EXP + **Explore**

Sitel® Interaction Analytics

Create actionable insights from unstructured data.

Speech and Text Mining Brings your Data to Life

Sitel® Interaction Analytics, including speech and text mining, creates actionable value from unstructured data. Whether voice, chat, email or social media content, our solution turns every customer contact into a wealth of searchable business information, enabling you to effortlessly monitor your agents' performance, understand contact drivers and reveal customer sentiment towards your brand.

Access Every Interaction
Tap into a wealth of information by monitoring 100% of customer interactions.

Accelerate Results
Focus on the interaction behaviors that matter most to your business to improve results.

Across your Business
Enterprise-level, multilingual support, available in 20+ languages.

Unlock the Power of Interaction Analytics

Our experts configure, manage and provide ongoing tuning to realize actionable insights for your teams.
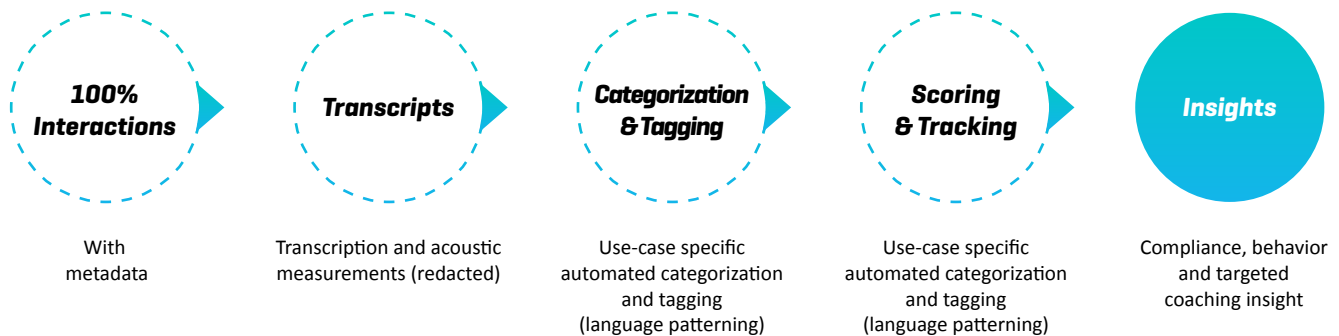
- **Drive Cost Savings** - Quality assurance and compliance audit automation drives cost savings.
- **Create Efficiencies** - Eliminating manual categorizations creates time-based efficiencies.
- **Categorize Call Drivers** - Advanced interaction analytics enables you to understand why customers are reaching out so you can create programs to address their needs.

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Drive More Impactful Coaching

- **Targeted Coaching** - By analyzing every interaction in real time, coaches have the insights they need to deliver actionable and targeted agent support, driving agent performance.

- **Metric Scorecards** - Detailed scorecards highlight variances and pinpoint areas of agent success and opportunity.

- **Performance Dashboards** - Intuitive dashboards provide direct and actionable feedback based on consistent metrics.
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How it works?

Sitel Group®'s analytics experts take raw, unstructured data and transform it into structured, consumable insights.

100% Interactions	Transcripts	Categorization & Tagging	Scoring & Tracking	Insights
With metadata	Transcription and acoustic measurements (redacted)	Use-case specific automated categorization and tagging (language patterning)	Use-case specific automated categorization and tagging (language patterning)	Compliance, behavior and targeted coaching insight

Measurable Results

Create actionable insights from unstructured data.

32%	11%	12%	5%
Decrease in Customer Effort	Decrease in Average Handle Time (AHT)	Increase in Customer Satisfaction	Increase in Revenue per Call

Source: Sitel Group® Data, 2019-2020

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