CallMiner

Make Better Business Decisions with an AI-Powered Conversation Intelligence Platform

Customers have nearly unlimited ways of communicating with organisations - calls, emails, social media messages, chats, reviews, - creating more data from conversations than ever before.

While this glut of information is daunting and complex, it also contains critical insights that can help drive transformational change...if you can capture and analyse it at scale. With the right strategies and tools, companies can identify meaningful trends and opportunities that can unlock untapped revenue potential, create better customer experiences, and drive enterprise-wide change.

Here's how:

Challenge #1:

You're swimming in data.

The overwhelming amount of data you've gathered from conversations can provide unique and valuable information to increase contact centre efficiency, boost brand reputation, drive product innovation and improve the overall customer experience. Beyond the sheer volume of data, the depth of insight available within the seeming noise shouldn't be overlooked. Unstructured and unsolicited feedback embedded in customer conversations convey intent, preferences, and loyalty drivers that can turn customers into advocates. The volume and nuances of each of these interactions can make it difficult to know where to focus your efforts and how to apply technologies like machine learning (ML) and artificial intelligence (AI), with the aim of understanding, improving and iterating on experiences, products and services.

Challenge #2:

You're missing critical insights to drive better business decisions.

Many communications channels operate in silos, preventing you from gaining a single, holistic view of the myriad ways customers engage with your organisation. This often results in analysing only a portion of voice and text-based conversations, generating incomplete or incorrect conclusions about how best to operate and make better business decisions. The right data-driven technology must be leveraged to affect change and stay competitive.

Challenge #3:

Your agents are overworked, poorly coached and don't have the information they need when they need it.

Your contact centre is the frontline of your business. A poor customer experience risks not only losing that customer but damaging your reputation in the age of social media. Your agents are crucial to your success, facing unprecedented demands to be knowledgeable, responsive, and efficient. And yet, your agents don't have access to the insights and information critical to their success. Supervisors are ill-equipped to coach every agent effectively during or after customer interactions. Your systems are not well integrated with agent workflows, and real-time guidance is far from ubiquitous.

CallMiner helps you overcome these challenges

A comprehensive conversation intelligence solution makes it possible to gain deep understanding of your customer conversations at scale and use those insights to inform action and drive growth.

This delivers two-fold results – first, it increases customer satisfaction and operational efficiency by using customer insights to deliver improved contact centre interactions. Second, it enables businesses to make more informed decisions beyond the contact centre, from sales and marketing to product and finance.

These results only happen when you connect the dots between insights and action. CallMiner's conversation intelligence platform helps organisations dive deeper, move faster, and act smarter to identify areas of opportunity that drive business improvement, growth, and transformational change more effectively than ever before.

How does CallMiner work?

CallMiner is an AI-powered platform that analyses 100% of customer conversations and helps turn noise into critical insights that drive change organisation-wide. No other platform offers the comprehensive capabilities required to uncover opportunities, and drive efficiency and profits. Through APIs and integrations, CallMiner also makes it possible to capture data from the other business-critical systems and solutions that live across your enterprise.

In addition to capturing calls, chats, and emails, CallMiner can pull in and analyse social, reviews, surveys, ticketing systems, and more to give you a complete view of your customer journey. The platform is comprised of multiple products designed to work seamlessly together, delivering AI-driven insights, including:

Analyze

CallMiner Analyze automatically captures and scores up to 100% of your interactions to deliver new understanding of your customers and their experiences with your organisation. Harness AI and ML to reveal insights that can drive better experiences and turn customers into advocates.

Coach

By gaining deep understanding into contact centre agent and customer interactions CallMiner Coach enables supervisors to identify performance trends, target behaviour for guidance or reinforcement, and create a culture of improvement.

Enhanced AI Module

CallMiner's Enhanced AI Module offers powerful generative AI capabilities that utilise large language models (LLMs) to extend the rich AI functionality already built into the platform. Contact Summarisation, Semantic Search and AI Classifiers offer powerful means of reducing agent and analyst effort while improving insight exploration and discovery.

Screen Record

CallMiner Screen Record empowers front-line customer agents and managers with screen recordings made during customer interactions to drive robust insight into agent effectiveness.

RealTime

CallMiner RealTime delivers real-time guidance for agents to better influence the outcome of an interaction and in-the-moment visibility for supervisors who can intervene as necessary. This is done with the support of CallMiner Coach.

Visualize

An upgrade component for Analyze, CallMiner Visualize enables organizations to visually explore data, create shareable presentations, and encourage action within - and beyond - the contact centre.

Record

CallMiner Record is a full-featured recorder offering live monitoring and instantaneous playback using features like high-quality stereo to drive improved transcription and analytics.

Redact

CallMiner Redact ensures companies can meet security and compliance standards by automatically removing sensitive information from audio and text-based communication data.

CallMiner helps you drive business improvement

Many of your customer conversations are happening in the contact centre with your customer service and sales representatives, where they're focused on making sales, offering service and support, managing collections, or managing customer accounts. But the benefits of these conversations extend far beyond the contact centre. By uncovering insights from these conversations and all other customer channels, the CallMiner platform can drive real-world outcomes across your business for a range of roles:

For Contact Centre Teams

Being a contact centre leader has never been more challenging, from increased customer expectations to managing a remote workforce. CallMiner provides the tools supervisors need to coach more effectively at scale and improve the customer experience. Agents will benefit from self-coaching tools and in-the-moment agent guidance to provide support for escalation and compliance issues and pre-built solutions and automation to gauge sentiment and identify at-risk agents.

For Experience Management Teams

As an experience management leader, customer feedback is paramount. Right now, most feedback teams rely on surveys to understand and improve experiences, but with low response rates, they're only getting a partial view of feedback. CallMiner aggregates information from all customer channels, including unsolicited channels (such as contact centre conversations), to deliver a holistic view of customer needs, desires, and preferences. Insights are surfaced the same day feedback is given, allowing teams to act with agility. With a stronger understanding of all customers, teams can make data-driven decisions and deliver better experiences that turn customers into advocates.

In meeting the requirements of each of these areas of responsibility, businesses can improve in three fundamental ways:

Reduce costs –Uncover key metrics that directly impact the bottom line, including agent efficiency related to first call resolution, average handle time, silence reduction and call deflection.

Drive additional revenue – Make better business decisions that drive business growth, such as sales effectiveness and improve CX as measured by NPS and customer churn reduction, and more.

Manage risk and compliance – Identify agents who need additional or improved training with manual and automated evaluation forms, while monitoring for compliance-related language, such as Mini-Miranda language, Right-Party Contact language, and FDCPA violations. Ensure PCI and PII compliance with redacted sensitive and personal information, without losing other numerical data.

Harnessing the power of your organisation's customer-centric data can set you apart from the competition. With the right solution, you can uncover the insights needed to make better and more informed business decisions in the contact centre and enterprise wide.

Get started with CallMiner today,

Visit **CallMiner.com**

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