

"Cloud"ucation: Episode 4

Content Analytics

Mining for Gold in Customer Calls: Monetizing the Last Unexplored Dataset



Housekeeping: Technical Issues



- If you have any **technical difficulties**:
 - Pls email us directly: mike.erps@audiocodes.com

We will **email you the slides from this presentation** for future reference or to share with your colleagues.

WELCOME!

It is time for your Clouduation to commence.

What is clouduation?

I am glad you asked:

cloud·u·ca·tion

[klaʊd,jə'kāSH(ə)n]

Noun

1. The process of receiving systematic knowledge and insight related to all things cloud communications (cloud, premises or hybrid communications!)
2. An enlightening experience, focused around everyone's favorite topic of cloud communications



Clouduation is your monthly webucation.

Cloud (and non-cloud) communication topics.



The 2nd Wednesday of each month + on demand.

Industry experts | Relevant Topics



30 to 45 minute episodes.

Tangible ideas | solution options | Q&A

Now, it is time to get Clouduated!

Episode 1 - Webinar Replay:

Driving Skype for Business User Adoption with Phone Devices and Headsets



SLIDES



ON DEMAND

Episode 3: Get clouduated and learn what is CCE and what it means to you

COMING SOON

Today's Featured Speakers



Ron Romanchik

- AudioCodes VP of Recording Technologies for 18 years
- 35 years in Telecommunications Software

Robert Beasley

- Tethr Chief Revenue Officer
- 20 year software industry veteran
- Author of Dashboard Selling



Now...lets get "Cloud"ucated!




CloudEducation

It's Not Enough to Record a Conversation.....

- Compliance Regulations mandate recording conversations and chat sessions
- No longer is it enough just to have a record of the conversation
- What is said and how it's said is more important and useful
 - Enforcing Compliance
 - Understanding Customer Needs
 - Understanding Market Requirements
 - Notification of "trigger" words or phrases





Millions of customer phone calls occur every day, but conversations are hardly understood

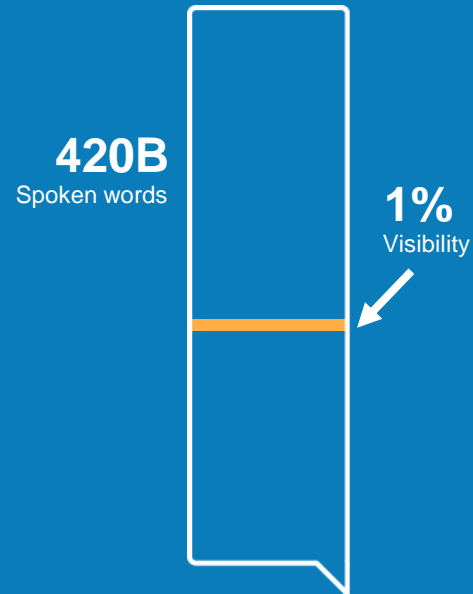
Valuable product and
service feedback, lost

Customers telling you
exactly how they feel
about their experience

Customers switching
channels when their first
choice didn't provide
resolution

Large, unstructured,
misunderstood data

Are you *really* listening to your customers?



Limited insight into phone conversations...



Quality Assurance



NPS



Social

Do you measure what you CAN...
or what you SHOULD?



High Churn



Low Sales Conversion



High Call Volume

Is limited visibility
limiting effectiveness?

The Communications Intelligence market is evolving

OLD APPROACH



Recording:

Data,
no insight

Sentiment analytics:

No actionable
business insight

Multichannel tools:

Limited VOC insight,
data, no insight

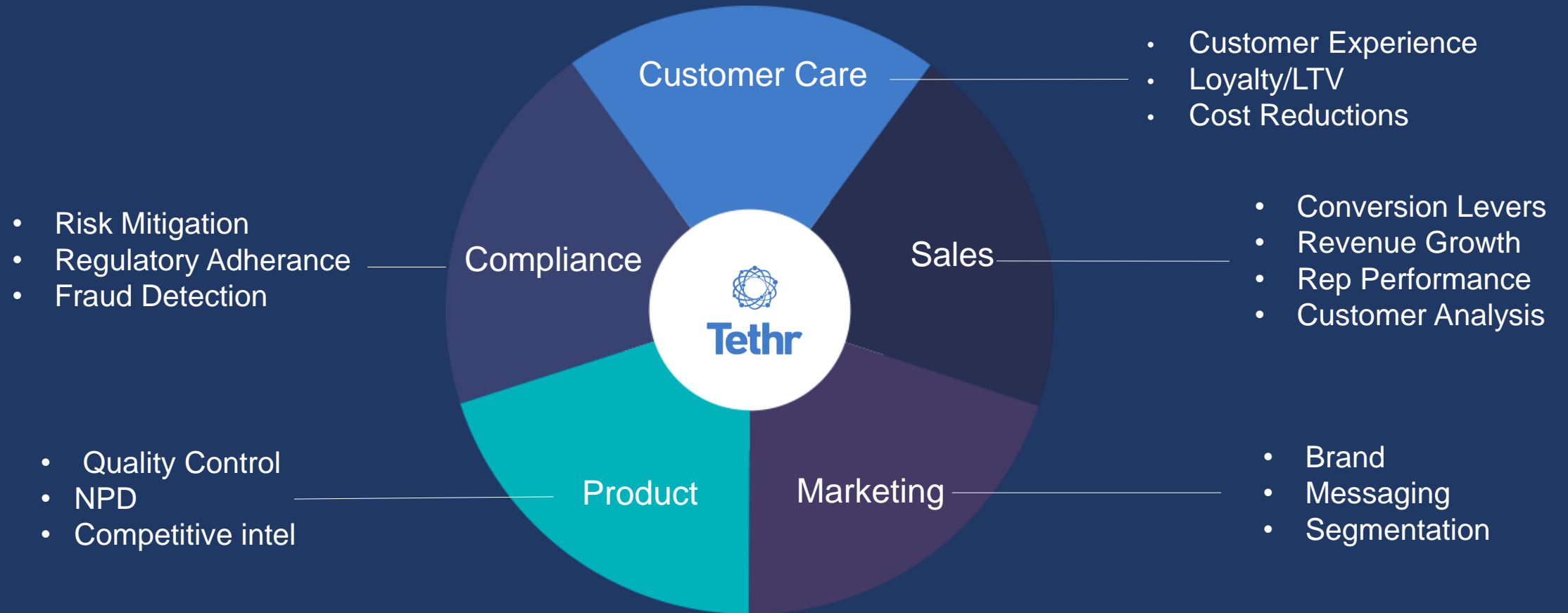
NEW PATH FORWARD



Communications
intelligence:

Actual VOC via context

The voice channel: your organization's most important dataset



Your customers are calling. Tethr listens for you.

Tethr listens to and analyzes every customer phone call, and automatically surfaces contextual understanding from these valuable conversations.

ENTERPRISE-WIDE BENEFITS:



Increase sales
effectiveness



Improve
customer loyalty



Reduce
costs



Ensure
compliance



Customer Loyalty

Austin

30 days



Minneapolis

30 days



San Francisco

30 days



Phoenix

30 days



Agent Effort

10 days



Customer Se...

10 days



High Effort Calls

30 days

4,000



Channel Switching

10 days



Top Issues

30 days

No Signal



Policy Mentions

10 days

10,000



Supervisor

24 hours





Advanced ▾

Last 30 days ▾

2 teams ▾

6 categories ▾

Clear

Filters 3

High Effort Calls

Hide graph

Share



Last 30 days



Found 49,845 calls...

Most recent ▾

Austin, Support, Bob Williams

No Advocacy Supervisor Hold

Today at 9:31am - 5 mins

San Francisco, Support, Sarah Hansen

Channel Switch Business Class Competitor Mention

Today at 9:31am - 11 mins

Minneapolis, Support, Casey Walsh

Agent Negative Language Hold

Today at 9:30am - 9 mins

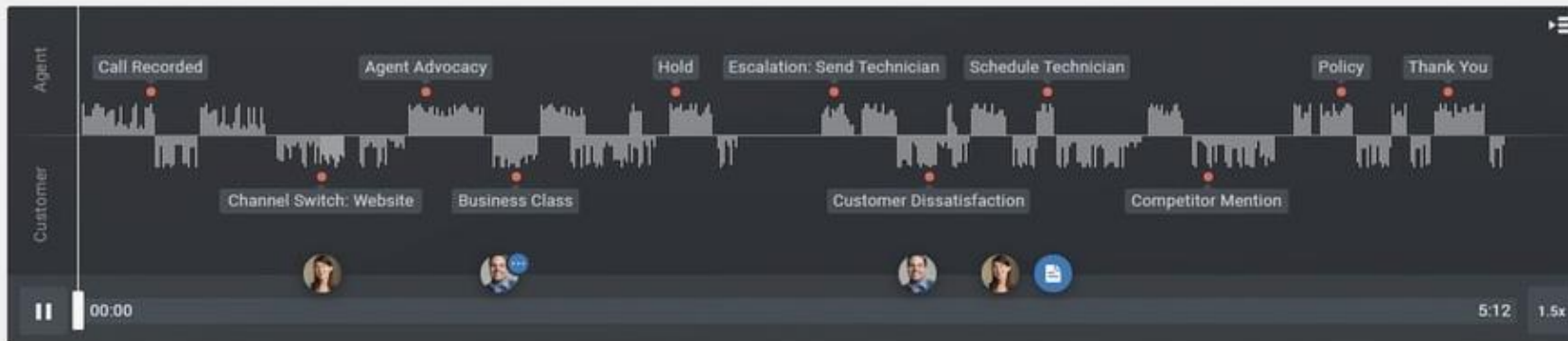


Austin, Sales, John Thompson

May 2, 2016 at 10:14am

Search the transcript

Share



Transcript

My notes

Comments

- Agent (Call Recorded) 00:19**
And I want to remind you that **this call may be monitored or recorded**
- Customer 00:24**
Okay that's no problem
- Agent 00:31**
It looks you were recently interested in our new hybrid
- Customer (Channel Switch: Website) 00:42**
I'm calling because **I was just on your website** trying to activate my account but couldn't
- Customer 00:57**
It kept giving me an error
- Agent (Agent Advocacy) 1:04**
Oh **I am so sorry about that I would be happy to help you with that and I'm sure I can activate the account**

Customer



Name: Rachel Ferguson

Phone: (555) 535-5465

Account: Business Class [Edit](#)Opportunity: New Account
(\$280/mo) [Edit](#)[View in Salesforce](#)

Call details

Date: May 2, 2016

Time: 10:41am (5 mins)

Call group: Austin

Agent: John Thompson



The Grass IS Greener: TruGreen partners with Tethr to turn sales team into superstars

10%

Improvement in call
conversion

7%

Increase in sales
retention rates

25%

More second-year
representatives

11%

Increase in representative
commission dollars



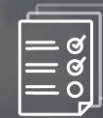
Alabama Power chooses Tethr to shed light on the voice of the customer

400%

Increase in script compliance

302%

Adoption of paperless billing:
Initial savings of \$250,000



Modernizing QA to
reduce costs



Increase sales of
other products

How it works



1 Simple integration & recording

Tethr painlessly plugs into any voice network, recording every call from anywhere (desk, mobile, Skype and more).



3 Built in AI for Actionable insights

Tethr's AI engine is trained capture the context of the entire conversation, not just key words or phrases. Get true intelligence on the customer experience as it relates to sales conversion, churn and call volume reductions.



2 Your calls made searchable

Tethr transcribes-to-text every phone call, sentence by sentence. You can easily search, playback and filter any sentence of any conversation.



4 Share with your CRM or BI tools

Using our API, Easily share insights with your existing CRM or Business Intelligence tools and other teams throughout your company.

Session Takeaways



KEY MESSAGES

- SmartTAP and Tethr has been certified by both companies as a fully integrated solution
- With SmartTAP and Tethr, all calls are recorded, listened to and searched intelligently to capture key interactions that may affect your business.
- Understand “why” your customer is calling and take action on key indicators



YOUR GO DOs

- Experience it for yourself – SmartTAP and Tethr are available through AudioCodes Reseller Channels
- If you are interested in seeing a demo, please contact your in-region AudioCodes Sales Person

Q&A

Thank You for your time today



Ron Romanchik

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Robert Beasley

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Next Steps

More about
AudioCodes Unified
Communications
Architecture
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Clouducatation
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li: [linkedin.com/company/AudioCodes](https://www.linkedin.com/company/AudioCodes)
e: eric.bauer@audiocodes.com
e: mike.erps@audiocodes.com

