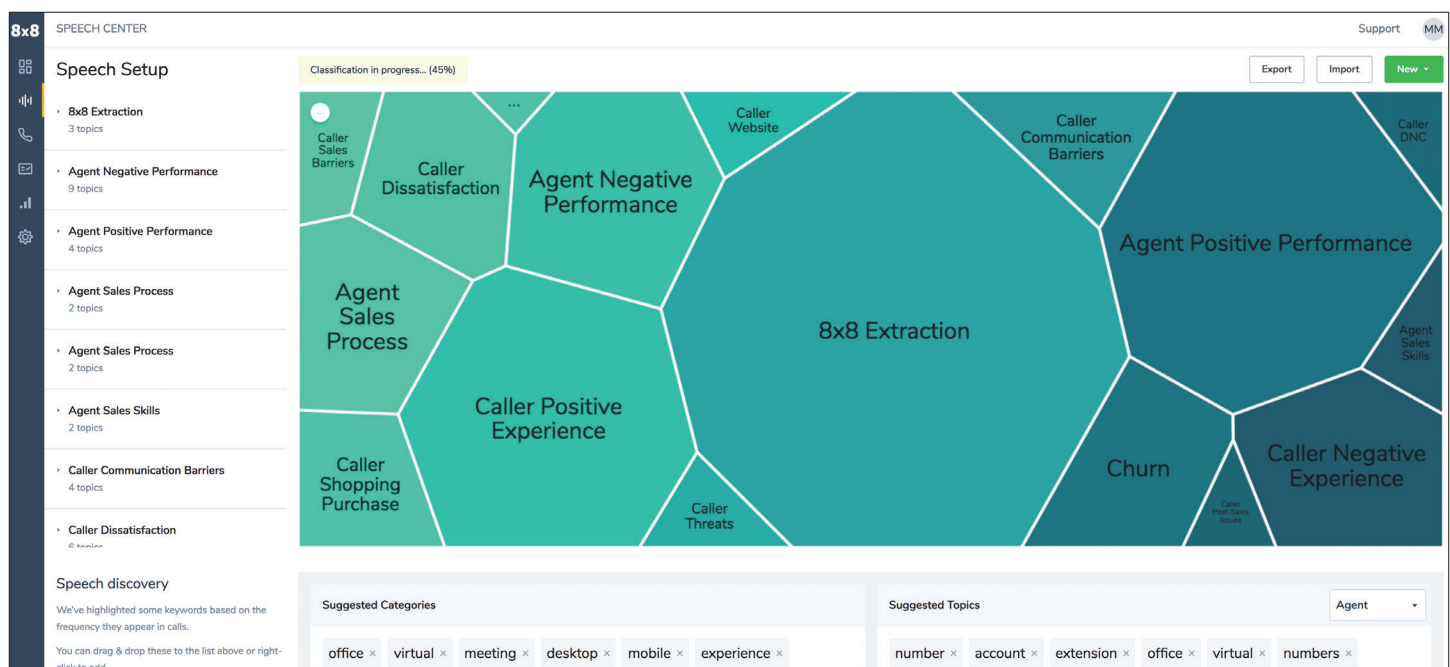
Transform customer calls into business insight

Recorded customer interactions contain a vast amount of untapped data that gets to the heart of your customers' concerns. With 8x8 Speech Analytics, automated speech-to-text transcription extracts valuable insights from these unstructured voice conversations.
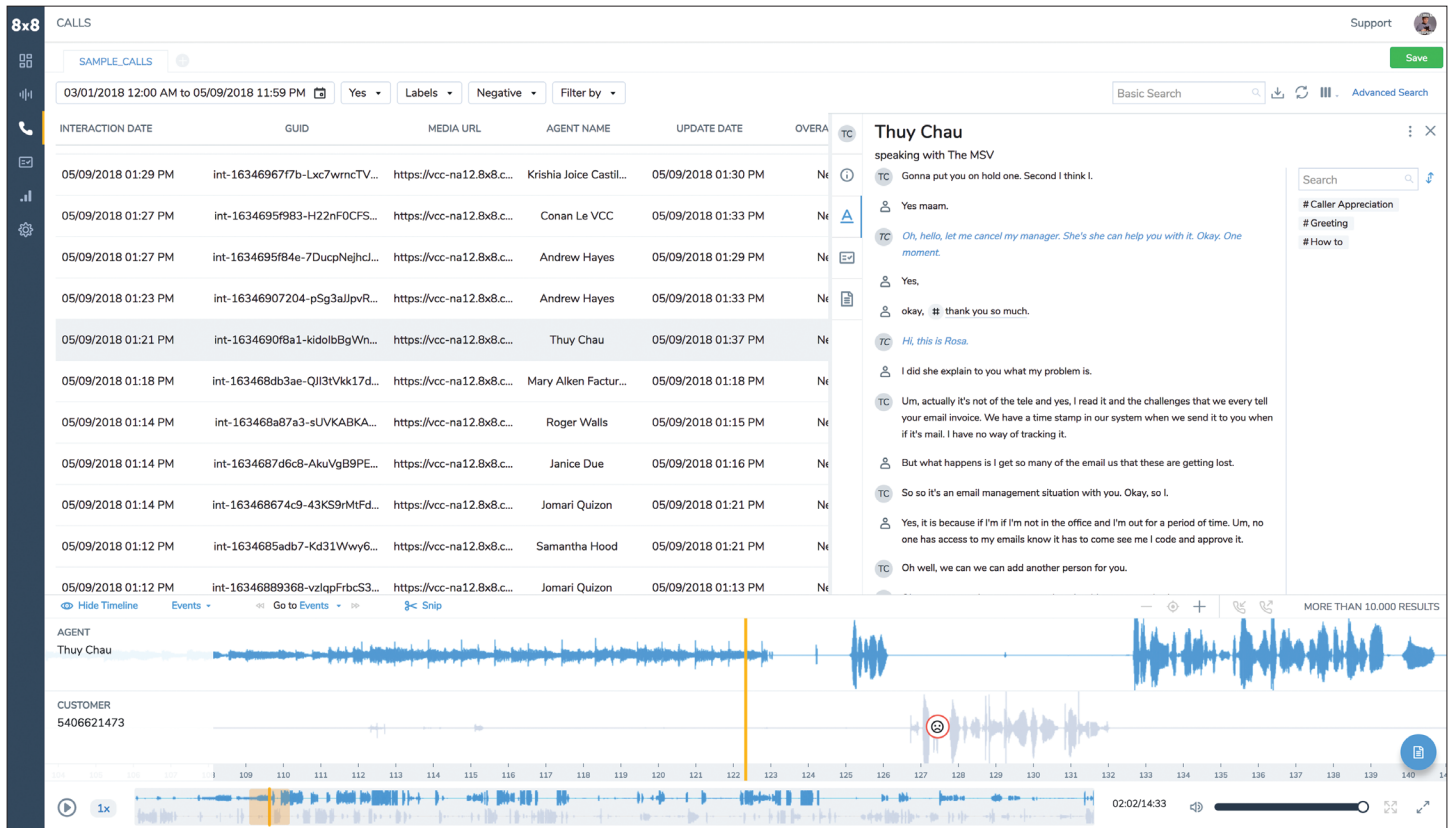
Speech Analytics enables:

Root cause analysis

Identify why people are calling and recognise common issues to drive process improvements.

Opportunity identification

Discover customer needs for new products and services as well as upsell possibilities.

Trend spotting

See the big picture with at-a-glance visual depictions of common customer topics.

Actionable intelligence

Unearth any issues with agent adherence to scripts. Reveal legal compliance—or lack thereof.

Emotional intelligence

Understand customer sentiment to prevent churn and ensure high quality, empathetic customer service.

Drive collaborative performance management

Your agents can't deliver a differentiated customer experience unless they have the right training and coaching, and close collaboration with their supervisors. However, supervisors are often overloaded and stressed. They're too time-constrained to thoroughly research and evaluate a spectrum of calls and provide needed feedback.

8x8 Speech Analytics alleviates this issue by enabling:

More productive coaching

Quickly find and share role model examples with team members to boost agent learning and overall effectiveness.

Collaboration between supervisors and agents

Supervisors can send a message with an excerpt from a call; agents can listen and respond, creating a dialogue that serves to fine-tune agent performance.

Targeted Quality Management

Save time in listening to random calls. Instead, identify and drill down on what you need to listen to.

Impact the bottom line of your business

Now you can locate and rectify operational inefficiencies with evidence-based insights. 8x8 Speech Analytics gives you a visual representation of key trends and common inquiries, helping you reduce costs through:

Improved agent retention

Companies incur significant costs in hiring and training agents. When you reduce attrition through collaborative coaching, onboarding costs drop significantly.

Shorter talk times

Analysts tell us 60-70% of the costs of a contact centre are in agent salaries. More knowledgeable and experienced agents address customer issues more quickly, reducing average handle time.

Identifying and offloading repetitive requests

See what categories and topics are trending, drill down into details, and identify opportunities to offer customers self-service options and reduce call volumes.

Reduced customer churn

Retaining customers is critical to the success of your business. 8x8 Speech Analytics help you quickly hone in on, and rectify, problem areas.

Minimal setup costs

Predefined categories and topics, and the ease of adding new categories tailored to your own needs, means you eliminate the costly professional services fees associated with competitive solutions.

Contact 8x8 to learn how Speech Analytics can drive success in your business.