



OVERVIEW

Speech Analytics for First Call Resolution



MORE THAN JUST A METRIC

First call resolution (FCR) is the most critical metric in the contact center, simultaneously impacting operations costs, customer experience and customer retention. But more than just a contact center metric, FCR is an enterprise-wide indicator of execution effectiveness and future customer behavior and spending patterns. By improving FCR and reducing the total volume of repeat calls, centers can significantly lower talk time and overall costs to serve. From a customer perspective, improved FCR translates directly to higher service quality and customer satisfaction measures, which ultimately impacts the bottom line by boosting customer loyalty and revenues.

THE NEXIDIA SOLUTION

Nexidia Analyze features new fully integrated FCR analysis tools to provide deep insight into the root causes of repeat calls. By combining existing customer transaction data to accurately identify repeat callers, and the 'voice of the customer' to understand where breakdowns occur, users can implement targeted process improvement for significant ROI. ESI leverages call attributes such as customer ID or ANI (automatic number identification) to identify a "series" of repeat calls against individual customers and extract themes from the recorded interactions.

Therefore, users of the system not only have a method to quickly identify multiple calls from the same customer, but they also have an automated means to listen to those calls to get powerful insight into the root cause. The Nexidia approach provides quantified, and most importantly, meaningful insight so that users can respond quickly.

THE NEXIDIA ADVANTAGE

Unlike traditional data-driven approaches such as performance dashboards that only provide top-level metrics to monitor trends in FCR, Nexidia Analyze offers meaningful insight into improvement areas and opportunities by also analyzing customer-agent interactions. By enabling users to drill down and quickly listen to repeat calls, Nexidia Analyze determines why issues aren't resolved on the first call. Manual methods for analyzing FCR like call monitoring or post-call surveys

are time-consuming and based on very small samples that aren't representative of the whole. With expanded scalability to rapidly process massive volumes of audio with minimal hardware requirements, Nexidia Analyze enables contact centers to cost-effectively apply speech analytics to their entire body of recordings for quantifiable business intelligence to solve the FCR problem.

Data-driven tools also have rigid, pre-determined constraints for defining repeats. Nexidia Analyze allows greater flexibility for the end user in determining what constitutes a repeat caller. Filters enable users to define which metadata to use to identify repeat callers and specify time intervals between calls. Users can also easily select repeat caller 'profiles' based on their environment to differentiate between transaction types with "high frequency" call back rates



versus more “extended” call back rates. Nexidia Analyze enables analysis among these different repeat caller profiles—for example, chronic callers who exhibit different calling patterns and reasons compared to repeat callers as a result of a service, communications or process failure.

POWERFUL FCR ANALYSIS

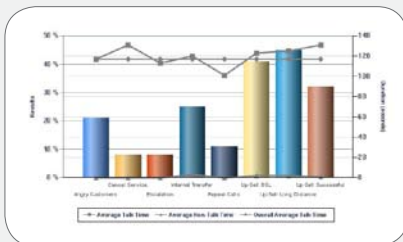
Nexidia Analyze offers “ready to use” data and reporting formats that enable rapid FCR trend identification. Users can get a more complete view of FCR performance, and its impact on call volumes, talk times and periods of non-talk time. Intuitive reports enable users to quickly identify the most common repeat call topics and pinpoint

call types with the highest handle times. Nexidia Analyze reports also provide greater visibility into repeat calls over time by allowing users to review and search call history for customers to understand cause and effect relationships between initial and subsequent call topics. Organizations can then identify process, technology or people-related issues where the first call may be driving subsequent calls with different but related customer needs. With high-level visual reporting and drill-down capability for deeper investigation, Nexidia Analyze allows users to quickly and easily identify the specific root causes driving repeat calls and pinpoint opportunities for the most effective process improvements.

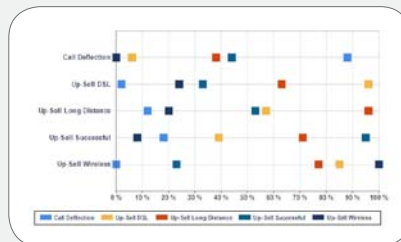
FLEXIBLE, EASY DEPLOYMENT OPTIONS WITH NEXIDIA

Nexidia’s ability to quickly search and analyze audio without requiring complex implementations and infrastructure ensures that global organizations have the easiest, fastest path to the benefits of speech analytics.

Getting started is faster and more affordable than ever—beginning with a complimentary Proof of Concept (POC) analysis using your own contact center data. Nexidia’s low-risk 90-day QuickStart program and hosted OnDemand service provide access to the full suite of capabilities in the Nexidia Enterprise Speech Intelligence product suite. Quickly gain insight into customer experience without the time and expense associated with software or hardware installations. QuickStart Solutions can be structured as an ongoing monthly services engagement, a software license purchase, or any combination of these options.



Topics reports identify the most common repeat call topics and pinpoint issues with above average handle time.



Relationships reports discover cause and effect relationships between first call and subsequent calls to understand which topics drive repeat calls.