Big Voice of the Customer Data

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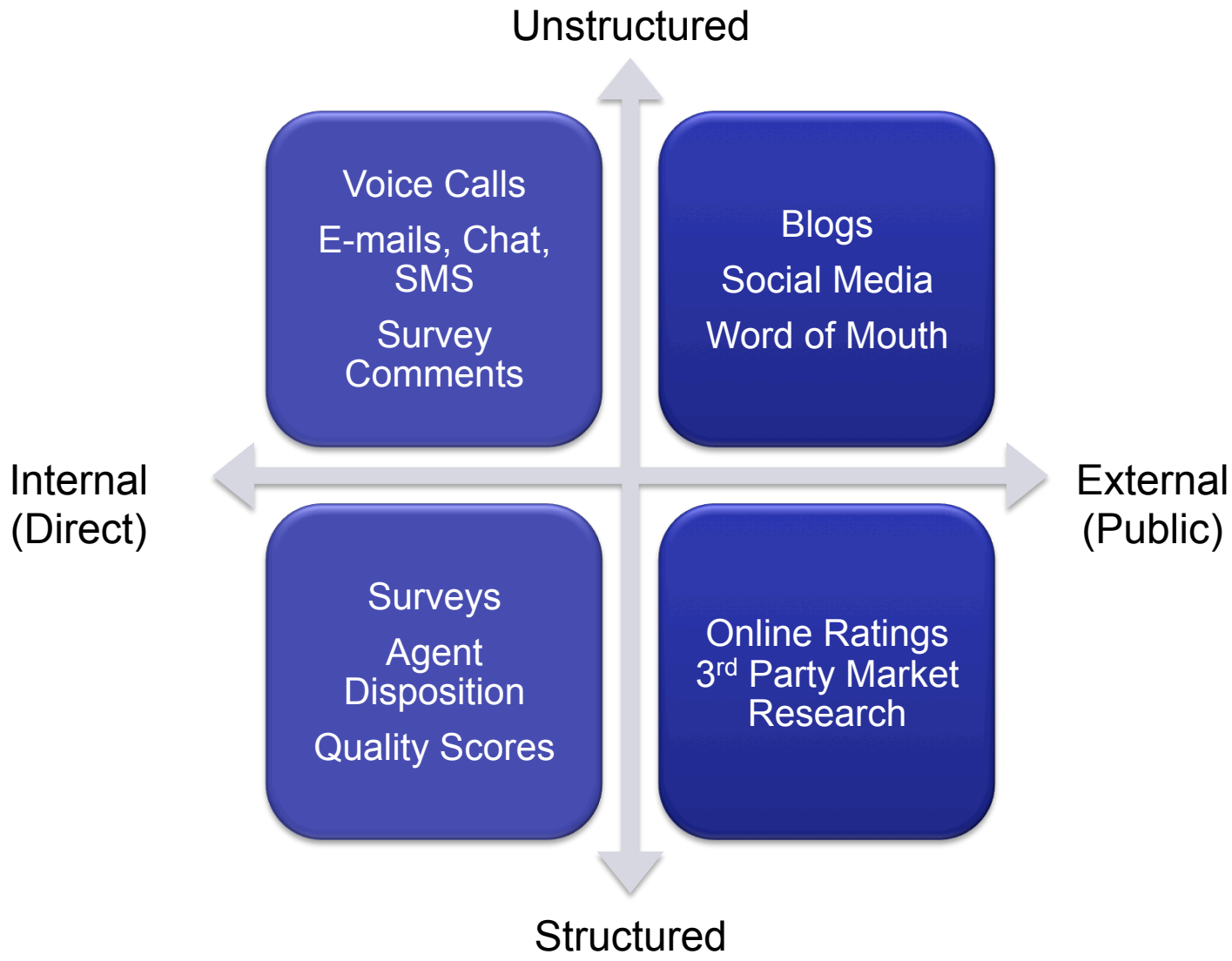
POWERING ACTIONABLE INTELLIGENCE • POWERING ACTIONABLE INTELLIGENCE • POWERING ACTIONABLE INTELLIGENCE

Big Voice of the Customer Data



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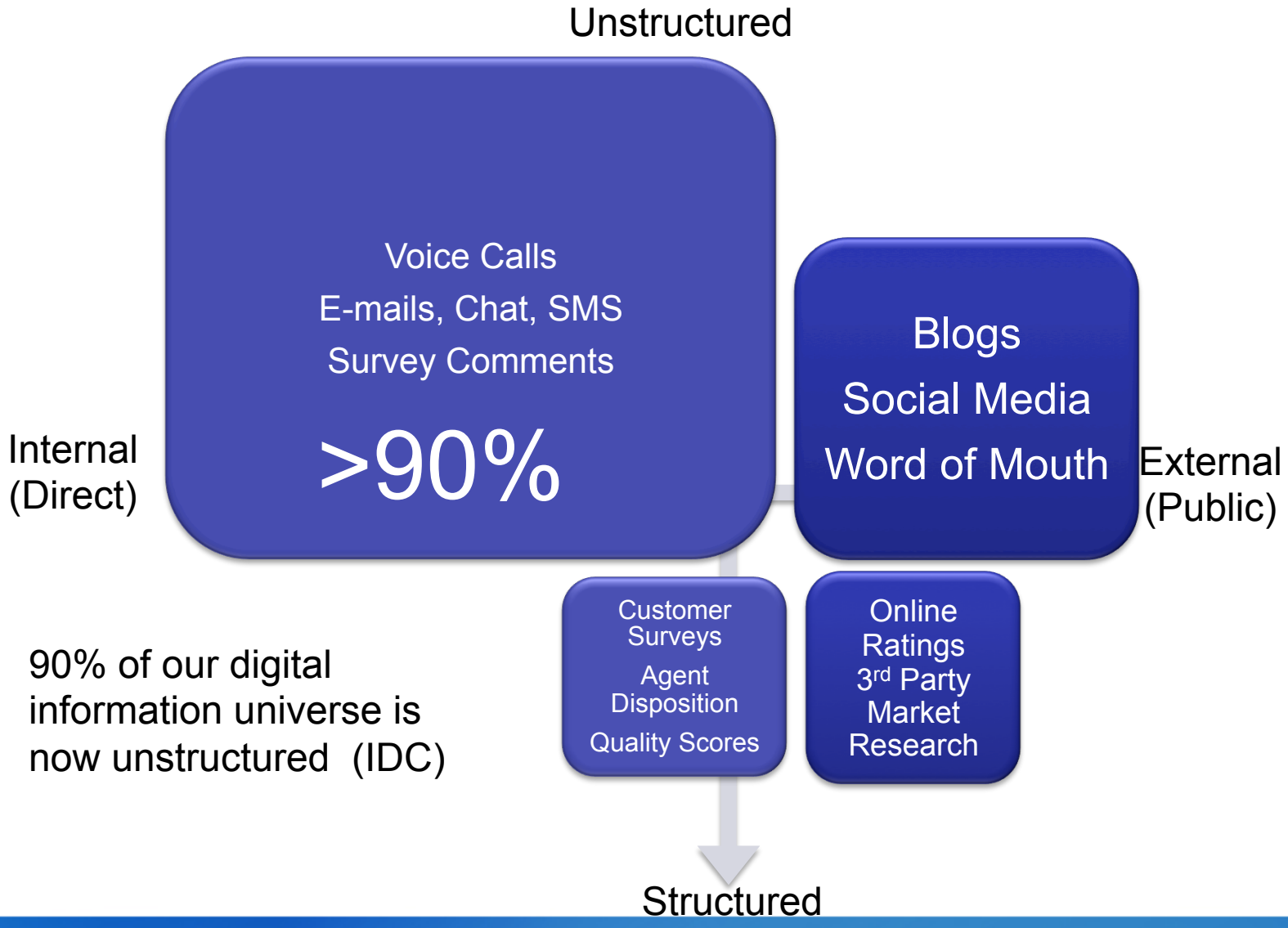
Big Voice of the Customer Data



90% of our digital information universe is now unstructured (IDC)

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Making Sense of your Unstructured VoC Data

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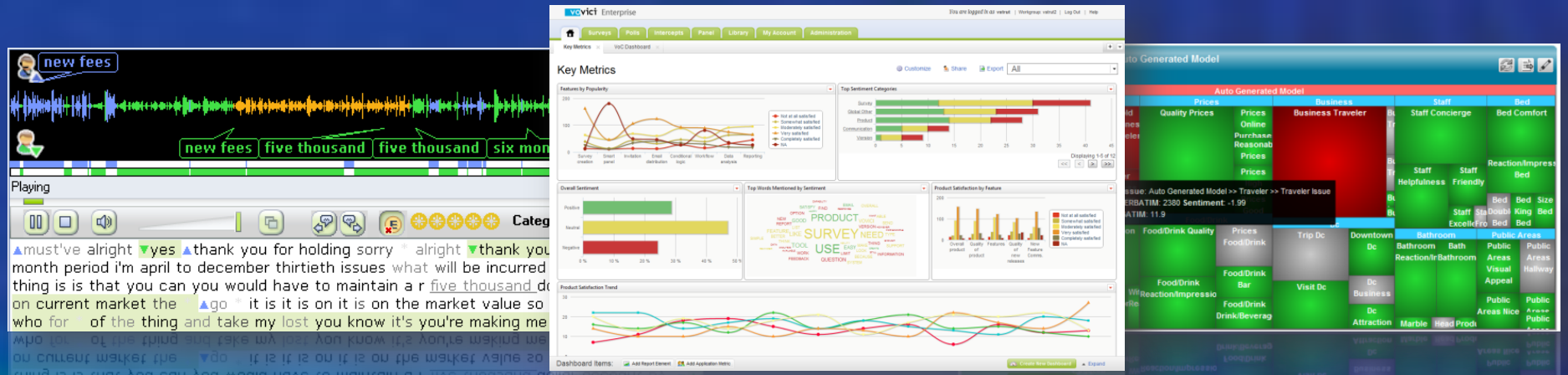
Voice of the Customer Analytics™

Speech Analytics, Text Analytics, Enterprise Feedback Management



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The Organizational Challenges

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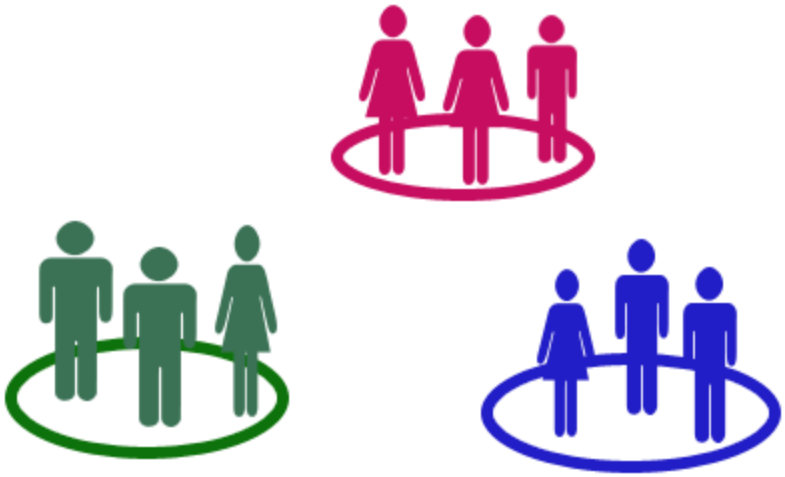
56%

of survey respondents cited

"organizational silos"

are the biggest impediment to effective decision-making using big data.

Capgemini Study:
The Deciding Factor Big Data & Decision Making



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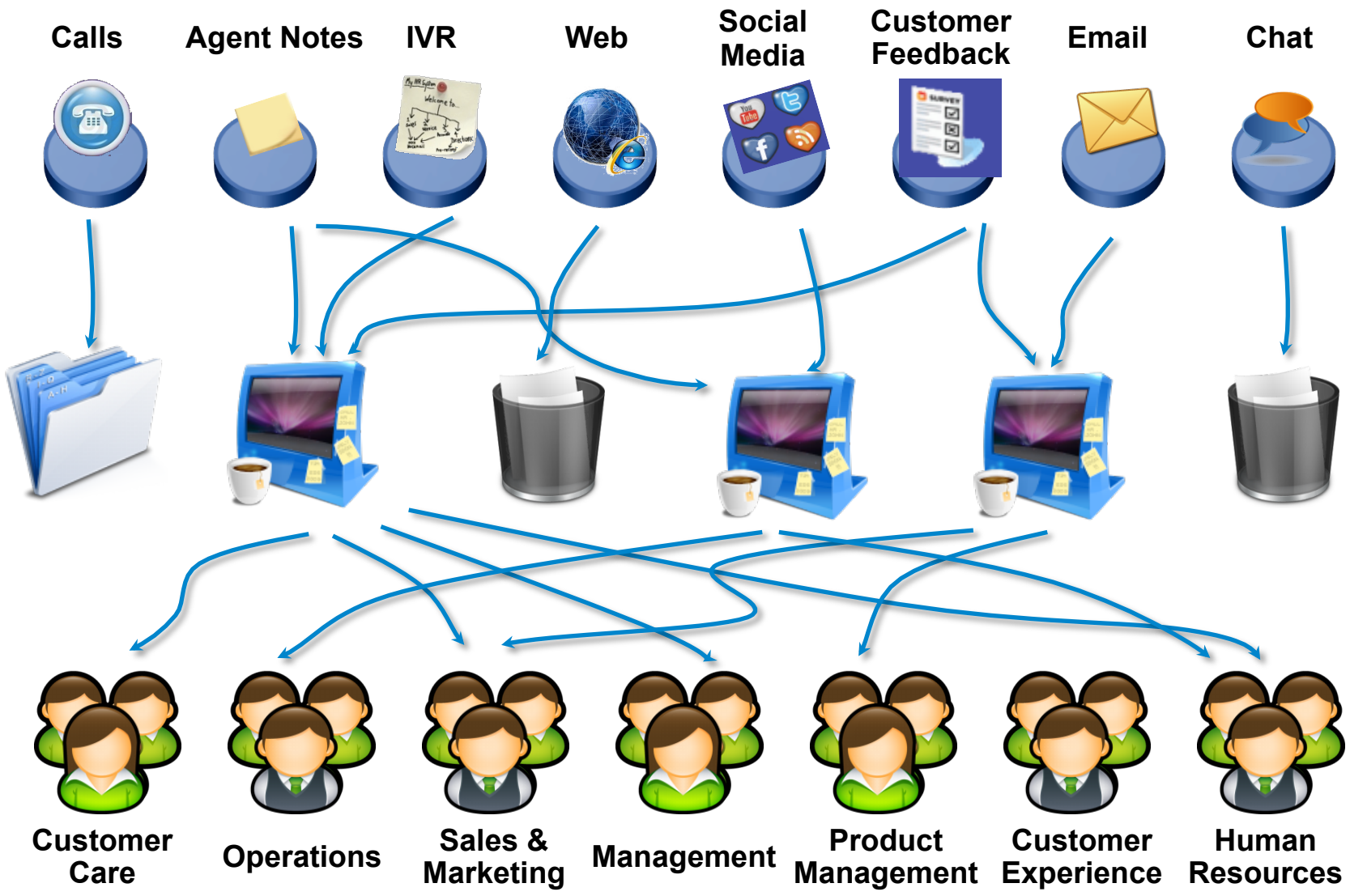
“Disconnected VoC Listening”



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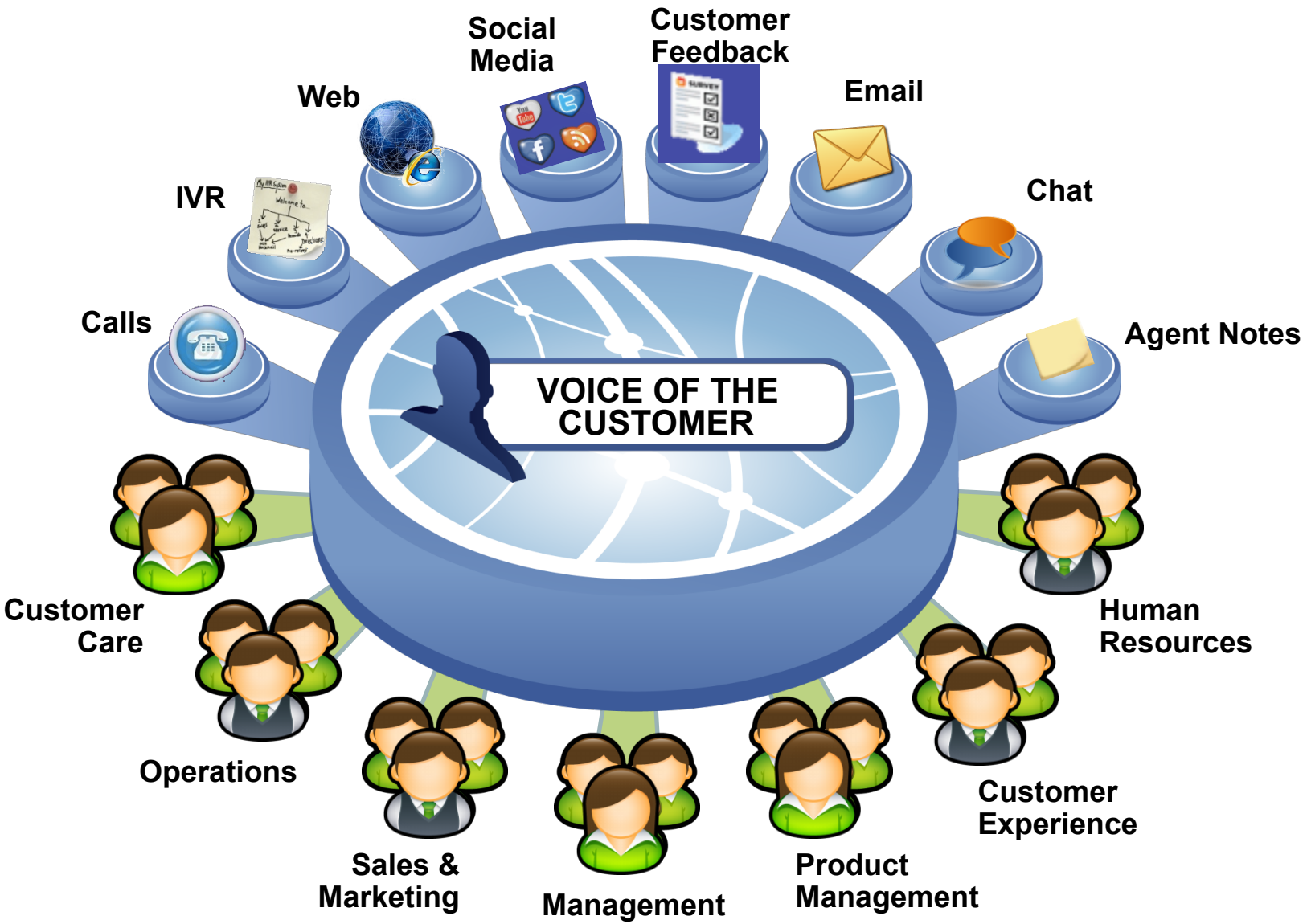
Unify Your VoC Program



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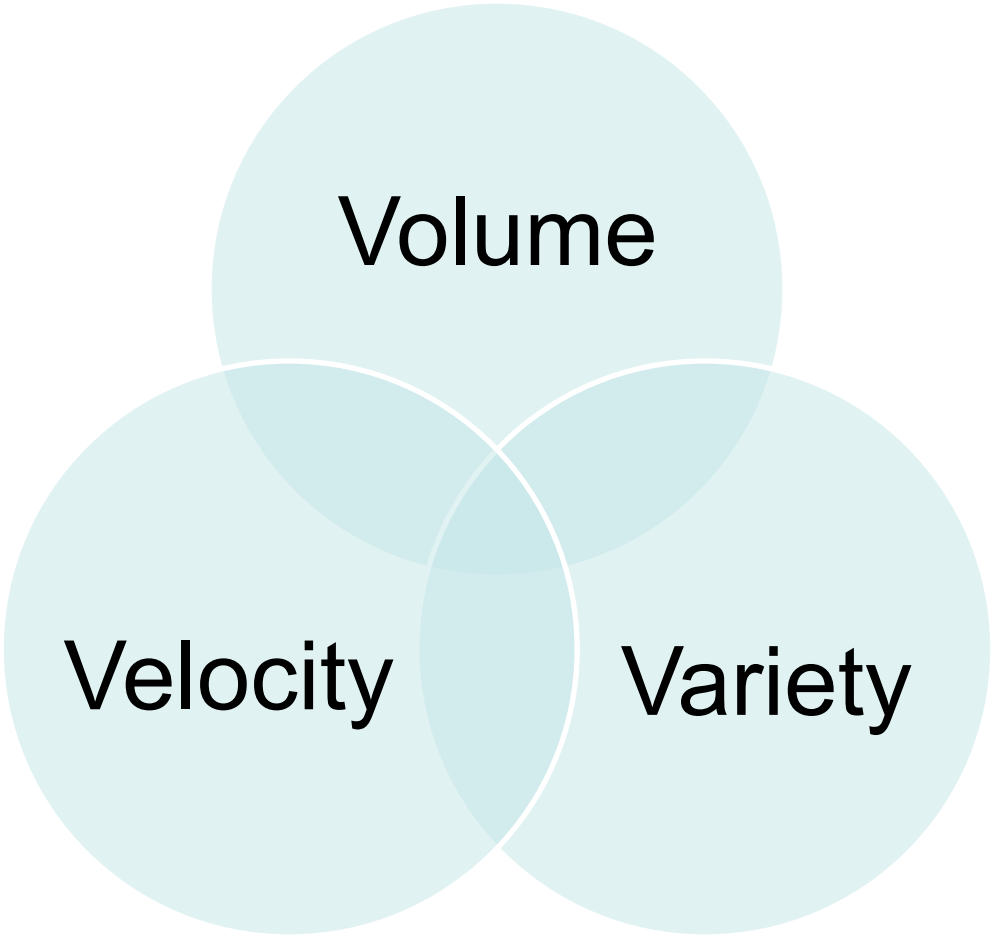
Big Data Defined



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VoC Voice = Big Volume

- Index 20 Million calls on a single server
- **In Memory Analytics for 20 Billion** words and phrases within seconds !!!
- Index and mine 100% of calls for 10,000 agents

Volume

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VoC = Variety

Unstructured Data:

- Calls
- Emails
- Chat
- SMS
- Text Survey
- Audio Survey
- Social Media
- Video
- Web/Cyber data

Structured Data:

- Call and Text Categories
- Meta-data
- CTI
- QM Scores
- KPIs
- Survey responses - NPS
- WFM data
- Desktop
- CRM

Variety

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Velocity = Taking Action At the Right Time !

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- Updated index **every hour**
- Real time alerts within **seconds** of keyword mentioned
- Typically in conjunction with agent desktop activity
- Agent pop-up for next best action

Velocity

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Taking Action Is Another Real Challenge

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The **5th Generation IMPACT 360®**
Workforce Optimization™ Suite

Capgemini Study:
The Deciding Factor Big Data & Decision Making

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Big Data + VoC Analytics = Big Value and ROI

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The Situation

- Large Telco
- Internal + outsourced call centers
- Total of about 9,000 agents
- All with Verint VoC Analytics

The Insight

- Customers Ordering New Phone, Online
- 90% of shipments sent within 5 days
- But remaining 10% call 10x more

The Outcome

- **30% increase in customer satisfaction**
- **$180 million of savings indentified within first year of deployment**

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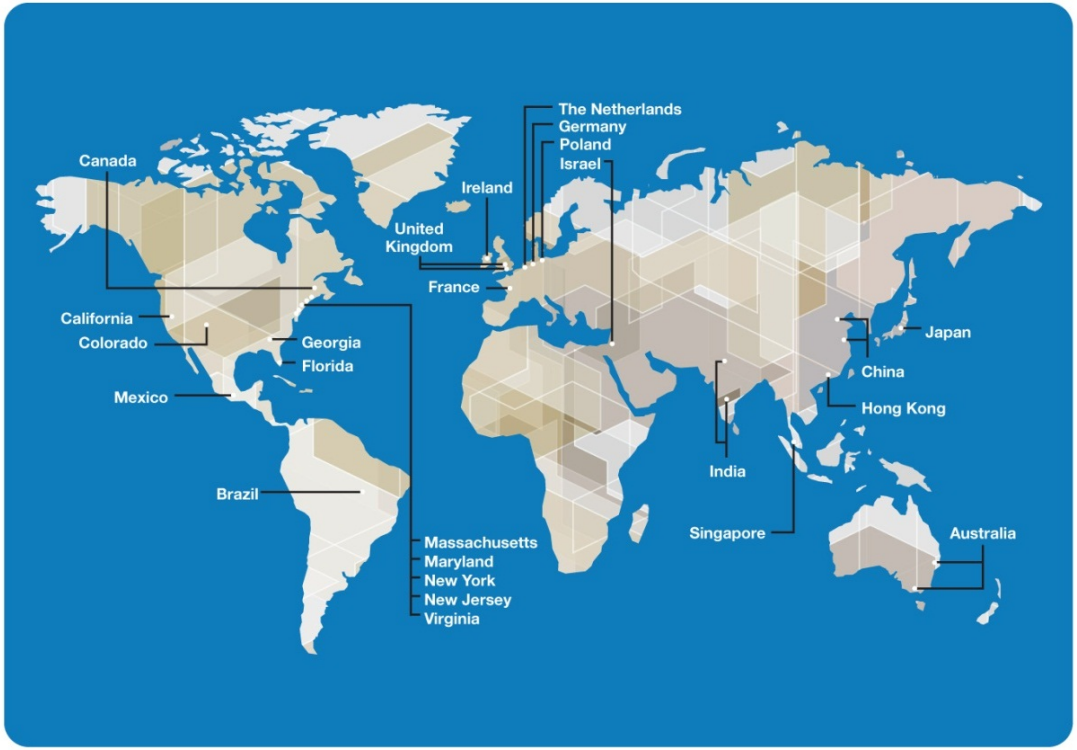
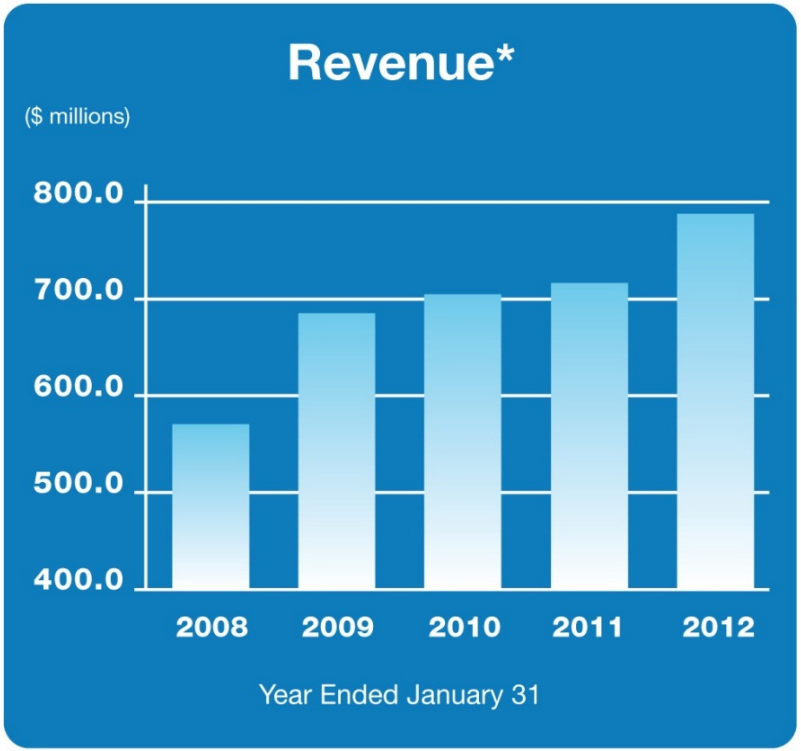
Verint at a Glance

- Global leader in Actionable Intelligence solutions and value-added services
- Member of the Russell 3000 Index
- 3,200 dedicated Verint professionals
- More than 30 Verint offices worldwide plus a global partner network





Top 20% Global Software 500

Over 85% Fortune 100 companies use Verint solutions

10,000+ Customers in 150 countries

Innovation Over 520 patents and patent applications globally

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