



OVERVIEW

Nexidia OnDemand



Nexidia is the audio and video search company with patented technologies and breakthrough applications that enable customers to quickly gain new insight, build competitive advantage and realize the amazing possibilities now discoverable in audio and video content.

Now companies can capitalize on real business opportunities that are discovered inside vast amounts of audio and video files by making them instantly searchable with Nexidia's patented audio/video search technology. Obtaining insight into this information allows forward-thinking organizations to integrate the customer voice into their business - enabling them to raise customer satisfaction, improve product offerings, reduce operational costs, identify and maximize revenue opportunities and ensure adherence to internally or externally regulated processes.

Companies can get that business intelligence from their recorded audio through a secure managed service, on demand. Nexidia's OnDemand managed service offering leverages Nexidia's secure infrastructure to upload recorded audio for analysis and reporting via an OnDemand portal.

Financial, ISP, manufacturing, services companies and outsourcers utilize OnDemand to:

- rapidly access critical business intelligence from recorded audio
- quickly respond—even during peak demand for intelligence within the enterprise
- gain intelligence that keeps up with a rapidly changing market environment
- leverage contact center expertise and best practice guidelines

Nexidia OnDemand provides unmatched speed, accuracy and sophisticated analytics, combined with extensive in-house expertise in both speech analytics and contact centers. OnDemand service subscribers can quickly access intelligence locked away in recorded audio—without expensive upgrades to recording infrastructure, additional hardware or software investments, or additional software installation on the agent desktop. It's a low risk way to quickly engage on large projects, delivering the fastest speed to insight and business intelligence.

ONDEMAND METHODOLOGY

Nexidia OnDemand provides organizations with an end-to-end service offering that includes an audio-video analysis, business process recommendations, business case development for utilizing speech analytics, and ongoing business

intelligence support. The Nexidia OnDemand methodology consists of two consecutive phases:

Phase 1

ONDEMAND DISCOVERY & BUSINESS ANALYSIS

Over a two-to-three week period, OnDemand consultants conduct an analysis of the current environment, process, programs, and business intelligence requirements, in order to provide a complete OnDemand executive overview and project plan.

Through a series of workshops, the consultants create workflows of the call center operations and provide recommendations for improving agent interactions, customer service, compliance monitoring, and overall knowledge management. The team further documents the requirements for accessing recorded data, and builds queries based upon the project plan.

Communication and delivery vehicles are an important part of the discovery phase. OnDemand consultants work with companies to jointly determine what information is needed, and to define how and to whom it should be delivered. This information delivery plan is administered by the Nexidia project manager throughout the OnDemand project lifecycle.

Phase 2

VALIDATION OF APPROACH

Once the OnDemand discovery phase is completed and the project plan is approved, the Nexidia consultants build a Nexidia Enterprise Speech Intelligence (ESI) prototype using the company's audio data. The results from this exercise are presented for further feedback and training on the technology.

This step provides a "snapshot/preview" into the benefits of using speech analytics. Live examples of the findings (using the audio data) are presented and then further refined based upon company feedback, to create a project pilot.

The Nexidia team utilizes the results from the pilot to build specific queries that are used to consistently monitor and analyze the audio files. In addition, the company's operations team is trained on how to interpret the data and conduct adhoc searches. This minimizes risk and ensures that the process is working effectively.

ONDEMAND SERVICE OFFERINGS

The OnDemand team of project managers, business analysts, management consultants and speech/language technicians provide a synergistic group of experts to support speech intelligence needs. Nexidia OnDemand also provides support for continuing

SERVICE LEVEL	HOURS/MONTH*	NUMBER OF SITES	BUSINESS ISSUES
Bronze	1000	1	2
Silver	5000	2	10
Gold	10,000	5	20
Custom	TBD	TBD	TBD

analysis and supplies the team with business intelligence reports on an as needed or ongoing basis.

Subscribers choose from different OnDemand service levels, ranging from a per-project entry-level base to a high-volume customized service. In addition, throughout the

OnDemand project the Nexidia team educates end users on how to interpret, access and optimize reporting, and how to leverage the many features found within ESI, including Forensic Search.

Users thus have the ability to choose the appropriate delivery vehicle—whether accessing Nexidia-published reports online, or delving deeper by utilizing ESI to view and conduct additional ad-hoc forensic searches.

ONDEMAND SERVICE LEVELS*

Nexidia's unique phonetic technology enables Nexidia ESI to scale to large volumes of audio data, easily handling thousands of hours per day on a single server. In addition, Nexidia's enhanced security and hardware infrastructure allows the OnDemand Service Center to handle more than 120,000 hours of audio per day.

PCI SECURITY

The Nexidia OnDemand Service Center is certified under the Payment Card Industry Data Security Standards.

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