



Adaptive Interaction Analytics

Every day, millions of vital business interactions take place around the world, as contact centers interact with clients and customers over the phone, via emails, chat and video messaging.

In this complex environment, the ongoing challenge is to extract the value hidden within these unstructured multimedia interactions and provide decision-makers with the necessary insights into their marketplace and customer base. With NICE Adaptive Interaction analytics the contact center is ideally placed to help decision-makers improve business processes and enhance customer experience and sales effectiveness.

Insight from Interactions™

NICE®

GENERATING INSIGHT FROM INTERACTIONS

While most existing analytics tools focus on “what happened”, NICE takes executives beyond the plain facts to learn “why it happened,” and “what is likely to happen”.

The NICE Adaptive Interaction Analytics suite provides decision makers with powerful insights into the marketplace and customer base, as well as better decision-making tools. It enables them to discover customer intent, and identify current and future trends early enough for proactive management of challenges, opportunities and changes.

IMPROVING BUSINESS PERFORMANCE

NICE’s Adaptive Interaction Analytics capabilities improve business performance by providing insights that range from the operational to the strategic, making it easy for users to:

- Predict trends, optimize business performance and align operations.
- Adapt processes to evolving business requirements.
- Improve business efficiency by improving customer experience, enhancing regulatory compliance and increasing first call resolution.
- Gain competitive intelligence.
- Identify sales opportunities, and improve cross-sell or up-sell effectiveness.
- Perform root cause analysis of relevant calls in order to take corrective actions and influence future interactions

NICE INTERACTION ANALYTICS SUITE

- **Insight Manager™** – Based on speech analytics, CTI events and advanced filters, Insight Manager classifies customer interactions into definable categories, enabling better understanding and identification of core business trends and operational issues.
- **ClearSight Manager™** – Using advanced algorithms and OLAP tools, ClearSight Manager takes the information and data gathered by different analytics engines and processes them to find patterns, correlations and in-depth understanding of the underlying issues. ClearSight Manager provides a graphically intuitive presentation of root cause analysis, enabling business users to implement fact-based decisions.
- **NICE Interaction Analytics Reporter™** – A comprehensive Web reporting application based on Crystal Decisions, allowing users to incorporate multiple data sources to produce reports and visualize organization-specific trends.

ADAPTIVE INTERACTION ANALYTICS BUILDING BLOCKS

Implementing an advanced open architecture, the NICE Interaction Analytics suite stores all data within a centralized Datamart, and provides multidimensional analytics for a range of interactions, utilizing a wide variety of information sources including:

- **Stereo recording** capture layer that records the agent and customer

separately, enabling precise interaction analytics.

- **Phonetic indexing** engine which creates an indexed voice database with excellent analytics throughput and accuracy, enabling free text search for specific words or phrases both on past and future interactions.
- **Transcription engine** which fully transcribes the most important calls in the enterprise, enabling text and data mining models to uncover root-causes and hidden insight.
- **Emotion detection** engine spots stress and anger in calls and identifies underlying factors such as poor service, unsatisfactory products or insufficient agent training.
- **Talk pattern analysis** identifies periods of silence and overlaps in an interaction, as well as the percentage of the call dominated by each side, indicating who was the dominant speaker and cases of interruption or talk-over.
- **Call flow analysis** analyzes the customer experience during the interaction, and indicates events such as “hold” and “transfer” durations, queue times and customer hang-up.
- **Screen content analysis** captures any type of agent screen activity or any other information that appears on the agent’s CRM/ERP/billing application during the call, to shed more light on customer intent and add more dimensions to the analysis.

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