



# Speech Analytics

## BLUEPRINT

TALK IT UP • TALK IT UP • TALK IT UP • TALK IT UP • TALK IT UP

Many organizations invest in speech analytics as an add-on to the contact center recording system then never use it. The truth is, speech analytics requires time, training, an established governance process and dedicated resources to realize its potential.

Speech analytics users struggle with the technology even though they know how to use the software because they don't have a plan for how the analysis will be used within the organization.

Our *Speech Blueprint* puts our experienced speech specialists to work with you, using a proven methodology to develop a design that creates a governance model. Continued success demands you have a consistent, repeatable process that enables you to drive change through your organization.

We don't hand you a cookie-cutter blueprint. Our collaborative approach produces a customized blueprint that captures your operational culture so you can begin realizing the benefits of and return on your investment in speech analytics.

## Setting the cornerstone

### 1. VISIONING

After identifying stakeholders and priorities, we collaborate with stakeholders to explain the technology's capability, review strategy and priorities, and gain consensus on areas of focus.

### 2. OPERATIONS ASSESSMENT

We study the contact center itself to deepen our understanding of your business and what types of interactions your agents experience.

### 3. REQUIREMENTS

We gather implementation requirements, identify impacted and missing processes, and organize it all into a client gap analysis that compares the existing contact center operation to speech analytics best practices.

### 4. STRATEGY

We then take what we've learned from you and your stakeholders and design a customized governance model—your plan for continuous achievement.

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