



# Make Better Business Decisions with an AI-Powered Conversation Analytics Platform

Customers, partners and employees have nearly unlimited ways of communicating with organizations – in voice conversations, emails, social media messages, chats, and more – creating more data than ever before.

While this glut of information is daunting and complex, it also contains critical insights that can help drive business improvement and transformational change...if you can find them. With the right strategies and tools, companies can identify meaningful trends and opportunities that can unlock untapped revenue potential, create better customer experiences, or drive other enterprise-wide value. Here's how:

## Challenge #1:

You're Swimming in Data.

The overwhelming amount of data you've gathered from conversations can provide unique and valuable information that can separate you from the competition. Beyond the sheer volume of data, the depth of insight available within the seeming noise shouldn't be overlooked. Unstructured and unsolicited feedback embedded in customer, partner and employee conversations convey intent, action and emotional loyalty drivers that can drive revenue and other improvements in your business. The volume and nuances of each of these interactions can make it difficult to know where to focus your efforts and how to apply technologies like machine learning (ML) and artificial intelligence (AI), with the aim of understanding, improving and iterating on experiences, products and services.

## Challenge #2:

You're Missing Critical Insights to Drive Better Business Decisions.

Many communications channels operate in silos, preventing you from gaining a single, holistic view of the myriad ways customers engage with your organization. This often results in analyzing only a portion of voice and text-based conversations, generating incomplete or irrelevant conclusions about how best to operate and make better business decisions. Leveraging the right technology to analyze these omnichannel communications is the only way to uncover valuable insights that empower you to affect change and stay competitive.

### CallMiner Helps You Overcome These Challenges

A comprehensive conversation analytics solution makes it possible to gain deep understanding of your customer conversations at scale and use those insights to inform action and drive growth.

This delivers two-fold results – first, it empowers contact centers to maximize customer experience (CX), improve agent performance and increase operational efficiency. Second, it enables businesses to make better decisions and improve processes across the entire enterprise, from sales and marketing to product and finance.

These results only happen when you connect the dots between insights and action. CallMiner's Eureka conversation analytics platform helps organizations dive deeper, move faster, and act smarter to identify areas of opportunity that drive business improvement, growth and transformational change more effectively than ever before.

### How Does CallMiner Eureka Work?

CallMiner Eureka is an AI-powered platform that analyzes 100% of customer conversations and helps turn those insights into transformational business improvement. No other platform offers the intelligence required to uncover opportunities, and drive efficiency and revenue. Through APIs and integrations, Eureka also makes it possible to capture data from the other business-critical systems and solutions that live across your enterprise.

By ingesting data from CRM, survey, Interactive Voice Response (IVR), ticketing and other systems with customer-facing data, and analyzing it alongside call, chat, email and other interaction data, you get a complete view of your customers. The platform is comprised of multiple products designed to work seamlessly together, delivering AI-driven insights, including:

### Analyze

CallMiner Analyze is the customizable dashboard for the CallMiner Eureka platform. With AI, organizations can automatically score 100% of voice and text-based interactions to identify the most impactful insight for business improvement.

### Coach

By gaining deep understanding into agent and customer interactions, as well as sales team engagement with prospects, CallMiner Coach enables supervisors to identify performance trends, target behavior for guidance or reinforcement, and create a culture of improvement.

## Alert

CallMiner Alert delivers real-time guidance for agents to better influence the outcome of an interaction and in-the-moment visibility for supervisors who can intervene as necessary. This is done with the support of CallMiner Coach.

## Visualize

An upgrade component for Analyze, CallMiner Visualize enables organizations to visually explore data, create shareable presentations, and encourage action within – and beyond – the contact center.

## Capture

Working in parallel with legacy systems, CallMiner Capture enables high fidelity speaker-separated audio to be accurately transcribed and redacted in real time to power quicker and more accurate analytics.

## Redact

CallMiner Redact ensures companies can meet security and compliance standards by automatically removing sensitive numerical information from audio and text-based communication data.

### CallMiner Helps You Drive Business Improvement

Many of your customer conversations are happening in the contact center with your customer service and sales representatives, where they're focused on making sales, offering service and support, managing collections, or developing customer accounts. But the benefits of these conversations extend far beyond the contact center. By uncovering insights from these conversations, CallMiner Eureka can drive real-world outcomes across your business for a range of roles:

- 1. For Executives and Managers.** Identify the most impactful insight for business improvement across departments, providing visualization tools and dashboards that help identify trends and emerging opportunities so you can focus on the metrics that matter.
- 2. For Supervisors and Agents.** Drive automated quality assurance and provide critical insights into the best (and worst) customer interactions.

This delivers coaching insights and suggestions to improve CX, optimize agent performance and reduce agent churn. CallMiner Eureka also provides the flexibility to deliver post-contact insights, as well as real-time guidance to agents for accuracy, compliance and next-best action.

- 3. For Compliance Leaders.** Ensure agents comply with requisite processes and disclosures, while automatically redacting sensitive numerical data. CallMiner also strives to deliver the highest level of data security and protection possible within our cloud environment, with verification of SOC 2 Type II, FISMA, HIPAA, ISO 27001 and PCI DSS.
- 4. For Analysts.** Powerful AI-driven discovery tools decrease the amount of time spent investigating customer interactions, and more time identifying opportunities for improving engagements. With CallMiner, you can investigate and prove/disprove a hypothesis and quantify the impact of it, as well as use AI to uncover trends or insights you may not have considered looking for through a simple push identification.

In meeting the requirements of each of these areas of responsibility, businesses can improve in two fundamental ways:

**Reduce costs** – Uncover key metrics that directly impact the bottom line, including agent efficiency related to first call resolution, average handle time, silence reduction and call deflection. CallMiner Eureka also makes QA much more efficient (through automation and AI), while improving the cost of managing risk and legal compliance.

**Drive additional revenue** – Make better business decisions that drive business growth, such as sales effectiveness, particularly related to collections, CX as measured by NPS and customer churn reduction, and more.

Learn about how organizations are driving successful outcomes with CallMiner [here](#).

Harnessing the power of your organization's customer-centric data can set you apart from the competition. With the right solution, you can uncover the insights needed to make better and more informed business decisions in the contact center and enterprise wide.

[Get started with CallMiner today.](#)



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