Callminer Eureka

Offered through **Light Communications, Inc.**
Voice Data Web
www.lightserv.com

Engagement Optimization
through Customer Journey Analytics

Today's customer engagement centers are capturing huge amounts of valuable data in their recorded customer interactions, but accessing and analyzing this data can be a challenge due to the sheer volume of contacts.

CallMiner Eureka potent and scalable contact analytics solution automates this overwhelming process by analyzing every interaction in a customer's journey across all communication channels, including calls, chats, emails, and social media, helping organizations improve contact center performance by unlocking key business intelligence.

In the age of instant feedback and social media, it is more important than ever that organizations optimize every engagement with their customers and drive positive outcomes. With CallMiner Eureka interaction analytics, you can quickly discover the best path to those positive outcomes for both the organization and customers, whether it's a successful sale, a compliant interaction, or a satisfactory solution to a problem.

Benefits

Improve Agent Performance

> Objective scoring on 100% of agent interactions
> Drive more powerful, fact-based coaching
> Identify the optimal path to the desired outcome and apply across all agents
> Reduce agent turnover and onboarding time

Ensure compliance and reduce risk

> Identify the relative risk level of any call based on conversational content
> Lower the likelihood of fines and lawsuits
> Improve response times and lower overall monitoring costs

Reduce Cost

> Eliminate cumbersome manual monitoring processes
> Diagnose the root causes of inefficient call handling
> Increase first call resolution

Elevate the Customer Experience

> Discover what drives positive customer experiences
> Quickly identify at risk customers and take proactive steps to retain them
> Identify specific agent behaviors that turn-around negative interactions

Improve Sales Metrics

> Measure the effectiveness of sales pitches
> Better understand how your agents sell and how often
> Correlate behaviors on contacts that end in a sale compared to those that do not

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Large Energy Provider

30% ▲ Sales conversions
50% ▲ Client data capture
$17M Annual savings

Fitness Equipment Manufacturer

Call time ▼ **82s**
Abandon rate ▼ **36%**
Service level ▲ **196%**

Direct Sales Organization

100% ▲ Targeted coaching
5% ▲ Close rate
18% ▲ Net promoter

Collections Firm

Escalations ▼ **66%**
Complaints ▼ **32%**
Collections ▲ **10%**

Large Communications Provider

25% ▲ First call resolution
85% ▲ QM staff

Analyze 100% of customer interactions

Eureka's powerful, journey based analytics solution means contact centers no longer have to rely on a limited, statistically insignificant sampling of interactions and surveys to accurately track agent performance and customer experience. By analyzing 100% of customer interactions, businesses can get a full view of the entire customer journey and the agent's performance.

Search & Interaction Analytics

True free form discovery of your interactions is at your fingertips with CallMiner Eureka's potent TopicMiner discovery tool, providing multiple visualizations options such as bubble view showing word frequency, phrase clustering, A/B speaker comparisons and more.
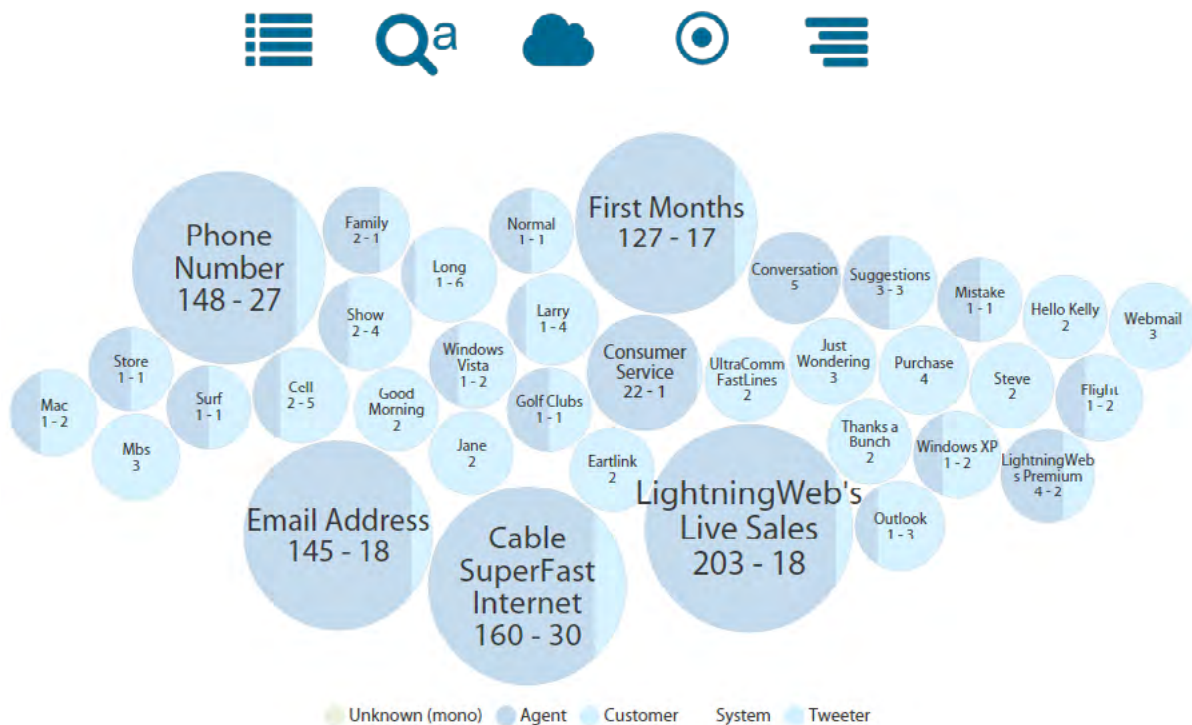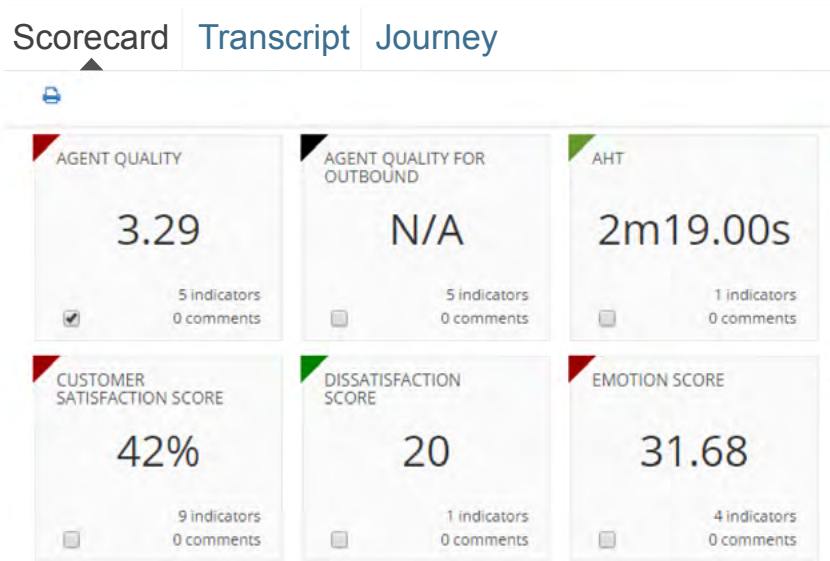

CallMiner Eureka indexes every customer interaction allowing organizations to quickly find contacts matching any combination of metadata, measures, words and phrases, contact categories, or manual tags. Query creation is made simple using Semantic Building Blocks™, auto-complete and search suggestions. Fine tuning and accuracy is achieved through category development tools and testing views.

TopicMiner™ assists in category creation and root cause analysis by automatically identifying topics in any group of contacts or near any event. Rich insights are obtained through a broad variety of views into customer interactions including A/B speaker comparisons, tag clouds and hierarchical tree views.

Agent Performance Management

The key to improving agent performance starts with completing the feedback loop and CallMiner Eureka's powerful scorecard platform combines best of breed automated scoring with manual scoring, tagging and commenting capabilities into a single, adjustable unified performance impacting scorecard tool.

Scorecard   Transcript   Journey

AGENT QUALITY	AGENT QUALITY FOR OUTBOUND	AHT
3.29	**N/A**	**2m19.00s**
5 indicators 0 comments	5 indicators 0 comments	1 indicators 0 comments
CUSTOMER SATISFACTION SCORE	DISSATISFACTION SCORE	EMOTION SCORE
42%	**20**	**31.68**
9 indicators 0 comments	1 indicators 0 comments	4 indicators 0 comments

CallMiner Eureka's powerful agent performance improvement tools start with its flexible and highly customizable automated scoring. Create any number of scorecards for different teams, groups of contacts, or specific key performance indicators.
Easily find interactions that require review through ad hoc search or automated categorization. Manually tag contacts requiring review or representing good examples of best practices.

Reduce effort in contact review and monitoring using the comprehensive call player and contact details view. Coaching workflow and feedback is aided by the integrated scorecard that supports manual score adjustment and with detailed commenting and notes.

Combining Eureka's automated scoring with myEureka performance portal, organizations deliver impactful individual or group feedback information to the right people at the right time.

Fast-Track™ Deployment & System Administration

Speed to pervasive business intelligence with CallMiner Eureka starts with "speed to deployment" and the Fast-Track™ configuration tool aids customers in achieving the fastest time-to live in the industry, empowering them to have their analytics platform up and running in a matter of days. A broad set of administration tools provides users complete control and flexibility in system configuration without requiring ongoing professional service contract burden.

Speed to Intelligence and Data Interoperability

CallMiner's adaptive open system architecture, agnostic audio ingestion ability, and rich metadata integration capabilities fuel powerful insights both within the CallMiner Platform as well as externally to 3rd party business intelligence tools via its powerful and robust API.

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Customer Journey Analysis

In this age of multi-channel communication between contact centers and their customers, understanding the customer journey through all its touchpoints becomes critical. CallMiner Eureka's customer journey analytic capabilities provides a true visual representation and understanding of what drives repeat customer contacts into a single, integrated view --whether the communications are from phone calls, chats, emails, or social media.

Scorecard | Transcript | Journey

Equipped with this important journey insight, contact centers can customize their customer interaction strategies to improve First Call Resolution and optimize their customer engagements.

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