

# IPI's Interaction Analytics powered by Verint

Customers are using more channels than ever to interact with your organisation, but do you have a complete picture of all their interactions? Imagine the intelligence you could gain by bringing interaction information from every channel together in a single place, for a unified view across all channels.

Our interaction analytics is an innovative solution that can quickly provide insight into customer interactions across multiple channels. It brings our powerful speech and text analytics together into a single, unified view, so you can gain a deeper understanding of what's happening across channels — without the need for data scientists or complex, time-consuming analysis.

Building upon more than a decade of experience in contact centre analytics, IPI offers integrated, best-in-breed methodologies for understanding spoken and written human communications. Our interaction analytics capitalises on this expertise and applies the functionality of these two solutions:

- **SPEECH ANALYTICS** — is a next-generation analytics solution that can reveal the intelligence essential for pinpointing cost drivers, trends, and opportunities; identifying strengths and weaknesses with processes and products; and understanding how your offerings are perceived by the marketplace. Going beyond merely isolating words used repeatedly during a specific time period, IPI's conversational analytics can identify and group words that are different, but contextually related to a particular topic, such as relating overage, minutes of usage, and late charges to “fees.”
- **TEXT ANALYTICS** — leverages our proven expertise in natural language processing to rapidly sort through thousands of unstructured data points. It offers insight into customer sentiment and can reveal issues that demand immediate attention, as well as those starting to bubble beneath the surface. Right out of the box, text analytics provides key metrics that can help you assess operational efficiency and productivity in your text-based channels, including average speed of answer, handle time, and agent/customer response times. This can enable your contact centre to benefit from the same level of insight into text channels as in traditional phone channels.

## Now you can

- Drive more intelligence into your organisation with unified, intuitive data visualisation and analysis solutions that offer deeper insight into spoken and written customer interactions.
- Use data to immediately inform performance, quality management, and other operational systems and teams, facilitating quick business improvements and competitive advantage.
- Enhance the security of call recordings with end-to-end encryption.

## Analyse interactions with confidence

Unified data analysis and visualisation doesn't have to be difficult. IPI does the "heavy lifting" for you by analysing data via software that is purpose-built for each data source (voice, email, chat, survey, etc.), helping ensure the intricacies of each unique channel are maintained, understood, and reflected in the channel-specific KPIs.

Since conversations typically include elements such as interruptions, silence, talk over, verbal queues, laughter, and inferences, speech analytics uses multiple layers of processing to provide highly accurate transcription, then adds semantic intelligence layers in the index process to automatically discover themes and perform root-cause analysis and other automated discovery functions.

Because written interactions require more structure in the data, text analytics accommodates elements such as punctuation and grammar. It can also recognise and capture dialogue, including the count and cadence of email threads and interactions that occur over extended periods of time.

## Take advantage of a unified suite

Our interaction analytics is part of a larger suite of IPI solutions, meaning you can benefit from workflows and extended ways to use data if you have other complementary solutions deployed. For example:

- Coaching and eLearning opportunities identified through IPI interaction analytics can be automatically scheduled and tracked to improve agent performance.
- Calls and call topics of interest identified through IPI interaction analytics can be automatically presented to quality teams to improve quality process efficiency.

- The specific applications agents use while handling interactions can be identified for deeper insight into productivity and performance.
- Calls of interest, corresponding agent screens, and fully synchronised call transcripts can be played back seamlessly, helping you better understand inflections, pauses, and agent and customer emotions.

## Secure data from end-to-end

Speech analytics is directly integrated and tightly unified within our larger Contact Centre solutions portfolio, including IPI's call recording platform. Our unified solution encrypts data at the point of acquisition and while the data is at rest, and decrypts it only during transcription and playback by authorised users. This helps ensure end-to-end encryption while allowing you to maintain tighter control over access rights.

## Benefit from world-class consultants

Our Consulting team is expert at problem solving and opportunity spotting. They will understand the true nature of your operation and will be invaluable in delivering a wide range of innovative ideas and opportunities to optimise your Contact Centre.



## TAKE THE NEXT STEP



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