

5 Ways Better Speech Transcription Improves CX Performance

There's a wealth of valuable data in customer interactions. Each service and support call offers a unique glimpse into both organizational efficiency and the consumer's mindset—their motivations, preferences, and overall sentiment toward the company.

Customer experience (CX) teams rely on call data for insight into contact center operations, customer satisfaction, and more. But too often, leaders only get a small sample of call recordings or transcripts to evaluate agent performance, monitor customer behavior, and identify areas for improvement.

Advancements in artificial intelligence have made speech-to-text transcription more accurate and effective than ever, enabling CX teams to get a comprehensive view of customer interactions, with immediately actionable insights. This can radically improve almost every aspect of CX operations—as well as business outcomes outside the contact center.

AI makes it possible to transcribe and analyze more conversations faster, which enables CX leaders to do timely analysis and quickly hone in on patterns in speech and behavior. This could help reveal recurring issues with the team, specific agents, or internal processes, indicating areas where additional training or refinement is necessary.

This brief highlights five ways better transcription fuels better speech analytics to help maximize CX performance.



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More comprehensive, accurate, and timely speech transcription enables better analysis and deeper insights into customer behavior.

Many companies only analyze a portion of customer service calls—using transcripts that might come days (or even weeks) after the conversations took place. This is far from ideal, as CX leaders not only get an incomplete view of customer behavior, but are delayed in taking any action on insights.

Real-time transcription drives real-time insight

Transcribing every conversation in real time using advanced machine learning to ensure accuracy can provide an immediate positive impact to CX performance. For example, a supervisor can identify opportunities for coaching across teams as well as by seeing patterns for individual agents across their calls—and provide feedback in a timely manner.

That's far more effective in improving agent performance than having a manager pull up a 10-day old transcript to point out transgressions on a long-forgotten call. Plus, there's an opportunity to change behavior before it affects additional customers—impacting satisfaction scores.

Analyzing every call gives a full-picture view

Customer interactions are a rich source of data that can be used to inform both contact center operations and business decisions across the organization. The more of this data a company has, the better their understanding of trends, issues, and topics of interest to customers.

Plus, learning from every conversation, both historically and in real time, gives CX teams a deeper understanding of what customers are calling about, and how that evolves over time. They can see trends in both requests and agent performance—and identify instantly where attention is needed.

Accuracy is critical when it comes to understanding the specific needs and wants of a customer base. Modern approaches to speech analytics classify intent and spot correlations at incredible detail using real-time transcription and machine learning.

Advanced speech transcription paired with the right analysis can immediately capture customers' problem statements to identify why they're reaching out. When this is applied to every interaction, companies get a complete picture of customer motivations and how they change day to day.

Machine learning systems can custom tune to each business's conversations, learning the unique vocabulary and interaction patterns of their agents and customers. The machine learning models get better as they process more and more data—continuously improving transcription accuracy.

Organizations get far more value from a transcription system that self-learns from their data and trains specifically for their business. The more accurate the transcription the more readily they can identify trends and anomalies in customer conversations, leading to a more proactive and predictive CX strategy.



The real value of speech analysis comes when insights are put into action. With real-time transcription fueling analytics, CX teams can process and apply learnings from conversations as they happen.

Example: Coaching a new agent

Imagine a new agent is consistently providing customers with wrong information about a common issue. This results in follow-up calls for that same issue, negatively impacting both productivity and customer satisfaction scores. (Especially if CSAT is based primarily on surveys—which many times are only completed to express frustration.)

By using real-time transcription and timely analysis of calls, the new agent's supervisor can be alerted to the problem and provide coaching before the situation snowballs. The agent is able to properly resolve the issue moving forward and help subsequent customers with high efficiency—improving CX performance metrics all around.

Another example: Spotting a trend

Next, imagine a company recently made a change to their subscription model. What starts slow, with a few customers reaching out to express their displeasure, quickly turns into a flood of calls from those looking to discontinue service.

If they had ML-based transcription feeding their analytics in real time, team leads would be able to spot that trending intent as it grows—ahead of the flood—so they could quickly strategize a response and prepare agents before the situation escalates further.

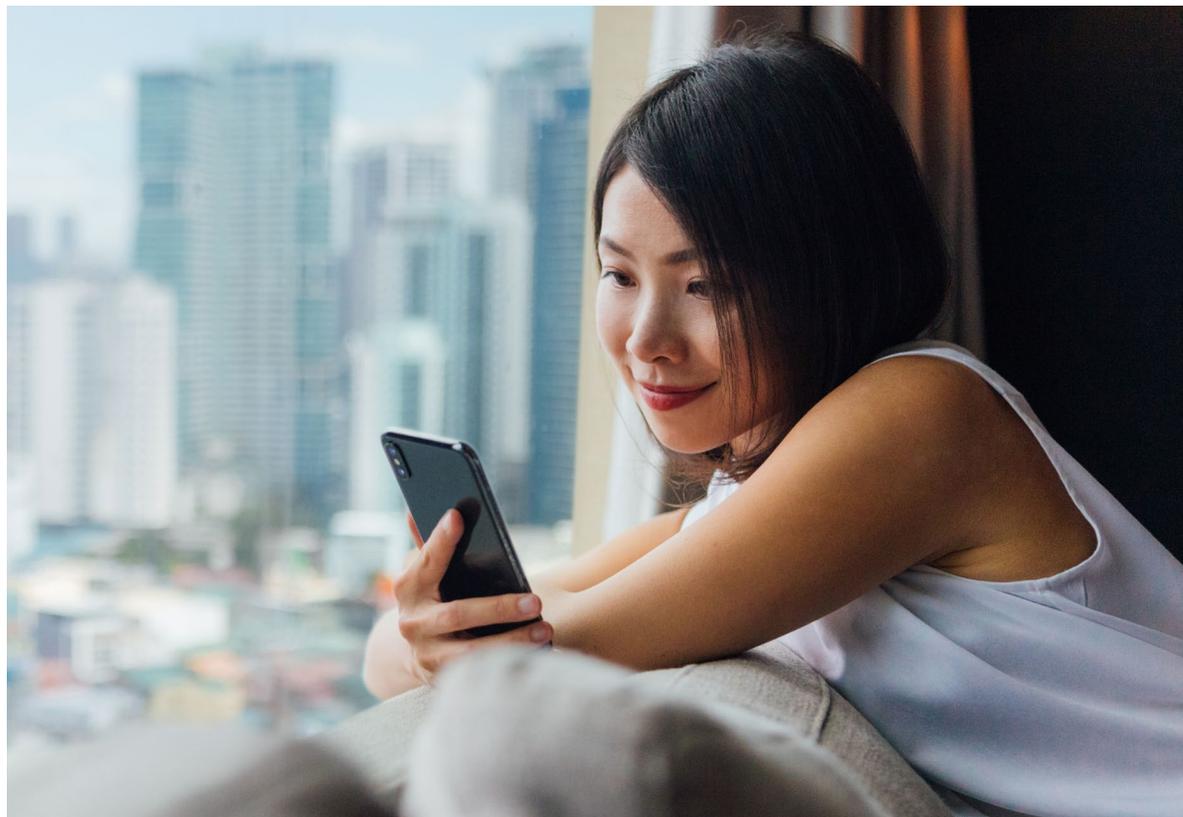
Capturing full Voice of the Customer (VoC) from every interaction enables companies to better understand their customers and how to serve them.

Almost every consumer organization actively monitors customer sentiment, eager to see high customer satisfaction (CSAT) or net promoter (NPS) scores. However, these scores are typically derived from post-call surveys, which only a small percentage of customers ever complete.

Some companies also rely on survey responses for market research, using the feedback to better comprehend customers' wants and needs. These generally get limited responses, as well. So decisions end up based on only a partial view of overall customer preferences.

A better option:

Analysis across all customer interactions (including high quality transcripts from voice calls, as well as digital contact, such as chat) provides true VoC insight. Companies can learn what customers truly care about, what's causing them frustration, and what's motivating them to reach out, all with more accuracy than a few survey responses or call samples can provide. This is pure gold for product, marketing, and sales teams—not to mention CX leaders.



Advanced speech transcription captures both sides of the conversation, giving a holistic view of every interaction. Seeing exactly how agents handled a situation lets managers better monitor what works and where there's room for improvement.

High quality transcription of every call makes it possible for companies to analyze both customer and agent behavior in depth. CX leaders can readily identify pain points and develop best practices to optimize agent workflows. By detecting patterns in customer interactions, companies may uncover a way to reduce handle time for a common issue. Or devise a change in product instruction or self-help content that avoids the need for customers to call at all.

Analysis applied to the transcription can automate the production of summary notes. Using AI for call summaries provides accurate, consistent data for analysis, as well as cleaner records for the future.

It also saves time the agent would typically spend on manual summation, enabling them to spend more bandwidth addressing customer needs. And those increments of time add up—more quickly than one might think—to positively impact productivity in the contact center.



Ready to improve CX performance?

ASAPP AutoTranscribe delivers the highly accurate transcripts you need to maximize value from speech analytics.

Our machine learning models tune to the specific vocabulary of each business, to ensure accurate transcription of words and phrases that matter most. CX leaders get a comprehensive view of what customers and agents are saying in real time, enabling them to immediately act on critical insights.

Easily integrate with your existing systems and see value from day one. Learn more from every conversation, with automatic speech recognition designed for CX—and customized for your business.



To hear more about our innovative approach to AI-driven transcription—and how it can dramatically improve CX performance—**visit our site** or get in touch at **ask@asapp.com**.

