



# Speech Analytics

## The Path to Value



## The Value

Many agencies understand the value of call recording and monitoring, but few recognize the benefits of mining their call data with a speech analytics platform.

Since its inception, over a decade ago, speech analytics technology has become more comprehensive, affordable, and easy to use. Agencies that are making full use of what the technology has to offer are reporting considerable market advantages and measurable returns. While the possibilities for VoizTrail's speech analytics are endless, in this article we are going to outline the recommended path to realizing maximum value.

### Stage One: Compliance

The first area to begin gaining value from VoizTrail's speech analytics is compliance. All calls can be tracked and scored based upon adherence to regulatory standards such as: *verifying the right party, proper disclosures, monitoring consent, third-party payment authorization, and any other required language in accordance with your policies*. Then there are the added benefits of time savings for your supervisors, through automated auditing and reduced training time for the entire organization. Additional functions, such as call redaction, can be used to automate the enforcement of PCI compliance by locating and eliminating sensitive consumer data.

Thanks to its ability to drastically reduce compliance violations, exposure to disputes, and legal liabilities, VoizTrail's speech analytics will deliver immediate value in the first few months after implementation.

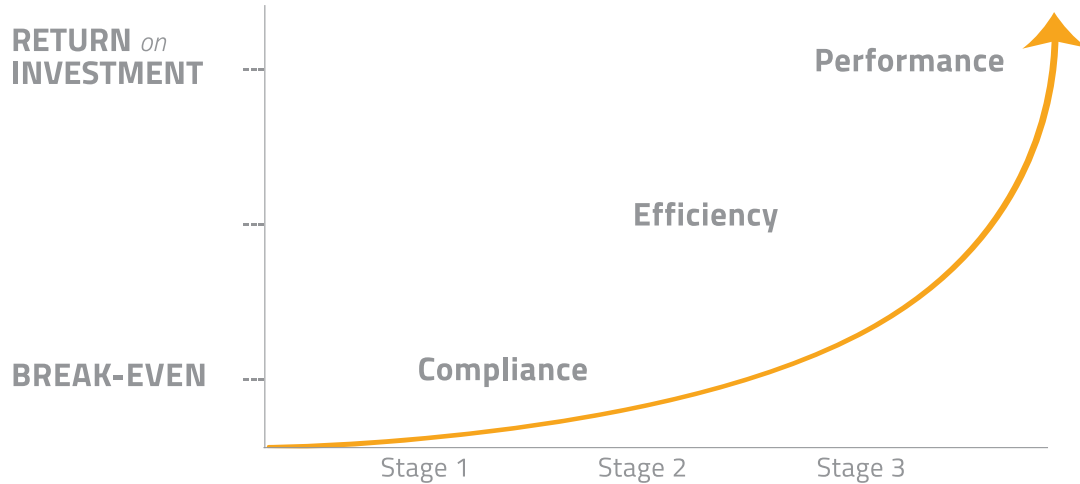
### Stage Two: Efficiency

The next opportunity for a greater return on investment is in improving operational efficiency. With VoizTrail's speech analytics, you have the ability to quickly identify what agents do best and optimize training to yield more revenue per consumer. Analyzing both sides of a call provides critical insights in areas such as: *over talk, silence and agent or consumer emotions*. Our platform offers faster retrieval and call review, as well as screen-capturing abilities.

Utilizing trend data to identify common barriers, or best practices, takes the guess work out of process redesign, minimizing the time and effort involved and creating opportunities to continually streamline processes. After identifying opportunities for improved efficiencies through call analysis, your organization will be capable of executing new, more effective collection strategies.

### Stage Three: Performance

There is unlimited potential for improving performance, increasing revenue, gaining competitive advantages, and brand enhancement with the insights gained through VoizTrail's speech analytics. With behavioral analysis capabilities, you can micro-segment consumers based on cues exhibited during their interactions with your agents and match the right resources and approach to each individual. You can focus your time, attention, and sales efforts on the most valuable verticals and clients as well. By taking full advantage of methodologies to improve consumer engagement, utilizing acoustic monitoring and behavioral templates, you can optimize every conversation and ensure both your and your clients' brands are represented appropriately.



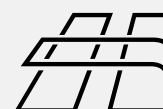
The key to consumer relations lies within your agency's data!  
**Find the VOIZ of your agency.**

| <b>COMPLIANCE</b><br>Take Control [0-3 Months]  | <b>EFFICIENCY</b><br>Optimize [3-6 Months]  | <b>PERFORMANCE</b><br>Full Potential [6-9 Months]                        |
|---|---|--|
| <b>Function:</b> Keyword and phrase tracking, automated call scoring, system alerts & redaction.      | <b>Function:</b> Call Retrieval, screen capturing & trend data.                                       | <b>Function:</b> Acoustics monitoring & behavioral templates.            |
| <b>Analysis:</b> Risk exposure analysis, call scoring, dispute identification & bankruptcy standards. | <b>Analysis:</b> Call efficiency, call category impact & recovery performance.                        | <b>Analysis:</b> Emotions, call scoring, behavior & client segmentation. |
| <b>Value:</b> Supervisor time savings, reduced training time & risk reduction.                        | <b>Value:</b> Efficient call review, better agent evaluation, training & increased revenue per agent. | <b>Value:</b> Consumer experience, brand equity & strategic innovation.  |

Developed by **KG Hawes**, the VoizTrail<sup>®</sup> Communication and Compliance Suite offers scalable services and solutions that assist businesses in bridging the gaps in their performance potential. VoizTrail<sup>®</sup> facilitates high-end performance monitoring, training support, improved client services, regulatory compliance and dispute management, and offers clients exclusive service options for utilizing our consultants and experienced professional auditing staff.

Contact us to see how VoizTrail<sup>®</sup> can transform the way you do business!

**(866) 687-9006 | [contact@kghawes.com](mailto:contact@kghawes.com)**



**KG Hawes**  
Partners in Technology