

# Nexidia Interaction Analytics™ for Communications

Industry knowledge. Proven Solutions.



Communications companies operate in a dynamic, highly competitive marketplace. In order to thrive, they must successfully balance attracting new customers with retaining and servicing existing ones, all while complying with industry regulations and keeping operating expenses low. With years of experience in the communications industry, Nexidia understands these challenges firsthand. Nexidia's services teams actively work with more than half of the leading telecommunications companies in North America and Europe, combining industry knowledge with hands-on solutions experience to deliver transformative business insights – at the speed organizations demand.

## INSIGHT IS OUR BUSINESS

Nexidia Interaction Analytics enables communications companies to unlock the business intelligence contained in unstructured customer interactions and deliver insights derived straight from the customer's voice. Combined with the more traditional structured data housed in various systems across the enterprise, this behavioral data provides critical insight into the customer journey and adds a previously-unavailable dimension to a company's Big Data universe.

Nexidia Interaction Analytics leverages a technology framework that combines the strength of Automatic Speech Recognition (ASR) with patented phonetic indexing and search to produce a word-level transcription, a phonetic

**Early discovery word clouds provide insight into emerging issues and trending sentiment.**

index and customer sentiment scores. The solution uses this output to facilitate the rapid discovery of interaction content, enabling managers and analysts to uncover emerging trends, identify related phrases and categorize calls by topic.

Once topics are organized, Nexidia Interaction Analytics uses a guided, graphical interface to create structured queries. Based on business logic, these queries enable users to identify events driving customer interactions, and then locate every occurrence scattered across 100% of the company's contact records to determine their root cause. This comprehensive analysis provides the insights necessary to leverage opportunities never before possible and drive real business transformation.

## AN EDGE IN THE COMPETITIVE MARKETPLACE

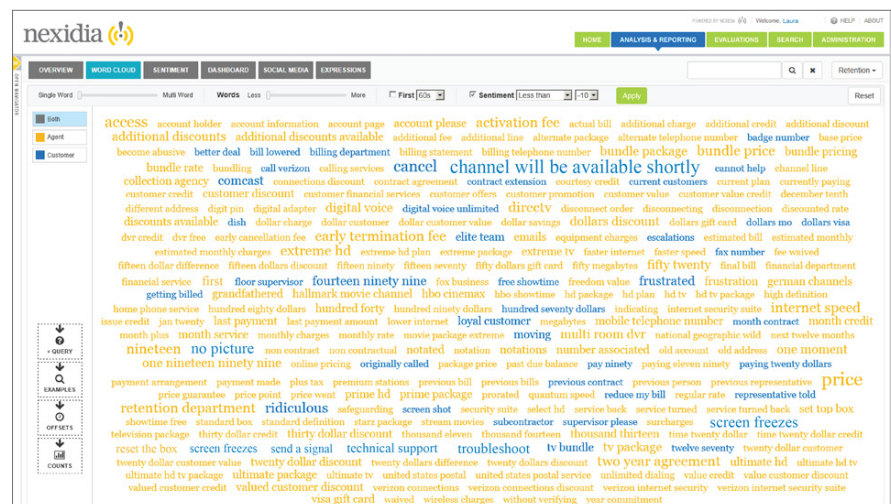
Whether attempting to reduce customer churn, identify prime targets for additional offers, or avoid costly mistakes

in customer service, Nexidia enables organizations to address the key issues that can directly affect their success and provide a competitive edge against the competition. For example:

### Average Revenue Per Unit (ARPU) vs. Subscribers:

If a company offers too few incentives, subscription rates can suffer. If they offer too many, subscriptions may increase, but the average revenue per customer declines. Contact center interactions can offer clues to effective use of incentives. Nexidia Interaction Analytics enables companies to:

- Monitor and tune promotional execution during key buying seasons
- Use metadata such as customer value to compare trends and understand customer behavior
- Identify the most common reasons for attrition to capitalize on the most cost effective saves



**Cost to Serve:** Supporting the customer base generates many costs. From keeping call times under control to minimizing expensive service remedies such as truck rolls, communications companies must solve customer problems effectively and in the most efficient manner possible. Nexidia empowers businesses to:

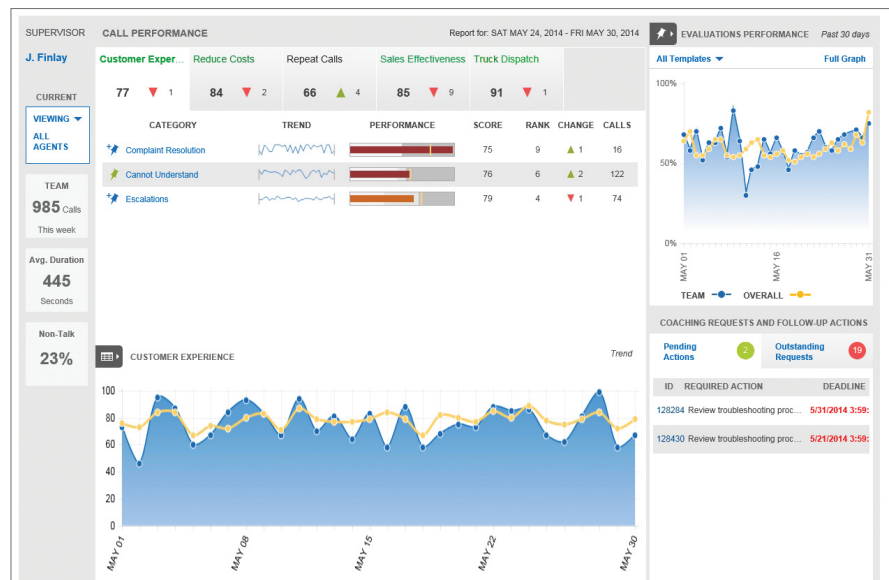
- Identify the root cause of issues that cause repeat calls
- Understand events that prompt technical support calls and ensure agents follow the correct troubleshooting steps before scheduling an on premise service appointment
- Monitor problems that drive high call volumes and identify areas for deflection

**Customer Retention:** Reducing customer churn by as little as 1% can add millions to a company's bottom line. By identifying indicators of imminent customer defection found in past customer contacts, Nexidia Interaction Analytics can enable an organization to predict future churn and take proactive steps to avoid it.

- Flag churn events and structure the data for use
- Add additional data points such as customer spend and product line for predictive processing
- Prioritize at risk customers based on query results combined with customer data

**DATA DRIVEN METRICS FOR IMPROVED PERFORMANCE**

Beyond listening to sample calls to measure agent success, Nexidia



Metrics-driven performance dashboards give agents visibility to how they are tracking against key KPIs.

Interaction Analytics captures 100% of an organization's contact data to quantify outcomes against defined Key Performance Indicators (KPIs). This metrics-based performance management approach ensures agent behavior aligns with goals important to the contact center and the company as a whole. Product features include:

- Customizable data set analysis and reporting based on specific KPIs unique to the communications industry
- Agent performance dashboards and self-evaluation capabilities
- Supervisor dashboards with agent, team and center views

**CUSTOMIZED REPORTING FOR IMPROVED COMMUNICATION**

Nexidia Interaction Analytics maximizes the flexibility of how organizations

consume and distribute data, enabling delivery of the right reports and intelligence to the decision makers who impact day-to-day operations. Powerful visual analysis and reporting tools embedded in the product enable users to spotlight the most meaningful information, providing dynamic interaction with the data never before experienced.

**ADVANCED MULTICHANNEL ANALYSIS = BUSINESS TRANSFORMATION**

Nexidia unlocks the intelligence inside unstructured audio and text interactions to release insights about business processes and agent behaviors that can impact enterprise success. Through the strategic use of interaction analytics, communications organizations gain the power to truly transform their business.

For more information on how the power of Nexidia Interaction Analytics can equip your business to better compete in the dynamic communications marketplace, please contact us at [info@nexidia.com](mailto:info@nexidia.com).



VOICE • VIDEO • DATA

855E. 32nd St. N | Wichita, KS 67226

P: 800.466.1152 | [www.voiceproducts.com](http://www.voiceproducts.com) | [sales@voiceproducts.com](mailto:sales@voiceproducts.com)