



OVERVIEW

Nexidia Interaction Analytics™



Companies today face several critical business challenges – the need to increase revenue and market share, acquire new customers and retain existing ones, drive operational efficiencies, ensure corporate and regulatory compliance, and increase overall customer satisfaction. Management uses various data available to them as they endeavor to manage these business challenges: transactional data from sources such as CRM systems, IVR systems, billing, and other data warehouses scattered about the company.

But still, unanswered questions remain. Questions such as:

Exactly why are customers contacting our company? Are there product or process issues that need to be addressed?

What sales offers have we been making? Which ones resonate with which prospects and customers – and why?

What competitive intelligence can we gather from our customers?

Which troubleshooting steps are the most effective at resolving customers' issues?

Which agents excel at customer service and what makes them successful?

While “traditional” structured data may provide partial answers to these questions, there remains an incomplete view of the organization and its customers. These data sources may explain what

happened, but not why it happened. What’s missing is information from the customer interaction itself. What was communicated exactly, and when, between the customer and the representative?

Nexidia Interaction Analytics provides the missing piece of the puzzle – vital agent and customer behavioral data found in contact center interactions from sources including audio, chat, SMS, e-mail, surveys and social media. By structuring, synthesizing, and analyzing this interaction data, companies can draw correlations, view trends, uncover root causes, and build predictive models that will empower them to approach their customers in new and innovative ways.

BREAKTHROUGH TECHNOLOGY FRAMEWORK

Nexidia’s technology innovation, Neural Phonetic Speech Analytics™, smartly combines patented phonetic indexing and search with Automatic Speech Recognition (ASR) in a way that offers the most scalable, accurate and flexible solution available. Using advanced neural networks and language models built with real-world conversational audio, Neural Phonetic Speech Analytics produces word-level transcription of the audio, a phonetic index and customer sentiment scores. This output facilitates the rapid discovery of interaction content, enabling managers and analysts to uncover emerging topics, quantify related phrases, and categorize calls by topic, all based on meaning and business logic. Once these topics are organized

using a guided, intuitive interface, the Neural Phonetic Speech Analytics engine searches the phonetic indices for these same concepts for deep dive, root cause analysis – across all calls.

Analyzing this “big data” repository of customer interactions, often in multiple languages and at unprecedented speeds, requires a scalable architecture. Neural Phonetic Speech Analytics processes customer interactions on Nexidia Search Grid™. This powerful and flexible architecture utilizes a MapReduce style framework to allow massively parallel, multi-tenant distributed processing of data on commodity hardware or in the cloud. A Nexidia Search Grid configuration can expand when interaction volumes increase or data retention periods grow. Where other solutions require multiple instances of software in order to keep up with large implementations, Nexidia Search Grid manages these large implementations with one logical instance of the system.

EARLY DISCOVERY REVEALS ISSUES AND TRENDS

Nexidia’s early discovery functionality reveals what you don’t know to look for – the emerging issues, trends, and topics that merit further investigation. Users can navigate through word clouds to understand the relationships between topics and the relative occurrence of these topics to determine root cause. Customer sentiment is measured on each interaction and is used to understand the issues that relate to high and low customer satisfaction.



Nexidia early discovery functionality uncovers emerging trends and hot topics that merit further investigation.

Early Discovery features:

- Caller intent dashboards display trending topics to jumpstart further analysis
- Highly configurable word clouds include filters for sentiment, speaker, or phrase length
- Enhanced sentiment analysis sorts calls based on positive or negative sentiment and trends this sentiment with visual displays

- Robust related phrases functionality shows relationships between topics, providing the context for root cause analysis

FROM EARLY DISCOVERY TO DEEP-DIVE ROOT CAUSE ANALYSIS

Early discovery is key to investigating audio in order to formulate hypotheses, but this is only the beginning. The next step to leveraging the power of Nexidia Interaction Analytics is to take these insights and use them for deep,

quantitative analysis. Nexidia's phonetic indexing and search engine analyzes 100% of customer interactions to uncover precisely how often events occur, why events occur, and the impact they are having on the business.

Nexidia supports ad hoc searches to find any important phrase, without the restriction of a pre-set dictionary of words or complex lexicon of phrase combinations. Once results are found, simply save that search using logic that defines the relationships between phrases (AND, OR, AND NOT), combined with time-based operators for deeper cause-and-effect connections.

Analysis and Reporting Features:

- Call categorization identifies most relevant calls within a category
- First Call Resolution (FCR) analysis targets common repeat call types and shows relationships between calls
- Root cause analysis determines the reasons customers interact with the contact center, identifying agent behavioral and process issues
- Advance Reporting provides easy-to-read dashboards that highlight the relevant information needed to make decisions



METRICS-DRIVEN PERFORMANCE MANAGEMENT

Transformation starts at the agent level. Nexidia Interaction Analytics uses 100% of captured interactions for agent evaluations, not small samples of calls. This approach produces metrics designed to identify outliers – enabling quality managers to quickly identify agents in need of coaching. Nexidia

Executive dashboards provide a bird's eye view of company performance against corporate objectives.

supports custom metrics for quality initiatives based on analytics results supporting all metadata fields in the system. These quality initiatives ensure that agent performance aligns with the goals important not only to the contact center, but to the company as a whole.

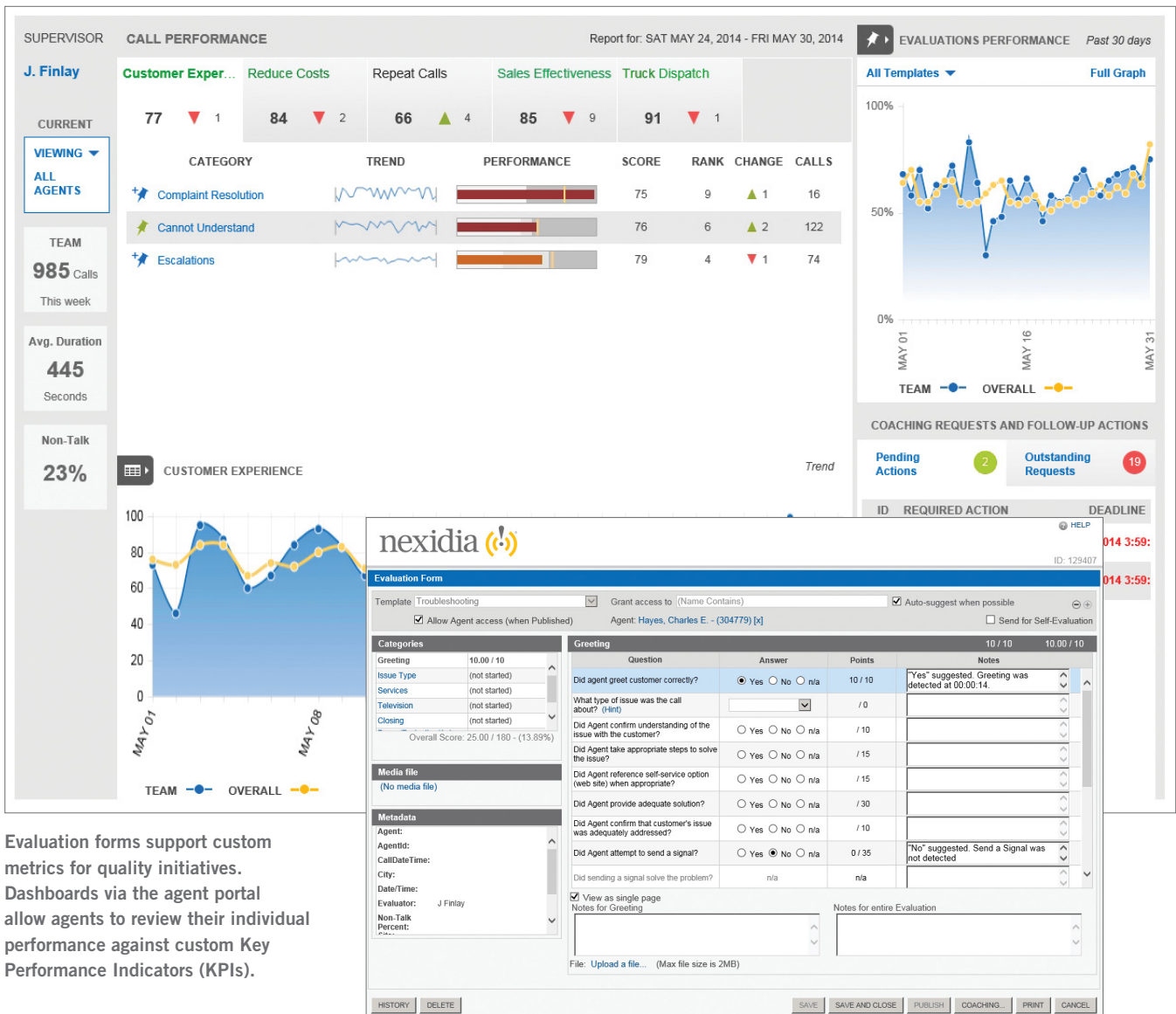
Agent performance management is further supported by the Agent Evaluations Portal. Via the portal, agents can review their individual evaluations, view how they are performing against their peers and even perform self-evaluations for collaborative coaching.

Performance Management Features:

- User-defined quality initiatives track performance at site, team and agent levels based on goals and thresholds
- Drill-down capabilities reveal relevant calls without extensive search time
- Accurate performance criteria by using 100% of interactions
- Statistical methods highlight top and bottom performers

BRINGING IT FULL CIRCLE: REAL-TIME DECISIONING

The next logical step in the analytics continuum is to take the results from post-call analytics and apply them to real-time monitoring and decisioning. Nexidia Scan and Agent Assist™, a complimentary capability to Nexidia Interaction Analytics, is a tactical, agile, real-time monitoring and decisioning solution enabling contact centers to respond immediately to emerging issues as they are happening. The solution triggers agent and supervisor alerts



Supervisor: J. Finlay

Report for: SAT MAY 24, 2014 - FRI MAY 30, 2014

Current Performance: Customer Exper... 77, Reduce Costs 84, Repeat Calls 66, Sales Effectiveness 85, Truck Dispatch 91

CATEGORY	TREND	PERFORMANCE	SCORE	RANK	CHANGE	CALLS
Complaint Resolution			75	9	▲ 1	16
Cannot Understand			76	6	▲ 2	122
Escalations			79	4	▼ 1	74

Team Performance: 985 Calls This week, Avg. Duration 445 Seconds, Non-Talk 23%

COACHING REQUESTS AND FOLLOW-UP ACTIONS: Pending Actions 2, Outstanding Requests 19

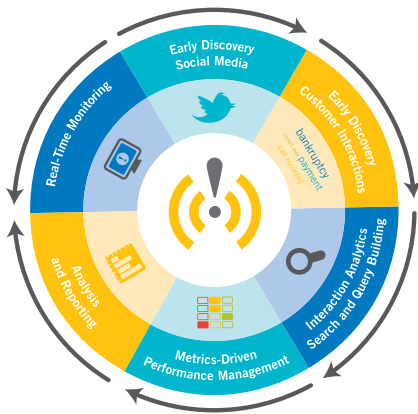
Evaluation Form: Template: Troubleshooting. Questions include: Did agent greet customer correctly? (Yes/No/n/a), What type of issue was the call about?, Did Agent confirm understanding of the issue with the customer?, Did Agent take appropriate steps to solve the issue?, Did Agent reference self-service option (web site) when appropriate?, Did Agent provide adequate solution?, Did Agent confirm that customer's issue was adequately addressed?, Did Agent attempt to send a signal?, Did sending a signal solve the problem?.

Evaluation forms support custom metrics for quality initiatives. Dashboards via the agent portal allow agents to review their individual performance against custom Key Performance Indicators (KPIs).

based on configurable events and powers agent desktop alerting with relevant information. Scan and Agent Assist provides real-time decisioning that enables companies to change agent behavior and maximize performance management.

Scan and Agent Assist Features:

- Omitted phrase detection
- Spoken phrase detection
- Sentiment detection
- Customized supervisor alerts and escalations



Nexidia provides an end-to-end analytics solution, from early discovery to real-time decisioning.

WHY NEXIDIA INTERACTION ANALYTICS

Nexidia Interaction Analytics assists contact centers in improving business operations by delivering consistent visibility into overall corporate objectives.

Scalability – Nexidia’s proprietary technology for turning interactions into usable data is more than 50 times more scalable than alternatives.

Flexibility – Nexidia’s commitment to open data standards ensures results from analytics are available for any type of downstream analysis – there are no hidden fees or red tape designed to hold data hostage.

Outcomes based – The philosophy is “Analytics isn’t something you buy, it’s something you do.” Nexidia partners with customers and focuses on outcomes rather than software inputs.

Referenceability – Nexidia’s customers are the largest and most referenceable in the market and have achieved the best outcomes in their industries.

For more information on how Nexidia Interaction Analytics drives transformative outcomes for businesses, please contact us at info@nexidia.com.

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