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.”
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).

**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).