

Top 5 Speech Analytics Vendor Case Study

How a leading speech analytics vendor deployed OrecX audio capture software as part of its software stack to meet its users' customer-insight-discovery needs.



OVERVIEW

This leading speech analytics vendor sought to develop new audio capture software that would record customer conversations using dual-channel, stereo recording using a high-fidelity OPUS codec and real-time audio streaming. The software would then send the recordings to the company's transcription and analysis engine to provide clients with immediate, precise and highly accurate analytics to improve upselling/cross-selling, mitigate customer defection, verify orders, identify workflow issues, etc.

"We've partnered with OrecX to provide our customers with the most accurate, precise and insightful call center analytics possible."

SOLUTION

The vendor chose Oreka AC (Audio Capture) because of its usable, non-proprietary data format, support for upper-end audio sampling rates for best transcription (OPUS, G.711), and the ability for the customer to control when/how they send their audio and meta data to the vendor's analytics solution

RESULTS



75%

reduction in costs
vs. previous
vendor



13%

Improvement in
speed of analytics
results



57%

Improvement in
accuracy of
analytics results

CONCLUSION

The vendor's new audio capture software now enables contact centers to rely on accurate transcription from both the customer and the agent to enable speech analytics use cases that consider the voice of the customer (VoC) and the voice of the employee (VoE).