

UNLOCK THE POTENTIAL OF YOUR CALL RECORDINGS WITH OUR ACCURATE & COST-EFFECTIVE SPEECH ANALYTICS

YACTRAQ USE CASES & USER STORIES



1. Predictive Machine Learning

1.1 Predictive Lead Qualification: This capability is currently in production with a North American retail client. Yactraq’s machine learning systems are first trained based on previous lead calls that either led to successful sales and/or those that did not. Based on this machine training, Yactraq’s software listens to lead calls at run time and then predicts which leads are more likely to turn into customers.

1.2 Predictive Customer Experience: Like Predictive Lead Qualification but applied instead to existing customers from a customer satisfaction (CSAT), loyalty, churn, net promoter score (NPS) perspective.

1.3 Predictive Operations Management

1.3.1 Predictive Agent Evaluation: Customer experience predictions can also be aggregated on an agent-by-agent basis and thereby used to predict the performance of any given agent. This type of analysis can then be rolled up to the team level and finally the business process level.

1.3.2 Predictive Call Disposition: Machine learning is also similarly used to act as a check on manually assigned call types / dispositions. This is especially useful when training new agents who may not be assigning dispositions correctly.





2. Real Time Agent Support

2.1 Supervisor Heatmap Dashboard: For a large US online university (with several hundred thousand students) Yactraq's real time speech analytics capability provides a heat map of problem calls to call center supervisors. Supervisors can then support agents by intervening in live calls. The implementation is fully integrated with Amazon's Connect Contact Center as a Service (CCAS) offering.

2.2 Agent Assist: By adding a semantic /natural language understanding (NLU) layer and customizing it to the client's needs, Yactraq software can also surface helpful tips into an agent's browser while a call is still active.

3. Prosodic

Yactraq uses prosodic analysis to analyze customer sentiment and agent performance for a \$13 billion plus manufacturer & retailer of high-end consumer goods. Prosody focuses on the intonation of a speaker rather than the words that are spoken.

3.1 Customer Behavior: By analyzing attributes like the energy levels, call atmosphere and customer attitudes, Yactraq can analyze customer behavior and sentiment.

3.2 Agent Monitoring: Similarly, our software can monitor agent energy, attitude & atmosphere.

3.3 Agent Performance: By analyzing both the customer and agent audio and looking deeper into six additional variables like burnout, retention etc., Yactraq can further help assess an agent's performance and predict attrition rates.

4. Discovery

Many Yactraq customers have a defined set of semantic topics, entities and custom taxonomies of categorized key phrases that they want to track. But increasingly these customers also want Yactraq software to help them discover what they are not yet aware of. Discovery can help invent new ways of selling, retaining existing customers and evaluating call agents. For example, a Yactraq retail customer uses discovery to decide what Google Adwords to buy.

5. Voice of the Customer

5.1 360 Consumer Insights:

Customer Feedback: Comprehensive view of customer feedback based on both the speech and well as voice tonality (prosody). An example of such complementarity: Prosody will frequently catch customer sentiment, but in many cases a consumer may calmly mention the use of "legal action" or "story to the media", which can be detected via speech analytics.

Consumer Need: A Yactraq retail client currently quantifies various demand drivers based on a custom taxonomy of categorized key phrases. Demand drivers can be quantified via key phrase frequency, correlation vs causation and other factors. Consumer response to special offers can also be similarly quantified.

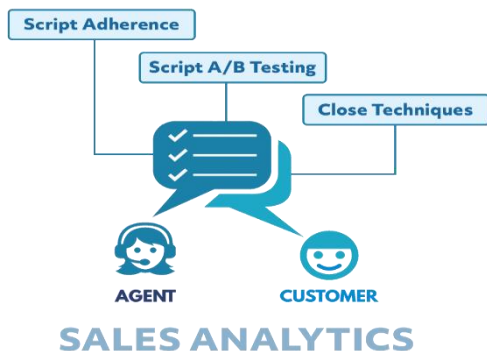
6. Omnichannel Capability

Because Yactraq has both speech and text analysis capabilities we can provide an omnichannel dashboard containing not just phone call data but also chat logs, emails, social media and other channels.



7. Agent Evaluation

- 7.1 Sales Closing:** A travel vertical Yactraq customer uses speech analytics to measure how effectively salespeople use various types of negotiation and closing techniques. This is achieved via a specific taxonomy of categorized key phrases such as “book this”, “send you a quote” etc.
- 7.2 Customer Retention Capability:** For a BPO client Yactraq developed a rules-based capability that flags calls based on whether or not agents offer retention discounts at appropriate points, such as when a consumer is trying to cancel a monthly subscription service.
- 7.3 Politeness & Formality:** Concierge style formal language is very important in certain industry verticals and Yactraq clients have used such a capability to measure agent performance. Our software measures the usage frequency of desired language like “my pleasure”, “be happy to” etc., as against the use of unprofessional terms like “no problem”, “dude”, “cool”, etc



8. Security & Compliance

- 8.1 Brand / Script Adherence:** A Yactraq BPO client required the ability to detect the degree of deviation from quasi-verbatim scripts. In this case up to 30% deviation was considered acceptable but Yactraq software discovered several cases where the deviation was much higher.
- 8.2 Compliance (PCI, SOC 2, GDPR):** Yactraq aggressively redacts sensitive numeric data like credit card numbers and social security numbers. For high security applications we also selectively mute sensitive sections of audio recordings. This capability is almost universally required by many Yactraq customers. In order to not harm useful information Yactraq selectively allows the usage of specific types of numeric data like dollar values.
- 8.3 System of Record:** Emails are almost universally archived in case at some future point they are required to be presented to a government agency or a judge. In a world that is increasingly threatened by cybersecurity issues and where international corporate espionage is rampant, the use of speech analytics as a system of permanent record for phone calls provides senior management the assurance that such information will be available if ever needed by a government agency or a judge in the future.

9. Call Analytics

- 9.1 **Rules Engine:** Yactraq provides a rules-based capability that allows clients to analyze call attributes based on a set of custom rules.
- 9.2 **Automated Call Scoring:** Yactraq provides configuration capabilities where clients themselves input automated call scoring criteria without depending on Yactraq professional services. For a financial services client, Yactraq delivered the ability to automate their call audit capability across 100% of their calls.

