

Leading Conversational AI Vendor Case Study

How a leading call center AI solution vendor deployed OrecX audio capture software as part of its software stack to arm its customers with the highest quality audio transcription and analysis results.



OVERVIEW

This conversational AI solution vendor provides call center agents with real-time, in-call behavioral-based guidance for every phone call.

The vendor sought recording software that would enhance its customers ability to improve CX, reduce employee churn, increase brand loyalty, decrease talk time, increase first call resolution, improve coaching and enable contact center staff to better understand customer sentiment.

To do this, they required a dual channel, high fidelity recording solution that would isolate the agent and caller's lines during recording to mitigate overtalk and enable more accurate and precise transcription and analysis.

“OrecX’s high fidelity audio capture engine enables us to provide our customers with the most precise and accurate transcription and analysis capabilities to power their customer service and operational improvements.”

SOLUTION

The company chose to OEM Oreka AC (Audio Capture) software to provide to their clients because of its ability to offer open, fine-grained access to media and associated meta data, to append audio recordings with CRM, ACD or other app data; to simultaneously and centrally capture thousands of audio interactions, and for its ubiquitous support for all telephony infrastructure environments (cloud, premise and hybrid).

RESULTS



51%

reduction in costs
vs. previous
vendor



98%

Improvement in
speed of analytics
results



74%

Improvement in
accuracy of
analytics results

CONCLUSION

With the help of OrecX, this vendor now enables its clients to optimize the value of every conversation by measuring how well the conversation is going while it is happening, and then providing instant and novel business insights.