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Genesys Multicloud CX Use Cases

Genesys Speech Analytics (WF03) for Genesys Multicloud CX

Important

This use case supports Genesys Multicloud CX and PureConnect as the Speech Analytics product is supported to run on both platforms.

Gain basic insight into voice interactions using speech analytics

What's the challenge?

Organizations that record all or a portion of their calls amass a significant amount of data in those recordings. The difficulty lies in sifting through thousands of hours of dialog to find what's most important - a task that's impossible without automation.

What's the solution?

It starts by automating the transcription of your calls. From there, you can discover trends such as frequency and changes in frequency of words and phrases. Use the search function if you're looking for something specific.

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Use Case Overview

Story and Business Context

Organizations want to improve business performance, using the valuable information that is contained in recordings of interactions between customers and agents. It is impossible to mine even a small amount of the information contained in these recordings through manual sampling or listening.

Interaction Analytics provides organizations with the ability to mine the content of recordings for specific phrases that indicate the occurrence of key events relating to customer experience, agent performance, sales, and compliance.

This base use case introduces the Interaction Analytics technology and use of the speech-to-text engine to transcribe the content of voice interactions, search for keywords and phrases, and automatically detect changes in the frequency of the occurrence of words and phrases over time and across interactions.

Use Case Benefits*

The following benefits are based on benchmark information captured from Genesys customers and may vary based on industry, lines of business or Genesys product line:

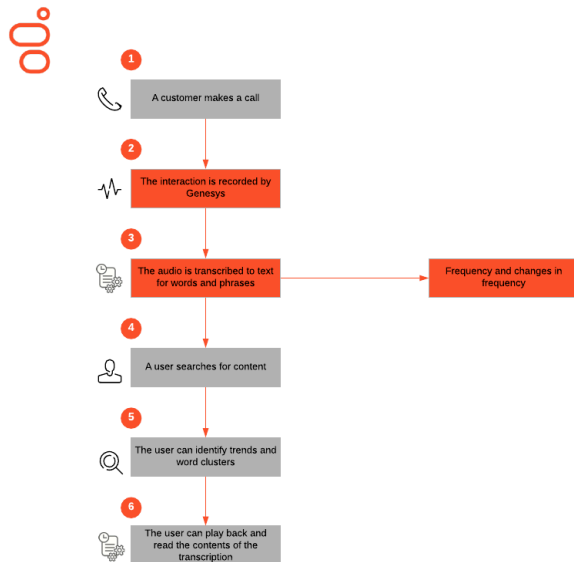
Use Case Benefits	Explanation
Improved Conversion Rates	Conversion rates, close rates, cross-sells and up-sell rates improve through the ability to automatically generate outbound calls and empowering agents with a single searchable desktop application that shows customer context.
Improved Customer Experience	Monitor conversations for changes in the use of words and phrases to identify changes in behavior or emerging trends as an input to improving customer experience.
Improved First Contact Resolution	Ensures that all employees have the core skills to identify trends in calls that lead to positive sales outcomes and deal with each customer interaction.
Reduced Handle Time	Reveals the frequency of specific words and phrases, and the context in which they are used, reducing handle time.
Reduced Volume of Interactions	Optimize self-service, predict when to engage with a customer or visitor to offer the right content or options, or offer a callback or proactively communicate with a customer aids in reduced volume of interactions.

Summary

Enables the organization and its analytics teams to mine the content of voice recordings for specific phrases that indicate the occurrence of key events relating to customer experience, agent performance, sales, and compliance.

Use Case Definition

Business Flow



Business Flow Description

1. Interaction is recorded.
2. Audio is transcribed to text.
3. Words and phrases in transcribed texts are automatically clustered in terms of frequency and changes in frequency.
4. Users can access search functionality to search for content in interactions.
5. Users can access discovery functionality to identify emerging trends and word clusters.
6. Users can play back interactions and read the contents of the transcription.

Note that in GIR, recordings are automatically fed to Interaction Analytics, while 3rd-party recording solutions require call recordings to be fed using batch processes.

Business and Distribution Logic

Business Logic

See the user guide for search and discovery functionality.

User Interface & Reporting

Agent UI

Genesys Interaction Analytics is a browser-based user interface. Access control for specific employee roles can be configured and is handled via the User Security configuration.

More information can be found within the [product administration guide](#).

Reporting

Real-time Reporting

There is no applicable content for this section.

Historical Reporting

Historical reporting is provided by templates in the SpeechMiner UI (business interface), which is part of the Genesys Interaction Analytics platform. A full copy of the reports available is documented in the [User Manual](#).

Customer-facing Considerations

Interdependencies

All required, alternate, and optional use cases are listed here, as well as any exceptions.

All of the following required:	At least one of the following required:	Optional	Exceptions
None	Workforce Engagement <ul style="list-style-type: none">Genesys Interaction Recording (WF04)Genesys Voice and Screen Recording (WF05)	None	None

General Assumptions

Available in the Cloud for customers using Genesys Interaction Recording.
Assumptions for PureConnect Cloud customers running Genesys Speech Analytics

PureConnect Platform Assumptions:

Minor additional work is required to integrate 3rd-party recording and this work is catered for in the use case. This work has no practical impact on the performance of the system or the user experience.

Interactions must be unencrypted or, if encrypted, then provided in a form and with appropriate keys to enable decryption by Genesys.

The preferred format for recordings is WAV PCM (uncompressed). Preferred format for metadata associated with recordings is XML files with one XML file per recording.

When deployed with PureConnect, recordings are fed to Interaction Analytics via the "UConnector for PureConnect" which is a custom Professional Services asset.

The prerequisites for this use case on PureConnect are Genesys Voice Recording (EE07) and Genesys Voice and Screen Recording (EE08)

UConnector for PureConnect is required to use Genesys Intelligence Analytics on PureConnect

Please see the following on Deploying SpeechMiner

Document Version

- Version **1.0.0** last updated **January 24, 2022**