



# Speech and Text Analytics

Instant Insights to Boost CX and EX

## 8x8 Interaction Analytics

8x8 Interaction Analytics combines the power of speech and text-based analytics in a single, intuitive interface. Measure and manage interactions across multiple languages, channels, and conversations in traditional and informal contact centers. Reveal insights across all of your interactions to make informed decisions that truly make a difference to your business and your customers.

## Save time and money

Eliminate costly setup and achieve faster time to value with out-of-the-box categorization and guided help.

- Expand bandwidth and increase contact center effectiveness
- Reduce the time it takes to discover business performance
- Easily and intelligently identify areas to improve agent performance

## Intelligence made easy

Optimize performance and deliver value across the organization with AI-driven insights across all interactions, including trending phrases, topics, and categories.

- Empower managers to review and drill into data from all customer interactions
- Make informed decisions using unstructured customer feedback
- Evaluate trends in real-time using graphical views

## Key benefits

- **Realize rapid time to value** by avoiding high costs of installation and setup, regardless of company size.
- **Machine learning and artificial intelligence** sort calls, chats, texts, and social posts that need attention, classifying the interactions that matter the most.
- **More accurate AI transcriptions** to make the most out of every interaction by identifying common trends and providing the most personalized experience possible.
- **Supercharge quality management** and improve customer experience by zeroing in on customer interactions that can make a difference in coaching and training.
- **Instant insights** quickly identify opportunities to improve and deliver more consistent service across channels, including self-service.
- **Increase revenue** through targeting of potential cross-sell and upsell opportunities and delivery of personalized coaching.
- **Reduce risk** with the ability to categorize and review regulatory terms and script adherence such as Mini-Miranda, PCI, and HIPAA.

## Increase revenue and reduce risk

Key insights engage all levels of the organization to deliver a more targeted approach to understanding upsell/cross-sell opportunities and potential compliance risk with what is and what isn't said. Hone in on contact drivers and customer sentiment, and ensure quality and compliance.

- Reduce risk by reviewing script adherence to compliance procedures
- Discover and replicate customer satisfaction best practices
- Review trends over time and identify opportunities as they develop

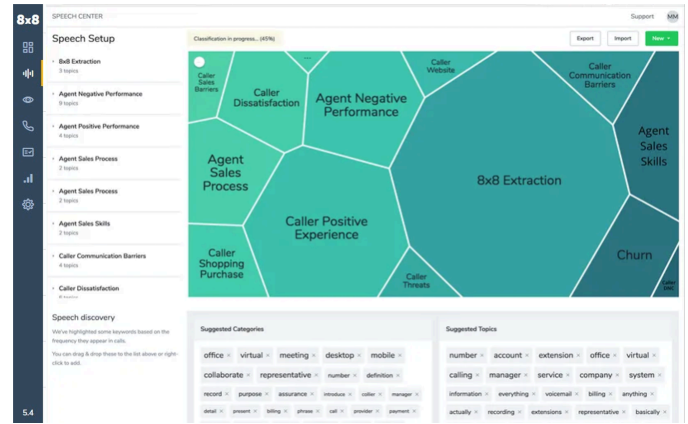
## Boost quality with workforce optimization

With a visual big-picture view of all of the interactions in your organization, supervisors can be more specific with quality management. Individualize coaching by drilling down to specific, relevant, meaningful interactions with the employee and improve corporate metrics and goals. 8x8 Quality Management combined with interaction analytics takes the massive amount of data in both voice and text based conversations and makes those insights actionable.

- Target customer experience insights
- Develop better processes, even beyond the contact center
- Ensure effective training and coaching

**“8x8 helps us better understand our customers and provide more value in each of our interactions with them.”**

**Brian Himstedt**, Sr. Director of Technology, Kansas City Royals



### Customer Satisfaction

Speech summary (Top 5 / Bottom 5)

