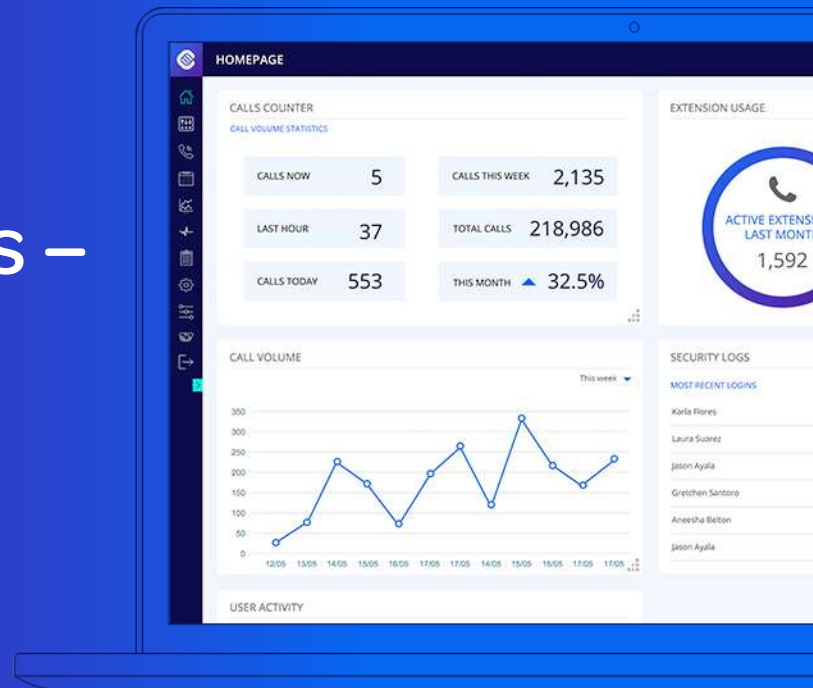


# Conversation analytics



# The true value of your conversations – are you really listening?



Hybrid, on-premise or remote, business conversations are increasing and, according to a Gartner prediction, an estimated 75% of all calls will be recorded by 2025.

That means a lot of recording data is being created daily, especially in industries that rely on conversations for business growth and sustainability. Heavily regulated industries and customer service focused businesses are no stranger to recording, and these recordings offer immense opportunities for untapped business intelligence.

Due to the speed and competitiveness of business today, businesses need to leverage artificial intelligence (AI) tools such as conversation analytics to remain ahead of the competition.

As a pioneer that revolutionized the call recording industry, CallCabinet anticipated this critical business need and developed powerful conversation analytics powered by next-generation AI.

**Increased regulatory demands necessitated the recording of calls for compliance. Now it's about what your business can do with that data.**

Conversation analytics provides the ability to analyze 100% of all call recordings to manage, monitor and action key business metrics with the objective to improve customer experience, team performance, quality assurance and much more.



## Let CallCabinet help you:

01

### Improve customer experience (CX)

Conversation analytics enables the ability to analyze 100% of all calls. This ability to understand the true voice of the customer provides valuable insight for both strategic and tactical decision making. Being able to proactively monitor agent engagement with a focus on improved training, mentoring and guidance sets the foundation for managing the desired behavior and improving metrics such as CSAT, NPS, FCR, AHT, etc. The setting of thresholds sets the expectation of constant incremental improvements across all team members.

### Identify consumer patterns

The capability to understand customers' buying patterns or trends, inventory stocking alignment to customer demands, customer service preferences, introduction of efficient self-service solutions and much more will provide your organization the ability to rapidly satisfy customer demands, increase market share, reduce risk of capital being tied up in slow moving stock and improve efficiency with self-service capabilities.

02

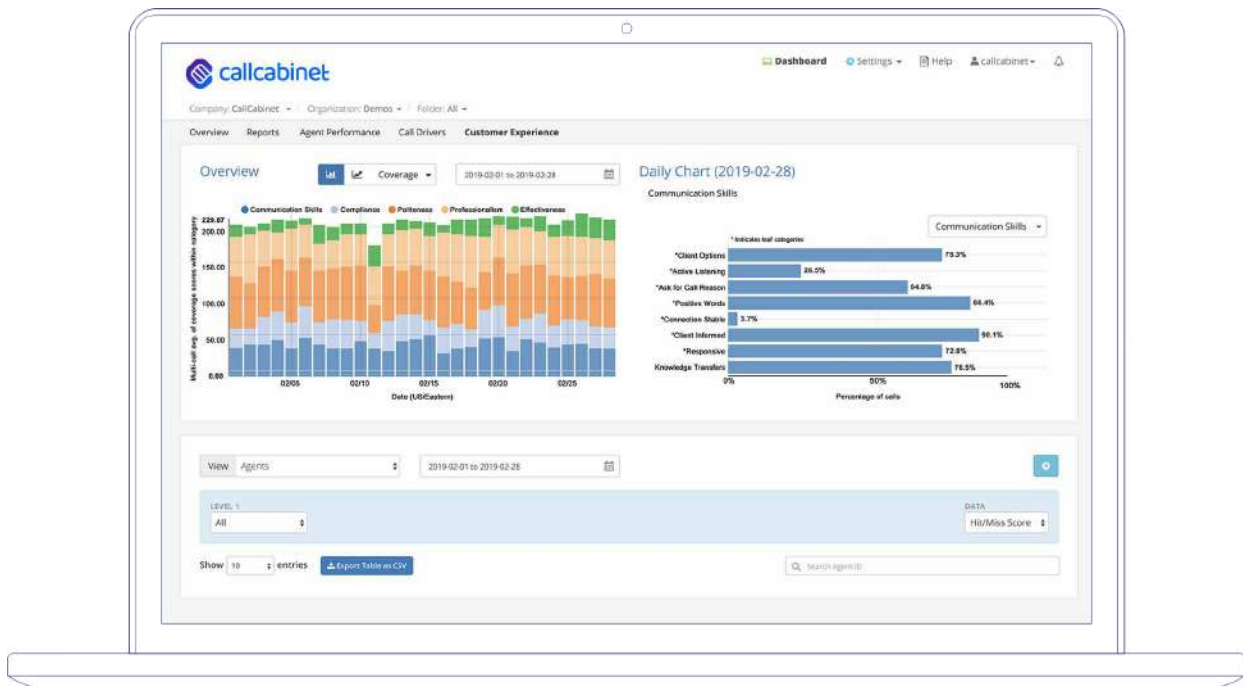
# 03

## Increase customer retention

Conversation analytics identifies dissatisfied customers based on Emotional Intelligence (Acoustic and Linguistic monitoring) and categorizes specific words/phrases. With identified potential customer churn, calls can be addressed rapidly by a retention team. The primary objective is to reduce business risk and customer churn.

## Enhance agent evaluation and training

How does scoring agents on 100% of all calls sound? Every call can be automatically scored against multiple criteria. As a result, you can improve overall performance with additional training and coaching to plug the skills and knowledge gaps identified.



# 05

## Improve employee experience (EX)

Emotional intelligence (emotion and sentiment) is used to assess both parties in an interaction. If a team member shows signs of stress, frustration, anger or other negative emotions, this will inevitably come through in the analysis. Employee retention is crucial in increasing your customer experience (CX), and retained employee knowledge and experience are assets to achieving business metrics.

06

## Automate quality assurance

Utilizing conversation analytics for quality assurance purposes offers the ability to score 100% of all calls in a uniform and controlled manner versus a manual hit/miss quality assurance approach. Analytics-enabled quality assurance provides the ability to identify weaknesses/areas of concern, visualize a multi-tiered combination of metrics, identify trends, implement corrective actions and implement review processes for continuous improvement.

07

## Reduce risk

Easily and quickly uncover script deviations, data leakage, and factors that increase business risks, allowing you to solve problems before they become serious. By preventing non-compliance, businesses can avoid fines or possible revoking of licenses that may come with failure to adhere to industry regulations.

08

## Save time and money

Conversation analytics helps your business improve productivity, customer satisfaction and service efficiency. All of which are essential for enhancing customer experience and profit margins.



Get a solution that fits your needs.  
Let CallCabinet help you unlock  
critical business intelligence.



#### ◆ **About CallCabinet**

From compliance call recording to unlimited conversation analytics, CallCabinet delivers real-time business intelligence for the modern omnichannel environment.

From Microsoft Teams, Cisco Webex and Zoom to Salesforce and Bloomberg Vault, our solution has a proven track record integrating seamlessly with virtually every major unified communications (UC), IP-PBX and telephony platforms, as well as third-party systems.

#### ◆ **What you can expect**

Our consultative approach is designed to understand your unique business needs and goals. Our customized demos specifically address these opportunities and work with you to align business outcomes. This way, we ensure our solution fits your requirements from the start, enabling you to enjoy a focused and faster return on your investment.

#### ◆ **It's about your success**

You want long-term value for your business, and we're here to help. We understand that modern businesses need to be agile, quickly adapting to market changes as they happen. What works for you today may not work well in the future. That's why we follow the Kaizen philosophy of continuous improvement. Whenever and however your business needs change, we are here to help you get the most value out of your data.

**Ready to gain a competitive edge?  
Email our analytics team today to  
schedule a customized demo!**

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