Conversation Analysis Services by Alcatel-Lucent Enterprise and Unsaid

Measuring customer satisfaction

Conversation Analysis Services by Alcatel-Lucent Enterprise and Unsaid helps small- medium-sized businesses and large enterprises understand customers' feelings, in an accurate and authentic way, as well as the reasons for satisfaction or dissatisfaction. The solution allows your customer relationship centre managers to quickly know, from anywhere in the world, the level of customer satisfaction for each call centre. They can also know precisely which products or services customers are feeling are positive or negative about, to help them act proactively, keep customers and thereby increase sales.

Conversation Analysis Services offers an API service or a dedicated Unsaid interface with customer satisfaction conversation indicators. The solution provides a web dashboard, and/or API allowing integration with audio recording or CRM applications. The technology extracts audio data from customers to build personalised indicators for your business, providing you with the data required to proactively take the correct operational actions for your customer service, marketing and sales.

The Speech-to-Text service provides detailed content of a telephone conversation. A speaker diary process makes it possible to differentiate between two speakers in order to separate the dialogue in the text transcript.

Difficult call tags allow you to react quickly to a dissatisfied customer and take preventative measures. It drastically reduces churn and helps build customer loyalty in the long term.

The solution can be integrated with your Alcatel-Lucent Enterprise phone system and/or CRM.

Client advantages
- Monitor customer satisfaction level with 24/7 availability anywhere in the world
- Get instant visibility of your customers' satisfaction/dissatisfaction regardless of your industry
- Ease of use with a customisable interface
- Effective communication between managers using the Unsaid interface
- Theme of the call
- Save approximately 90% of your money and your time

Figure 1. Detailed view of a call
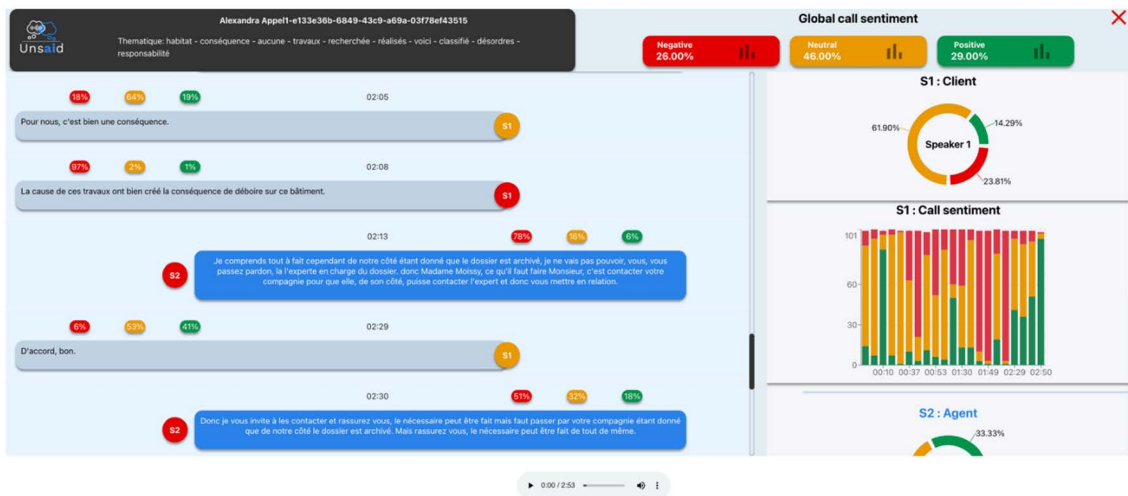
Key features

- Simple, user-friendly integration with your Alcatel-Lucent Enterprise and/or CRM phone system
- 100% of customer interactions and direct access to each customer's sentiment metrics
- Simple and synthetic indicators to create value, in addition to historical satisfaction indicators (NPS, CSAT, Customer Effort)
- Real-time audio streaming service of Conversation Analysis Services (ongoing project)

Figure 2. Dashboard - Call centre interface
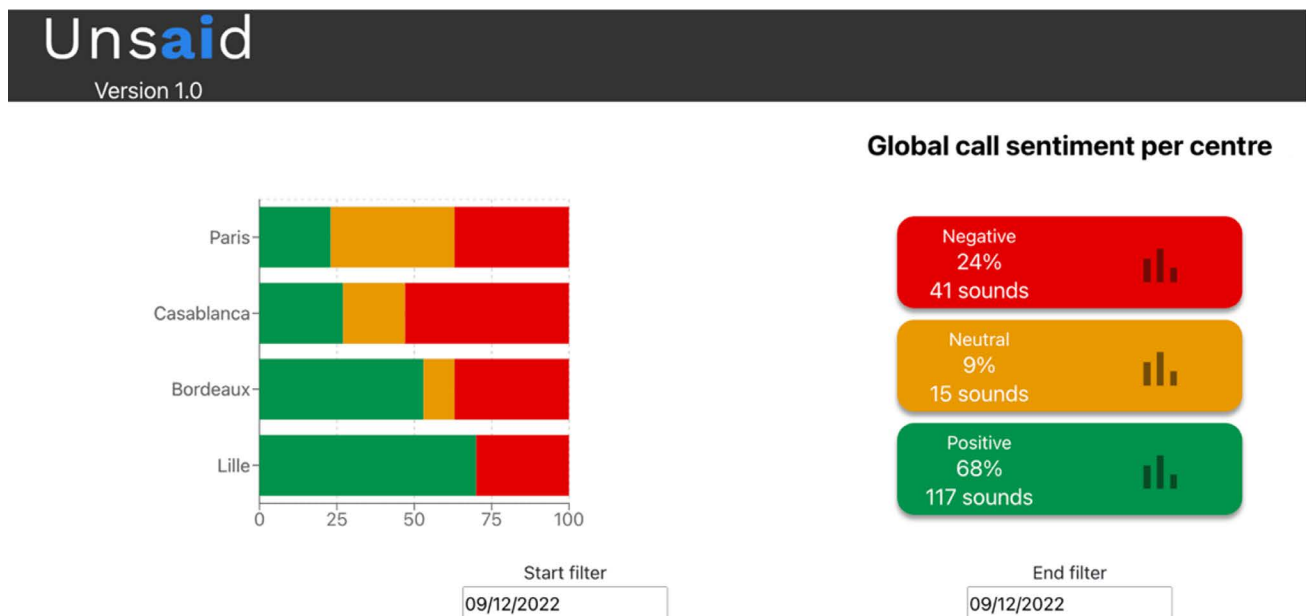
- **Export** indicators in JSON format
- **Dashboard** on a call centre, region, country, continent or globally
- **API** for integration into your business tools (CRM)
- **Pure cloud** solution based on Alcatel-Lucent Enterprise and Unsaid infrastructures
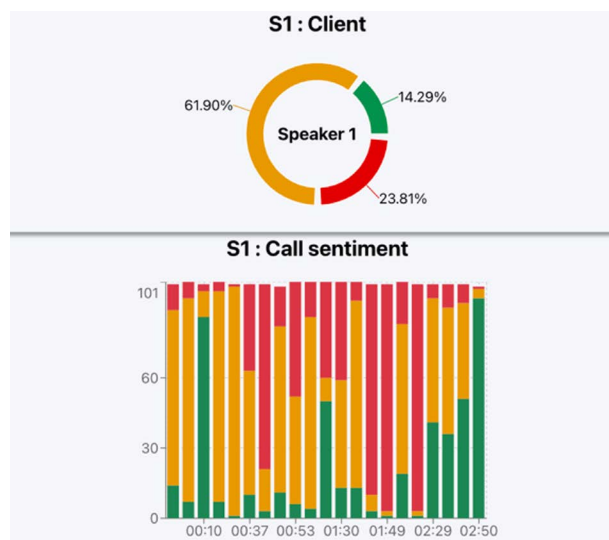
Figure 3a. Full transcript of telephone conversation

Figure 3b. Listen to the phone conversation

Figure 3c. Sentiment chart: Know all the precise reasons for dissatisfaction/satisfaction

Summary of features

Key features	Benefits
Web access	Unsaid web portal
No app to download	You do not have to download anything to connect your organisation, the web link uses the capacity of your browser (Chrome, Edge, Mozilla Firefox, Opera)
Visualisation of analyses for a defined niche	Direct visibility of results and filter for a specific date or period
Web interface	Visual and intuitive management with quick access to customer irritation points
User interface	Centralised, secure application with staff authentication for access to analytics
Managing filters	Filter by day, of your phone records analysis
Statistics	Dashboard by customer, by call centre, by tele-operators or by customisation
Result exports	Export of JSON format
Sentiment score	Sentiment score in percentage (% negative, % neutral, % positive)
High availability	ALE cloud solution monitors and ensures high availability of the service
Adaptation of the sentiment score related to the industry	The sentiment score can be adapted based on a list of keywords
Open API	API for synchronisation with a third-party application (CRM/Recorder)

Technical specifications

Architecture

- Cloud-based solution that can be easily integrated with ALE tools
- Quick access to results on the GUI
- Data stored, redundant and secured on servers in the country of your choice
- Supported web browser: Chrome, Edge, Mozilla Firefox, Opera

High availability and resiliency

- Serverless technology in the cloud
- Service and data redundancy

Services and Support

- Customise dashboards to fit specific customer use cases
- Customisation options (CRM connector, additional input data)

Price and order

- The price is based on the duration of the analysis and the number of phone calls
- One Unsaid license is required per user and one license for the Alcatel-Lucent OmniPCX® RECORD API module
- Deployment pricing: Alcatel-Lucent Enterprise Professional Services can quote for customisation and solution options

Contact us

- For more information regarding this solution, please contact: ALEprofessionalservices@al-enterprise.com
- Business Partners: To learn more about this solution: https://myportal.al-enterprise.com (in the Quick Access menu and Professional Service Offer Request)

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