



# NICE REAL-TIME SPEECH ANALYTICS

Shape Interactions As They Happen

# IMPROVE YOUR REACTIONS

In the world of customer service, seconds can mean the difference between a customer who is going to leave and one who is going to upgrade. Respond to their needs quickly and they will be happier, and more likely to stay loyal and tell others. Analyzing a call in real time helps you identify these delicate nuances and act upon them correctly to improve your reactions.

## WHAT IS NICE REAL-TIME SPEECH ANALYTICS?

NICE Real-Time Speech Analytics is an exciting technology that complements the traditional post-call analytics solution. While post call analytics focuses on categorizing calls, identifying trends, and finding root causes, real-time speech analytics aims to identify business insights and shape vocal interactions as they happen. It identifies situations and important events in verbal conversations, such as sales opportunities or customers at risk, and generates actionable insight that can positively impact outcomes. It empowers the agent to take the next-best-action by providing online guidance. This capability perfects the customer experience and helps the organization gain the greatest business value from its interactions in real time.

### AGENTS ARE USUALLY FOCUSED ON THE IMMEDIATE CONTENT OF A CALL AND MIGHT MISS EVASIVE SIGNALS SUCH AS:

#### CHURN SIGNALS

By being automatically made aware of price complaints, product difficulties or mentions of competitor names, you will be able to avoid customer churn.

#### COMPLIANCE SIGNALS

Ever-changing regulations make it hard for agents to always stay abreast of what can or cannot be said. Real-Time Speech Analytics can detect high risk statement and trigger corrective guidance

#### AGENT MISTAKES

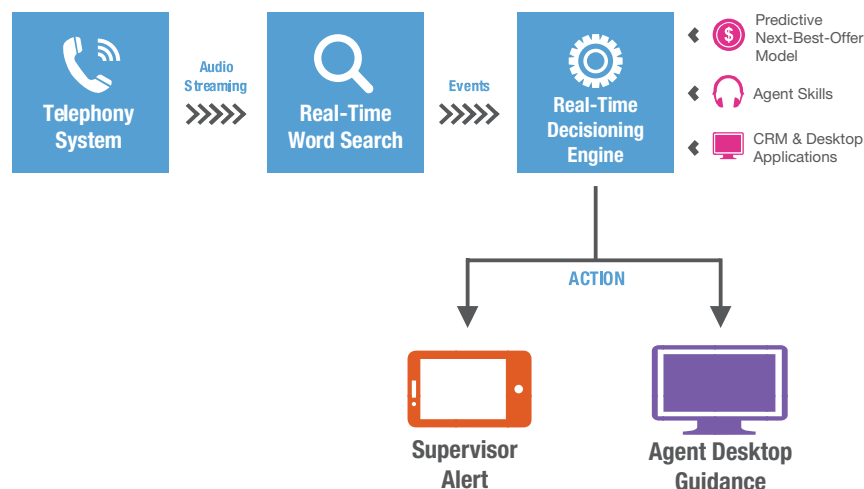
Agent mistakes can lead to customer dissatisfaction and costly repeat interactions.

#### WASTED TIME

Agents sometime spend unnecessarily long time searching the knowledge base to answer a customer's question.

#### SALES OPPORTUNITIES

Customers sometimes casually mention something that may not seem directly related to the question at hand, but if identified and leveraged effectively it can present a sales opportunity.



## FROM INSIGHT TO IMMEDIATE IMPACT

Real-time insights are only valuable when coupled with real-time action. When integrated with NICE Real-Time Guidance, NICE Real-Time Speech Analytics provides agents with real-time guidance about the next best action to efficiently handle the customer situation. NICE Real-Time Speech Analytics can also trigger real-time alerts to supervisors, enabling them to assist agents or intervene as necessary. These capabilities perfect the customer experience and help organizations gain the greatest business value from its interactions in real time.

## COMPLEMENTS POST-CALL SPEECH ANALYTICS

Real-time speech analytics and traditional post-call speech analytics are not mutually exclusive. In fact, they complement each other by addressing different stages of the customer interaction lifecycle. Post-call speech analytics categorizes calls into call types, allowing organizations to understand why customers are calling and identify trends, such as a spike in customer dissatisfaction or an increase in repeat calls. It then detects the root cause of customer issues.

Real-time speech analytics helps drive interactions to their optimal resolution. It does not look for trends across time, but rather focuses on the interaction that is happening at the same time. It identifies events, signals and customer issues, and triggers real-time agent guidance and supervisor alerts.

Together, post-call speech analytics and real-time speech analytics provide organizations with a closed-loop solution to identify business insights from all customer interactions. They then leverage opportunities by taking action and shaping customer interactions in the optimal way.

## REAL-TIME WITH A LOW TCO!

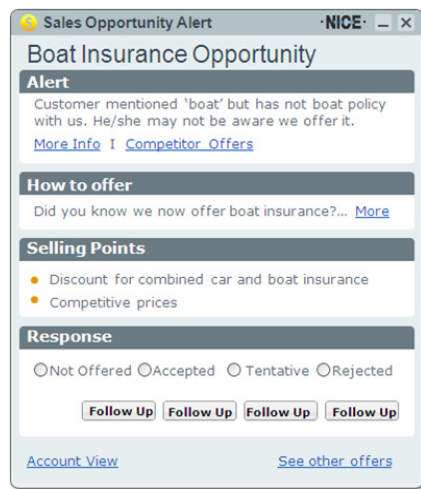
NICE Real-Time Speech Analytics is now faster, more accurate and affordable.

**Need for speed?** By the time the customer is finished explaining his issue, your agent will be ready with the relevant response. This high performance is made possible by the unparalleled 100 percent real-time streaming provided by the NICE Advanced Interaction Recorder as part of the NICE Engage Platform.

**Detection power.** Real-time detection rates can improve by 30 percent with new and better language models that can be further customized by defining industry-related words and phrases, making it even faster and more accurate.

**High-scale recording and a low TCO.** With one NICE Advanced Interaction Recorder server, more of your agents will be empowered with real-time guidance. Now you can support 5,000 agents instead of 800 – more than a 6-fold improvement.

**“Can you **change the address** on my car insurance policy? I am moving south to be closer to **my boat**”**



Sales Opportunity Alert · NICE · [Close]

### Boat Insurance Opportunity

**Alert**  
Customer mentioned 'boat' but has not boat policy with us. He/she may not be aware we offer it.  
[More Info](#) | [Competitor Offers](#)

**How to offer**  
Did you know we now offer boat insurance?... [More](#)

**Selling Points**

- Discount for combined car and boat insurance
- Competitive prices

**Response**  
 Not Offered  Accepted  Tentative  Rejected

[Follow Up](#) [Follow Up](#) [Follow Up](#) [Follow Up](#)

[Account View](#) [See other offers](#)

## POWERED BY THE NICE ADVANCED INTERACTION RECORDER

The NICE Advanced Interaction Recorder offers 100 percent real-time interaction streaming with unprecedented TCO of supporting up to 5000 recording channels per server and combining Voice, Video and Screen recording on a single server with built-in archiving capabilities. The interactions streaming is supported to multiple business applications with no delay, thus creating the foundation of the Real-Time Engagement Center.



## ABOUT NICE SYSTEMS

NICE (NASDAQ: NICE) is the worldwide leader of software solutions that deliver strategic insights by capturing and analyzing mass quantities of structured and unstructured data in real time from multiple sources, including, phone calls, mobile apps, emails, chat, social media, and video. NICE solutions enable organizations to take the Next-Best-Action to improve customer experience and business results, ensure compliance, fight financial crime, and safeguard people and assets. NICE solutions are used by over 25,000 organizations in more than 150 countries, including over 80 of the Fortune 100 companies. [www.nice.com](http://www.nice.com)

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