“Doing More With Less”
How Speech Analytics Improves Operational Efficiencies and the Customer Experience

Michael Ullrich, Senior Solutions Architect
CallMiner ...

- Is the leader in enterprise speech analytics solutions.
  - We refer to actual # of hours mined per day ... not theoretical # of seats ...
  - Seats are deceptive ... not an add-on in a suite, not a check box
- Has the most advanced, “best-of-breed” enterprise class speech analytics software in the industry.
- Has successfully implemented at
  - the world’s largest financial institution
  - the largest call center system in North America
  - the #1, #2, #5, #7 largest Cable TV Operators
  - the largest and most viable automobile finance arms
- Why are we the choice of enterprise customers?
  - scalable, heterogeneous and most importantly, PROVEN

FACT:
Who knows YouTube? Sold to Google for $1.65 billion.
How much video uploaded/day?
Answer: 17,000 hours.
CallMiner mines 5X’s YouTube each day.
Listen to the voice of your customers ...

- Why they’re calling ... *Once you know what is happening on conversations ... then discover* ...
- Whether customers are satisfied, or not – and why
- If, when and why customers might churn
- Market intelligence into customer preferences
- Behaviors impacting bottom line – marketing, sales, collections ...
- Opportunities for cost savings or operational efficiencies
- **Automatically unlocks valuable business data** stored in all of your recorded calls, by converting call content into reportable data.

Ad hoc analysis across any data

- Visual analysis tools and access to all captured data dimensions allows for detailed ad hoc analysis for analyzing beyond canned reports ...

Voice is data + **data can be measured**; anything that is measured can be improved

- Unstructured data can be combined into a single view in Eureka, or can be integrated into any BI tool ...
- 100% of all or any, no sampling and no sampling errors
- See trends **before** they happen

**FACT:**
CallMiner Eureka allows you to discover trends and events without a pre-disposed notion of what to look for.
Eureka improves operational efficiencies and the customer experience

- **Drives efficiencies** such as channel diversion, workforce optimization, and process improvement by identifying high volume calls, long calls, calls with significant silence and repeat calls
- For a 500-seat contact center, Eureka reduces costs by millions by:

<table>
<thead>
<tr>
<th>Eureka's Operational Impact</th>
<th>U.S.</th>
<th>U.K.</th>
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</thead>
<tbody>
<tr>
<td>Reduce Wrap-up Time</td>
<td>$520,000</td>
<td>£676,000</td>
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<tr>
<td>Decrease Long Calls</td>
<td>$364,000</td>
<td>£378,000</td>
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<tr>
<td>Reduce Repeat Calls</td>
<td>$208,000</td>
<td>£202,800</td>
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<td>Decrease Agent Turnover</td>
<td>$499,200</td>
<td>£270,400</td>
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<tr>
<td>Reduce Supervisory Turnover</td>
<td>$72,800</td>
<td>£43,680</td>
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<tr>
<td>Facilitate Channel Switching (to IVR/Web)</td>
<td>$620,500</td>
<td>£449,680</td>
</tr>
<tr>
<td>Manage Call Volume Spikes</td>
<td>$181,400</td>
<td>£130,840</td>
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<tr>
<td>Discover Unknown Calls</td>
<td>$216,000</td>
<td>£156,000</td>
</tr>
</tbody>
</table>

Plus, Eureka empowers organizations:

- **Analyzes every aspect of every call** including words, acoustics and call attributes, and score each call for KPIs
- **Unlocks intelligence** from recorded conversations through automated categorization, search and discovery
- Improves customer satisfaction & retention, market intelligence, sales and overall contact center performance
- Conducts deep analysis across any data dimension or measure through free-form powerful analysis tools

For all the details, visit [http://www.callminer.com/white-papers.htm](http://www.callminer.com/white-papers.htm)
Automatically and accurately analyzes calls for spoken words, acoustic characteristics and other attributes to identify what is occurring on the call. With Eureka, you

- **Categorize** – Identify the reasons for the call, products or competitors mentioned, participant behaviors, procedural compliance, and outcomes of every call.
- **Search** – Conduct simple or complex word and phrase searches, identify calls and returns a text and audio snippet exactly where the search terms are found.
- **Discover** – Uncover trends and events, without a predisposed notion of what to look for, by tracking call indicators and analysis of word and phrase frequency and coincidence.

Delivered through easy-to-use web-based tools and reports with powerful desktop tools for ad hoc root cause analysis.
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