

# 8x8 Conversation IQ

Conversation insights and professionalism from the front desk to the back office

8x8 Conversation IQ packages quality management and speech analytics capabilities, that have long been reserved for contact center staff, into a powerful add-on solution that can be used by any employee, in any role, anywhere in an organization

This new offering applies AI-driven analytics to help organizations uncover conversation insights, empower proactive coaching and ensure that all customer interactions are professional, consistent and effective from the front desk to the back office.



8x8 Conversation IQ is available as an add-on license for any X Series user, which activates advanced media capture and analytics for those users.

This then enables team-leaders, managers and supervisors to leverage the Speech Analytics and Quality Management tool-sets to track trends, define evaluation workflows as well as take advantage of powerful AI-enabled conversation search capabilities, with full drill-down to high-quality speaker-separated audio recordings and transcriptions.

## Key Highlights

- **Value** - Single-source speech analytics and quality management solution for all user role
- **Ease of use** - Rapid deployment and ready-to-use evaluation templates
- **Insights** - AI-driven sentiment analysis and keyword tracking with speaker identification
- **Consistency** - Customized coaching across the organization
- **Compliance** - Effective and efficient management of adherence to company policies, best practices and industry regulations
- **Automation** - Holistic reporting with drill-down detail

**"We were able to improve team performance and enhance customer service"**

**Mobashir Ahmed**, IT Manager - Fred Loya Insurance

## Capture and Search

Dual-channel recording captures a separate audio track for both the caller and the called party.

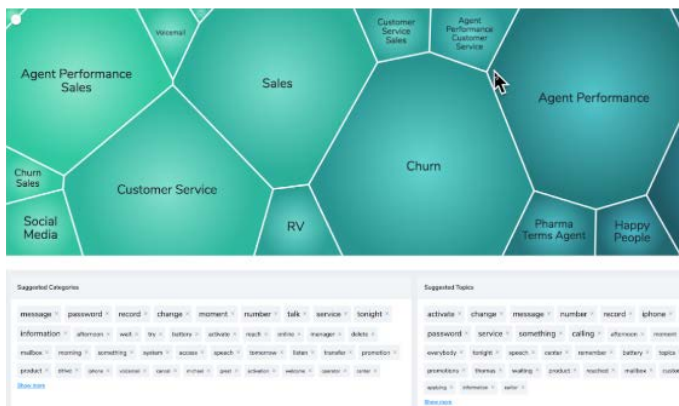
Not only does this aid the review process, it also improves accuracy and searchability when text-to-speech transcription is enabled, allowing specific words and phrases to be located efficiently.



## Categorize and Visualize

Automatically track the use of key words or phrases to provide an active insight into the sentiments being expressed in employee-customer interactions.

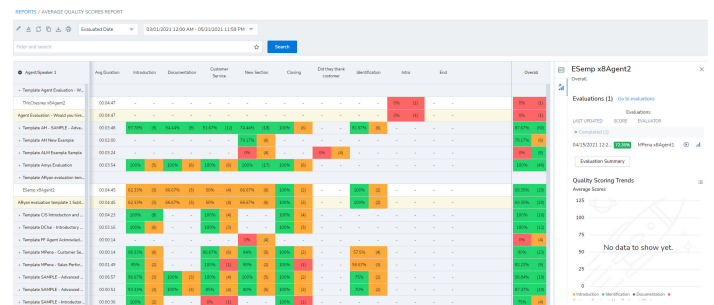
These trigger words can be easily customized and enable you to visualize and highlight conversation sentiment, as a barometer of customer engagement and employee empathy.



## Evaluate and Score

The solution includes simple to deploy tools to gauge team-member performance, by benchmarking adherence using interaction transcripts as the key currency.

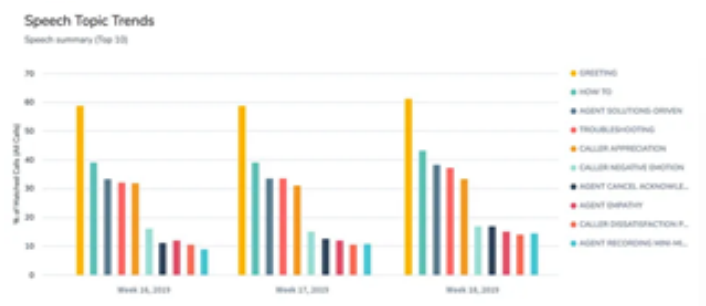
Managers can drill down into specific users' conversation history and access and tag the relevant interaction data as a means of providing instant feedback, whether for training or for performance improvement.



## Analyze and Report

As interaction data accumulate over time, users can mine the rich seam of information to sift out actionable insights, particularly those based on topic matching and speech trending.

The ability to isolate trends over customizable time periods, both system-wide and for specific teams, enables managers to track adherence to best practices and compliance to in-house or industry-specific processes.



Contact 8x8 sales or your 8x8 partner for additional information.

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