



“Speech Analytics has become essential to all contact centres. It’s no longer a nice-to-have.”

Speech analytics is a business intelligence game-changer.

Contact centres have access to massive numbers of customer conversations.

Speech analytics unlocks the latent value; the insights that these conversations hold to drive optimised operational performance and agent behaviours.

Primary Focus Areas



Direct Cost Savings

Essentially driven by operational efficiencies.



Customer & Agent Experience

Improved/enhanced CSAt, NPS, effort score etc.



Revenue Generation

Including all aspects of sales, loyalty, customer retention, Lifetime value etc.



Compliance

Monitor 100% of calls for QA & Compliance.





Benefits of Speech Analytics

Cost Savings & Increased Revenues

Cost saving benefits are directly related to the appropriate use of speech analytics technologies. Successful or failed calls can easily be identified by analysing historical calls. This analysis provides organisations with powerful insights for the development and implementation of refined, revenue-orientated customer engagement strategies and practices.

Improved Customer Experience

All calls in and out of the contact centre can be monitored and assessed; the technologies can identify keywords, phrases and even the acoustic qualities of the conversation. The identified calls can be used to guide the agent to use alternative wording, tone or style, or to introduce alternative scripts, in order to recover the relationship and deliver a significantly improved customer experience.

Improved First Call Resolution

Providing fast satisfactory solutions to customers' problems or queries within their first call, is a key contact centre performance requirement to maintain loyalty, spend and a positive service level.

Improved Average Handle Time

AHT precisely indicates the amount of time an agent is working on an identifiable task. This data assists the ability to accurately plan for the capacity to meet or surpass customer service expectations, maintain the operation's prescribed service level and to drive improved productivity.

Assessing Agent Behaviour & Improving Performance

Speech analytics can easily identify unwanted agent behaviours such as rushing or deliberately ending calls. Team leaders or supervisors can quickly and easily identify, assess and categorise calls with unacceptable agent behaviours; and intervene with appropriate coaching, training and other interventions.

Compliance & Risk Issues

Speech analytics provides a cost-effective way to provide managers with appropriate insights on all calls to ensure that agents perform according to the requirements relating to compliance statements.

Quality Monitoring & Optimisation

Speech analytics can automatically extract low scoring calls, allowing QA and compliance teams to focus primarily on high-risk or poor-quality calls. The coverage of QA is significantly increased, compared to random selection.

Streamlining Business Processes

Business processes should be clearly defined, exceptionally well documented, regularly reviewed and re-engineered to maintain the organisations overall value proposition.

Improvements in Operational KPI's

By skilfully using speech analytics, the operations team are able to mine every call for vast amounts of valuable meta data. This adds to the context of many of the KPIs, and significantly enhances the quality of the business intelligence that the contact centre can utilise to drive its own performance and give substance to the organisation's.

Fast ROI

With speech analytics solutions, a surprisingly fast return on investment is possible. How speech analytics will directly and measurably benefit individual organisations will naturally vary from one operation to another and will essentially be driven by how cost-saving and revenue generation strategies and tactics are deployed.

Improving Contact Centre Culture

Speech analytics can be used to remould contact centre culture and to craft far more efficient and effective processes and practices, preventing high staff turnover and poor customer satisfaction metrics.

Increasing & Improving Market & Business Intelligence

Speech analytics is today's well-proven method of rapidly obtaining data that is both quantifiable and vastly less costly than conventional market research, ensuring the organisation remains agile to respond to changing market conditions and the competitive landscape.

Introducing Callbi Speech Analytics



Callbi is a cloud-based speech analytics software-as-a-service solution for contact centres.

South Africa was voted the #1 destination for contact centres in 2021, and over 70 big brand contact centres in SA uses Callbi.

The speech analytics solutions provided by Callbi is an affordable, highly effective solution which is easy to use software that enables user proficiency results and fast ROI without any excessive training necessary.

Callbi is recorder agnostic and needs no integration with the recording platform. The Callbi Rest API provides the integration tool for applications such as Excel, PowerBI and other downstream analytical, audio processing, machine learning and AI and work flow tools.



Callbi is part of Alphawave Group, a specialised technology investment group recognised as one of South Africa's leading developers of advanced technologies. As a part of the Alphawave group portfolio and hosted on AWS in Ireland, Callbi provides a secure speech analytics solution, fully compliant with data security legislation.

Key Benefits of Callbi Speech Analytics



Easy to Use

The biggest problem with most speech analytics solutions is that you get stuck with a difficult to use product that cripples you with technical challenges instead of improving your operations.

Callbi removes this barrier, and allows you to focus on gaining insights and driving change in your organization from what you've learned. Callbi's success advisor guides you through the speech analytic implementation process, without requiring significant training. Additionally, our software comes preloaded with a number of generic queries, eliminating the setup of your insight KPIs (queries) from scratch, and provides you with generic business KPIs (goals) to make sure you measure and realize value using speech analytics in your organization. If you don't get value, you can cancel with 1 month's notice.



Payment Convenience

There are no significant upfront costs, no long term commitments and low monthly costs in your local currency. These allow you to dive into speech analytics, without requiring any significant financial investment. A 3 month Callbi pilot costs less than the salary of a 1 contact centre QA agent.



30+ Languages & Dialects

Developed over more than 15 years, our software caters of a spread of over 30 global languages including Chinese, Dutch, French, German, Italian, Portuguese, Russian, Spanish, Swedish, Turkish, Ukrainian. We also include key English dialect packages such as Australia, United Kingdom, New Zealand, and the United States.



Compliant & Secure

- Cloud-based Speech Analytic solution for Contact Centres.
- AWS Ireland (SA on request).
- POPIA, GDPR & ISO Compliant.



Fast Results

Analytics available in less than an hour after upload.



#1 Speech Analytics Solution in SA

100% South African technology used in over 60 contact centres.



Monitoring & Analysis

- Analyse, QA and Score 100% of calls.
- Identify individual & group training or coaching needs.
- Drive improved performance with accurate insights.



Integration

Rest API's for integration with other applications such as PowerBI, Excel and web applications.



Backed by the Alphawave Group

- 25 year track record.
- Developers of leading technologies for global industries.

How Callbi Speech Analytics Works

1. Upload Sound Files Online

Schedule automatic uploads your call recordings into Callbi using a Chrome internet browser. No additional software or hardware is required.

2. Transcription

The recording is automatically transcribed into over 30 languages and dialects.

3. Queries

The Query Builder is used to build queries from the call transcripts to listen for specific words or phrases present or not present in calls.

4. Analytics Dashboards & Data Export

The transcripts can be searched, analysed and reviewed through your online dashboard to gain insight for the business and about the customer.

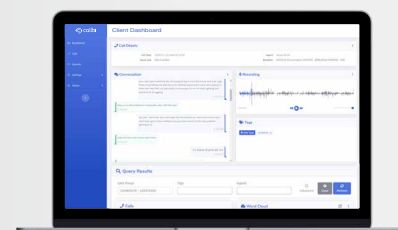
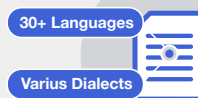
All queries are made available on the Dashboard for visualization and can be exported to Excel, PowerBI and web applications for further analysis.

5. Success Advisor

Get guided by a Callbi Success Advisor that will ensure you can retrieve accurate, dependable insights, and track strategic business goals.



Interaction Recorded



Operationalise Insights



User Training & Support

Once you have registered your Speech Analytics software online, you will receive a unique login that gives you access to a wealth of on-line support lesson, ready built queries and a comprehensive video training support library.



Our Successes



Inbound Service

250 Agents

Callbi analytics indicated significant inefficiencies in overall call handling processes and techniques resulting in inordinately high AHT.

After Callbi-based interventions were introduced, AHT was reduced by 17% and allowed the operation to reduce headcount by 42 agents with resulting **savings** expected to be over **R4 million per annum**.

Telesales

450 Agents

In the first week of using Callbi, management identified that 80% of sales calls were terminated by agents without following prescribed objection-handling scripts, call guides and training.

Appropriate disciplinary action, revised processes, scripts and training interventions were implemented together with additional Callbi-based monitoring. Within 60 days **sales revenues have increased by over 15%**.

Collections

45 Agents

Callbi identified significant post-call silent time indicating large-scale agent abuse. Culprits were quickly identified and appropriate disciplinary action was taken.

Savings to the operation estimated to be in the region of **R150,000 per annum**.

Clients



Book a Free Demo

Call or send us an email to info@callbi.io to schedule a free remote demo.

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