



# CallRex

## speech analytics



## CallRex Speech Analytics

*Automatically analyze every telephone call for valuable business intelligence.*

### **Automatically Capture the Voice of the Customer**

It is impossible for business managers to listen to every telephone conversation. Technology is now available to automate the process of listening to and analyzing calls, providing valuable feedback to companies at a fraction of the staffing costs associated with manually analyzing calls.

Harness the power of your call recordings to streamline business processes and improve customer experiences. Instead of spending hours listening to only a handful of calls, utilize CallRex Speech Analytics™ services to turn unstructured telephone interactions into structured, reportable, data.

- Identify cross- and up-sell opportunities
- Uncover trends within customer interactions
- Understand market opportunities
- Improve customer satisfaction
- Ensure policy and procedure adherence

### **Save Time. Save Money.**

CallRex Speech Analytics pay-as-you-grow services offer your company the opportunity to analyze recorded calls without purchasing any software or sacrificing valuable employee time. Leverage our expertise to complete the call analysis and offer valuable insights into your business from the call recordings that you already have.

### **Give Customers a Voice in Your Organization**

Customers, partners, and employees are on the phone daily providing your company with valuable information. Proactively collect product and process feedback from the telephone recordings you already have. Using speech analytics services, gain a true understanding of your customers' behavior, allowing you to make adjustments to training, processes, strategies, competitive positioning, marketing programs and more. Conduct root cause analysis to identify trends within customer interactions, allowing key staff to make informed corporate decisions.

### **Affordable Speech Consultation**

CallRex Speech Analytics is a consultancy-led service engagement, requiring no capital technology investments and removing hours of human interaction and analysis. Our professionals will consult with you to complete the call analysis, extracting actionable data from your customer interactions; all you need to provide is the recorded telephone calls!

### **Tailored to Your Needs**

CallRex Speech Analytics consulting engagements are available as you need them, permitting you to address changing business needs. Our consultants will help you identify the appropriate analysis package.

## **Speech analytics helps organizations in four key areas:**

### **Measure Customer Satisfaction**

- Establish why customers are dissatisfied
- Address first call resolution failures
- Understand customer frustrations
- Adhere to your commitments
- Retain customers

### **Track Agent Effectiveness**

- Implement best practices
- Refine agent processes
- Update agent knowledge
- Optimize call strategies
- Identify agent training requirements

### **Unlock Market Intelligence**

- Gain marketing feedback
- Understand competitive pressures
- Detect product dissatisfaction
- Identify contact sources
- Proactively solve recurring issues

### **Ensure Compliance**

- Measure training effectiveness
- Maintain corporate standards and processes
- Avoid call mis-direction
- Detect non-compliance
- Recognize potential fraud

### Speech Analytics Services

Telrex's consultants will work with you to extract valuable information from your call recordings. Each engagement will begin with a kick-off call to identify your specific business needs and areas of focus. Following the kick-off call and receipt of the call recordings, Telrex will complete the call analysis and deliver initial reports to you. Additional analysis and in-depth reporting will be completed as appropriate.

**CallRex Speech Analytics consultation services are offered in three packages:**

#### 1. Standard Analysis

A Telrex consultant will provide you with analysis of up to 200 hours of recorded calls. Standard, actionable, reports will be provided along with two telephone consultations during the analysis process. Additional analysis and written reports will be completed on two key areas identified within the initial telephone consultation.

#### 2. Enhanced Analysis

Take a deeper dive into customer data. Spanning 14 business days, a Telrex consultant will complete a discovery session, analysis of the recorded calls, two additional consultation sessions, and written reports. Unlike the standard analysis, the enhanced analysis is tailored to your needs.

### 3. Custom Analysis

Regularly scheduled analysis, or in-depth consultations, including monthly or quarterly analysis of metrics over time, or additional analysis of up to 1,000 hours of recorded calls with more than three metrics measured.

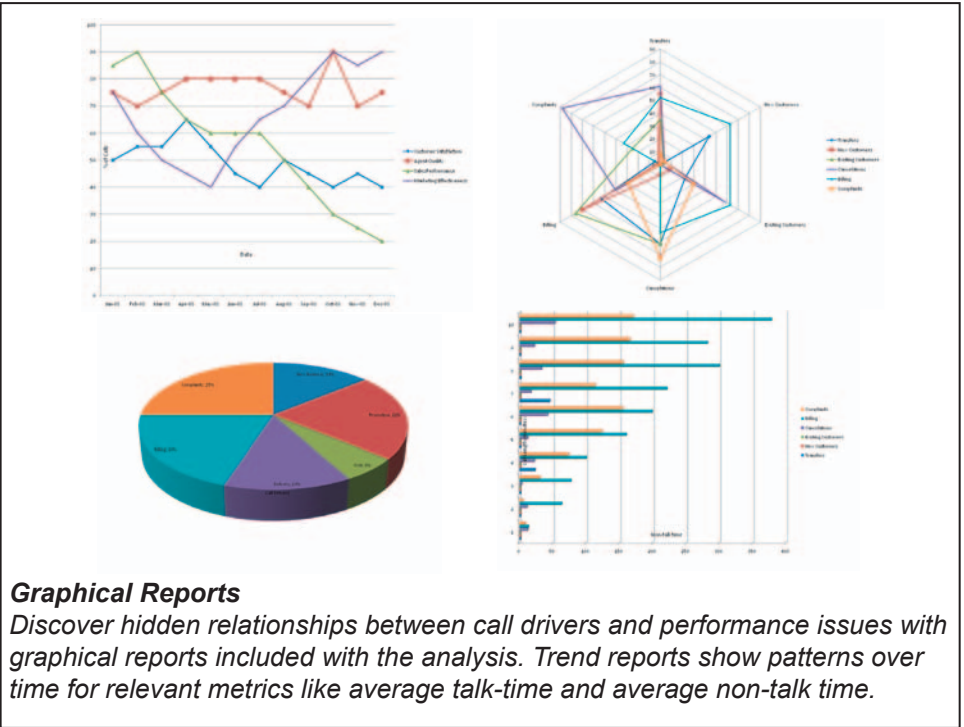
**Standard reports for each service package may include:**

*Composite view of business metrics*, including customer satisfaction, agent quality, sales performance, marketing effectiveness.

*Generic call categorization*, including category and attribute trending and correlation, key word frequency, emotion detection, longest calls and repeat call analysis.

*Generic behavior categorization*, including buy language, cross-sell/up-sell, dissatisfaction, empathy, churn, politeness, repeat caller, transfer/hold, understandability, silence, agitation.

*Forensic word and phrase searches*, demonstrating where and why the phrases are being used.



### About Telrex

Telrex provides IP call recording and call center optimization software designed specifically for small and medium sized businesses, such as:

- CallRex Professional™ and CallRex Express™: Call recording and monitoring
- CallRex Agent Evaluation™: Call scoring and agent coaching for call centers
- CallRex Workforce Management™: Forecasting, scheduling, and adherence monitoring
- CallRex Speech Analytics™: automatic analysis of recorded calls
- CallRex API™: custom integration solution for CallRex call recording software

CallRex supports IP telephony systems, VoIP softswitches and unified communications solutions from Mitel, Inter-Tel, Cisco, Avaya, Microsoft OCS, 3Com, ShoreTel, BroadSoft, Sylanro, Genband, Asterisk, Pingtel, Fonality, TalkSwitch, Switchvox and more.

Telrex offers its award-winning CallRex suite of software through value added resellers worldwide. Contact Telrex at +1.425.827.6156 or learn more at [www.telrex.com](http://www.telrex.com).