TelStrat Analytics Solutions

Desktop and Speech Analytics

Harness Customer, Competitive, and Organizational Intelligence to Transform Your Business

Every agent and customer interaction provides an opportunity for you to improve operations and productivity, automate processes and enhance quality. But it can sometimes be a daunting task to get a view into your agents' desktops and call recordings. With TelStrat Analytics solutions, you can analyze interactions, detect trends, and ensure compliance.

Improve Customer Engagement

- **TelStrat Desktop Analytics** automatically captures, censors, tags, organizes, and maps agent desktop activity so you can get a full view of what's happening. Once you have this information, you can automate processes, extract data, and link related interactions. Designed to make your current staff more efficient, you can get the insight you need at a price that makes sense for small to medium businesses.

- **TelStrat Analyze Pro** enables you to search the voice content of a call so you can uncover insights into customer demands, market trends and the competitive landscape. Categorize and tag customer interactions across channels for certain language, emotions and other key factors, for even deeper insights into customer satisfaction, agent performance and compliance risk.

TelStrat Desktop Analytics

Automatically get insight into your agents' desktop activities

TelStrat Desktop Analytics automatically tags interactions when agents fail to perform required activities and generates a unique, clickable playback URL for each recorded call. You can automatically append these URLs to your CRM or other records, for ready playback of interactions directly from within the CRM or common Web browsers. Plus, you can automatically tag calls recorded with information from your CRM into custom labeled fields, making it easy to locate multiple related interactions.

In addition, you can group and cross-reference interactions based on the reason for the call, case number, customer ID or other information. Simplify searches on policy or account details, order status or other common searches by extracting and storing each agents' desktop data within user-defined fields in associated call records.

TelStrat Analytics Benefits

- Reduce the time and effort required to comply with the PCI-DSS and HIPAA standards
- Simplify CRM integration with our turnkey services
- Integrate and link CRM information with actual customer interactions
- Easily associate and track multiple customer interactions
- Pinpoint flaws in application use or process adherence
- Improve agent and supervisor productivity

Compatibility

Desktop analytics is compatible with the following:

- **Enterprise CRMs**
  Salesforce.com; Oracle Siebel; Microsoft Dynamics CRM; SAP; Avidian Prophet

- **Windows & Web Development**
  .NET; Visual Basic; PowerBuilder; Delphi; DHTML/AJAX, Active-X; HTML; JavaScript; VBScript; Java

- **API & Development Platforms**
  SOAP, WCF, WS-* & REST; ODBC, SQL Server; SMTP; SML; SAG Optimize/BAM; Windows; Citrix; XenApp

TelStrat Analyze Pro

Unlock insights from across channels with advanced speech analytics

TelStrat Analyze Pro for advanced speech analytics automatically tracks and scores 100% of your customer interactions across channels so you can more easily drive operational and organizational excellence. Whether you use it to zero in on language, emotions, or other key factors, TelStrat Analyze Pro empowers you to uncover new insights that you can use to improve customer experience.

Discover emerging trends in data without guidance from a predefined set of criteria. This lets you identify issues and understand what is happening across a set of interactions, without necessarily knowing what to look for ahead of time. A powerful drill-to-call feature lets you easily retrieve and play calls of interest so you can monitor priority calls and interactions. You can also provide timely feedback through custom dashboards and distribute reports to key stakeholders in your organization.

Features

Automated Analysis & Actionable Insights

- Reveal insights by automatically analyzing 100% of customer communications across multiple channels—including phone, e-mail, chat, social media, and more
- Capture customer interactions and associated metadata from any source across multiple servers and contact center sites
- Convert customer interactions into a consistent format and measures vocal characteristics for analysis
- Use free-form search to pinpoint, categorize, and play back interactions containing specific words and phrases, or other shared characteristics
- Automatically analyze topics to help determine root cause
- Provide agent performance scorecards and extensively customizable reports

Cross-Channel Interaction Integration

- Capture and analyze the "voice of the customer" across every type of interaction, from calls to chats
- Combine multiple interactions into a common framework so that all data is unified for rapid search and discovery
- Make it easy to follow a customer's journey or a problem's history by providing a holistic picture of interactions

Powerful Root Cause Analysis

- Automatically analyze and group interactions based on frequency and proximity of unique sets of words or phrases for quick identification of critical issues occurring across interactions
- View results in either a list, chart, or innovative tag cloud
- Automatically highlight outliers in counts or percentages to guide root cause determination

Instant Insight to Agent Performance

- Analyzes every agent interaction to help eliminate compliance risk, improve agent performance, and increase customer satisfaction

- Automated scoring and dashboards provide continuous, high-level feedback to managers, supervisors, teams, and individual agents

- Add TelStrat Quality for multi-level, skill set-based scoring, along with coaching and e-learning, to complete your quality management toolkit

Cloud-Based Convenience

- Delivered via cloud-based infrastructure, for no impact on your systems or infrastructure (also available as an on-premise solution)

- All hardware systems and applications are managed by Serenova and our partners

- Affordable subscriptions are available for contact centers of virtually any size

Benefits

- Increase quality and enhance agent performance for better customer experiences

- Maximize compliance and mitigate risk by monitoring procedural adherence

- Identify broken processes and barriers to reducing Average Handle Time (AHT) and better First Call Resolution (FCR)

- Enhance sales effectiveness by automating performance management and feedback to agents

- Easily track and improve customer satisfaction metrics to increase retention and reduce churn

- Automatically discover new trends and gain competitive intelligence

- Improve operational processes, increase efficiency, and reduce costs

About Serenova (formerly TelStrat)

Serenova has transformed the customer experience. Over a decade ago, the company realized technology didn't exist that could deliver immediate, consistent, and exceptional service. So, it created a true cloud contact center solution that could. The result is the ability to unify everything from customer engagement to quality management to analytics. This single source of truth provides global brands insights about customer information and experiences as they pivot between channels such as SMS, voice, or Facebook messenger.

Whether it's technology, healthcare, or retail, brands from all industries come to Serenova for its global coverage and deep integrations into the business systems used every day. Why is this important? It creates the opportunity to keep pace with customers by quickly scaling up across the enterprise or out geographically. Recognized by analysts such as Gartner, Serenova is committed to building on an 18-year legacy leading the way in cloud-based contact center innovations.

To learn more, visit **www.serenova.com**. For live updates, follow **@SerenovaShine**.