SESTEK

Conversational Automation Company

KNOVVU
ANALYTICS

DATASHEET

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Analytics

Understand **Triggers** Behind Customer Behaviors.

Knovvu Analytics collect 100% of customer interaction data at customer service channels and convert it into meaningful information for decision-makers. The solution provides critical insights to understand customers better and help to improve their experiences.

DIFFERENTIATORS

1. High Performance

Knovvu Analytics deliver faster response times and faster query results than competition.

2. More in the Moment

Real-time triggers, real-time notifications to supervisors and real-time reporting.

3. One Product, Multiple Tenants

Single solution supporting multi-tenancy for different teams, business units and operations.

4. No Code Required

Users enjoy visual query design without any coding requirements.

BENEFITS

PINPOINT ROOT CAUSES

Using statistical comparison tool, granular differences between top-performing agents and others can be identified instantly.

ELEVATE QUALITY MANAGEMENT

Script adherence, acoustic indicators and sentimental features can be monitored automatically.

ACT IN REAL TIME

Knovvu Analytics present real-time sentiment analysis, real-time notifications to supervisors and real-time triggers.

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1.Transcription

Core Tech

The solution relies on sophisticated Large Vocabulary Continuous Speech Recognition (LVCSR) technology. Typical speech-to-text software converts phrases into phonemes, matching them with a limited index of words. Sestek's LVCSR goes several steps further by analyzing an entire conversation against a language model, converting it to text at much higher accuracy.

Market-leading Accuracy

Knovvu Analytics offer higher accuracy than the competition by transcribing agent and customer channels separately. Our speech recognition accuracy is measured as >97%. Knovvu Analytics transcribe all customer communications and present a large amount of automatically indexed and easily searchable conversation data for users.

Word Error Rate (%)
Smaller ratio, better engine.

IBM	Google	Speechmatics	Deepgram	Amazon	Microsoft Azure	SESTEK
9.4%	6.3%	5.8%	4.8%	4.4%	4.1%	3.4%
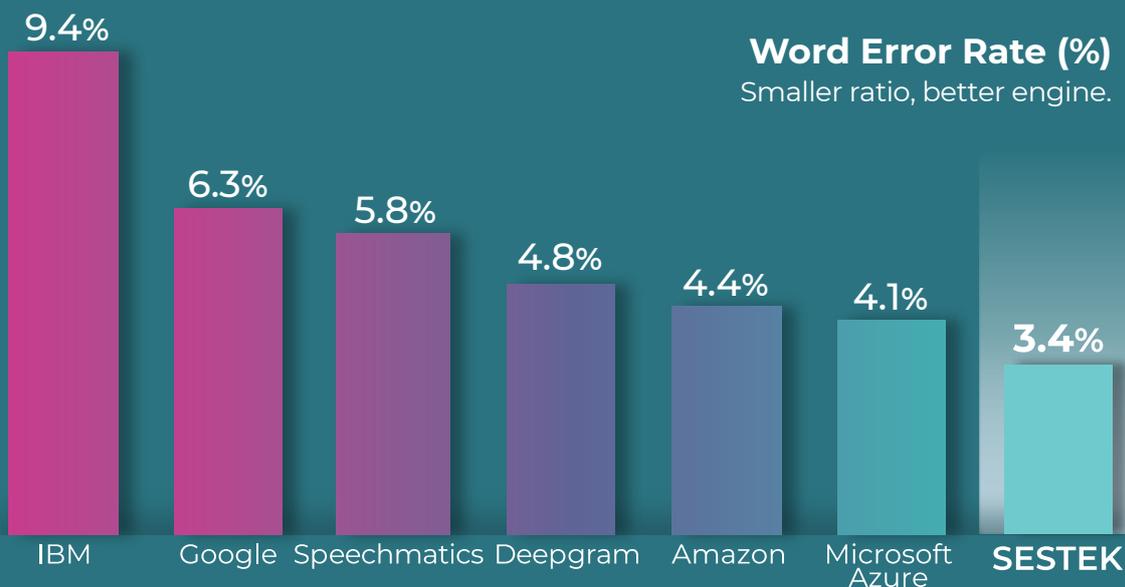
For our test, we used 1-hour Call Center records in English from 2 different industries, transcribed them into text, and calculated final word-error rates within the data set.

Customized Language Model

For market-leading accuracy, Knovvu Analytics use a customized language model that combines acoustic modeling, text normalization (matching non-standard word forms to standard forms), and contextual/statistical modeling (calculating the weighted score of words in their context).

Automatic Multilingual Transcription

For organizations with international audiences, Knovvu Analytics recognize and transcribe different languages—even if the customer switches between in a single conversation. To achieve this, Sestek presents Mixed Language model developed by its in-house AI team.

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2. Emotion Analysis

Knovvu Analytics automatically detect customer emotions throughout the conversation by examining variations in pitch or tone. By identifying things like interruptions, overlaps, periods of silence, anger, and monotony, the solution enables users to discover moments of customer dissatisfaction within a conversation seamlessly.

Acoustics Analysis Visualization

The outputs of sentiment analysis, which show the emotions of the customers and the agents according to the phrases used, can now be graphically visualized.

00:00:08
It has been almost one week, *the delay is too much*. How much longer do I have to wait?

00:00:22
I have *suffered* a lot. *I will not use your website ever again.*

00:00:42
That would be very nice, *thank you* for your support.

Customer

Agent

00:00:25
We apologize for the delay caused by us. To *make up for our mistake*, I would like to define you a discount coupon for your next order.

00:00:50
I am glad we were able to solve your problem. *Thank you* for contacting us.

3. Real-Time Action

With Knovvu Analytics real-time notifications module, call center managers can take action instantly. When the solution detects problematic conversations requiring supervision, the system can trigger alerts in real-time for an intervention. The module also allows supervisors to coach agents online. For the agents, the module automatically identifies specific conversational topics to assist them with the necessary information.

General   Add trigger   Actions

Trigger Keywords

I do not know   I can not help

You do not understand   not authorized

Not my problem   I do not care
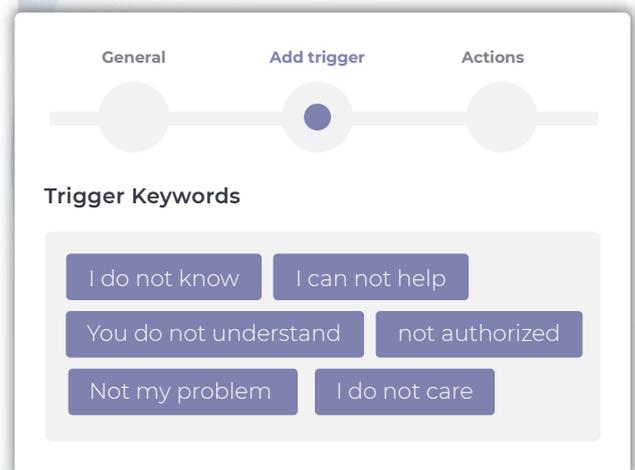
Prohibited words, urgent customer inquiries or regulatory issues can easily be added to notify supervisors in real time.

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4. Discovery of Events

The manual and AI-based topic identification features evaluate the content of customer calls, and classify them based on specific categories. This makes organizing conversations much easier, as supervisors can immediately separate urgent and important calls from irrelevant ones.

5. Root Cause Analysis

Statistical Comparison

The statistical comparison feature presents fundamentals for root-cause analysis of contact center interactions. Once the user sets text and acoustic parameters for analyzing calls, this feature helps them compare dates, agents, agent groups and queries. This can be used to pinpoint what the best-performing agents are doing differently than the rest.
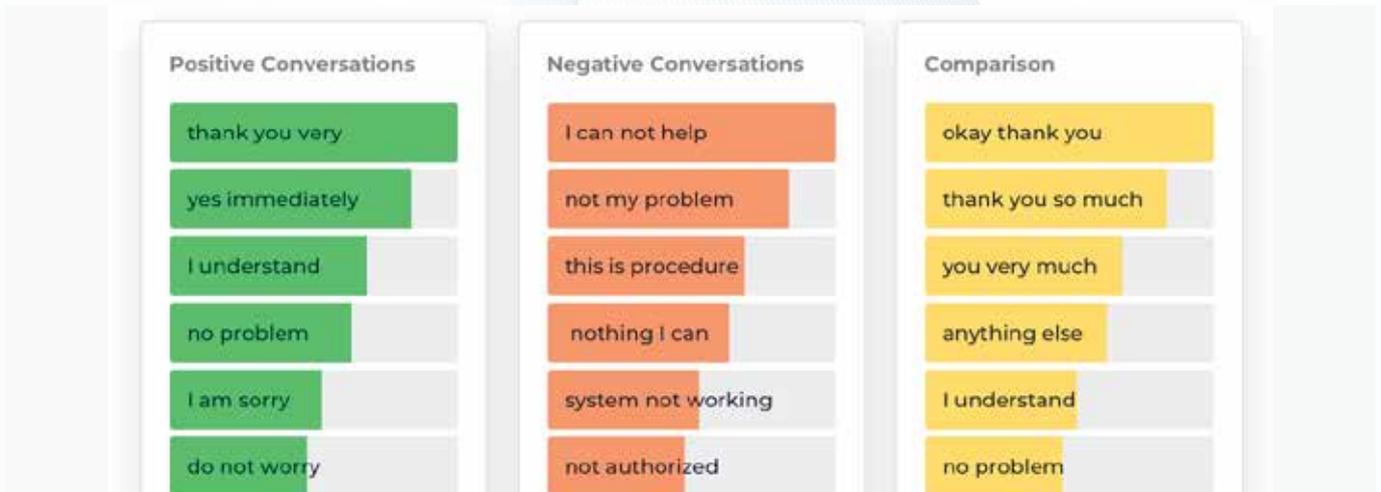
The best way to recognize your best-performing agents, compare performances and support your agents in need effectively.

FCR Analytics

First-Call Resolution (FCR) indicates the rate at which customer problems are resolved on their first call. If the same customer calls again within a set time frame (or, optionally, if they discuss the same topic as a previous call), Knovvu Analytics can identify this as a non-FCR call. This gives call center managers insights on customer satisfaction, the performance of agents, and the overall efficiency of the call center.

Trend Analysis

By pinpointing the most frequently used words and phrases, Knovvu Analytics discover trends in customer conversations. In addition, this data helps track changes in customer perceptions and expectations over time. With a guided search feature, supervisors can easily find out what's happening in their contact centers .

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6. Advanced Quality Evaluation

Knovvu Analytics automatically evaluate 100% of customer-agent communications, allowing quality assurance managers to track agent performances over time. The analysis includes metrics like script adherence, emotional parameters, and adherence to rules regarding hold or silence duration. Regarding metrics such as empathy and active listening which are better to be measured contextually, the solution also offers manual evaluation tools.
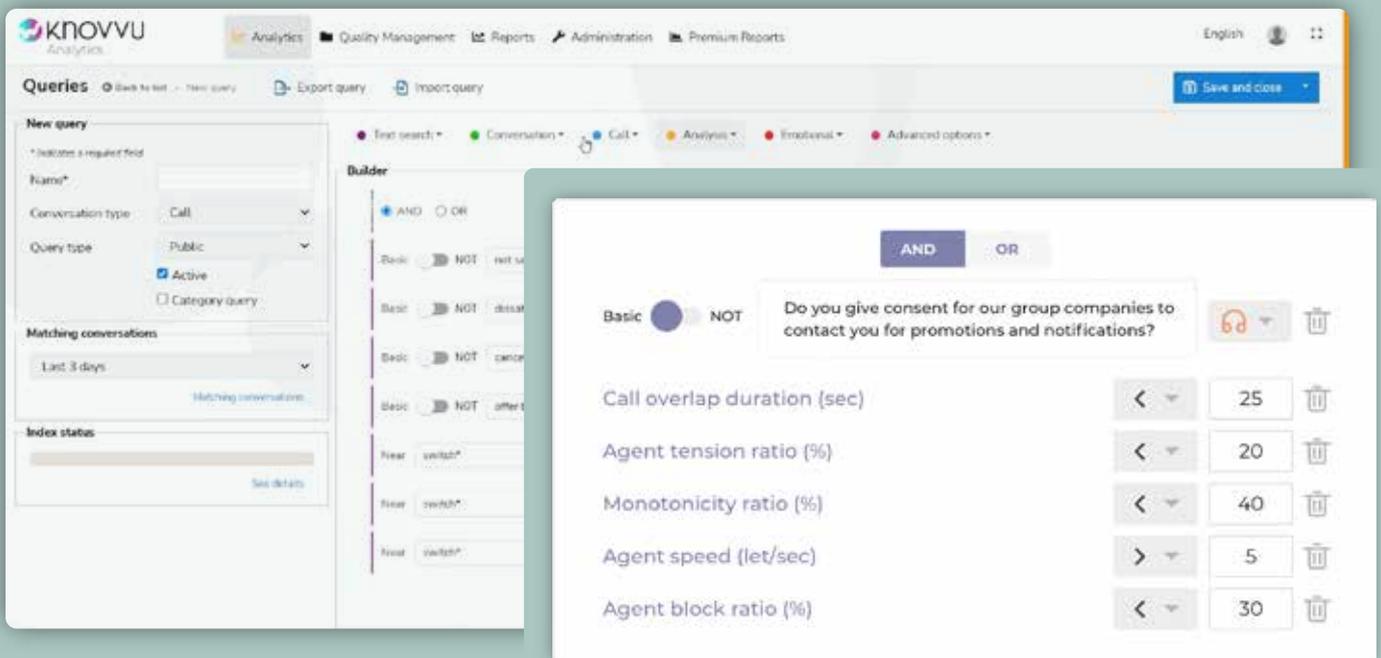
Script adherence, acoustic indicators and sentimental features can be measured and scored objectively.

7. Comprehensive Reporting

Knovvu Analytics automatically generate comprehensive reporting on interaction data on a daily, weekly, or monthly basis. The solution can send reports to specified users or departments via e-mail that has a direct hyperlink to the relevant set of interactions. The reports include information on interaction counts by group topic, trending queries, word analysis, daily interaction volume, and more. The solution can be easily integrated into Power BI, Tableau and other reporting tools.

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KEY DIFFERANTIATORS

01

High Performance
Faster response time

All-channel focused analysis (voice & text)

Faster query results

02

Advanced QM
Hybrid evaluation (manual + automated)

Automated scoring for each conversation

Responsive and ease of use

03

Flexibility
Single Installation for multiple divisions

Multi-tenant for different teams and business units

Supports DevOps for autoscaling

04

Simplicity
No-code visual query design

Automated category tagging

All queries indexed for better navigation

05

More Real Time
Real-time sentiment analysis

Real-time notifications to users

Real-time triggers via APIs

06

Efficient Reporting
Near real-time reporting

Reporting single view of customer across all channels

Reporting with hyperlinks

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Webhelp Increases Call Quality With Speech Analytics

> "Customer calls hold important insights. Creating the right action plan through them, requires objective analysis. Speech Analytics technology allows us to pinpoint areas that need improvement. And this has a direct influence on customer experience"
>
> — CEO, Webhelp

THE CUSTOMER

Webhelp Global, one of the largest business process outsourcing companies in the world.

THE CHALLENGE

Webhelp was searching for a solution to monitor and evaluate 100% of calls to gain insights on how to increase call quality and agent performance.

THE SOLUTION

Using Speech Analytics, Webhelp gained objective and actionable insights to train agents for better customer experiences.

100%
Customer-agent interactions monitored

↓86%
Agent interruption rates decreased

↑7%
Call quality score increased

SESTEK

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SESTEK is a conversational automation company helping organizations with conversational solutions to be data-driven, increase efficiency and deliver better experiences for their customers. Sestek's AI-powered solutions are built on text-to-speech, speech recognition, natural language processing and voice biometrics technologies.

SESTEK is a part of **UNIFONIC**

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