Solution Packs

CX Solution Pack for Insight Accelerated Results

**Packaged Action, Intent and Sentiment Categorization
for Uniquely Rapid Customer and Agent Insight**

What are Solution Packs?

Solution Packs jumpstart CallMiner speech analytics results with packaged content accelerating time to value. CallMiner experience and technology contribute to categorized meaning for what is expressed and how it was said within interactions. Phrases, acoustic measures and scoring metrics provide instant insight within the Eureka Analyze speech analytics solution. Self-configuration makes it easy to tune the CX Solution Pack for customized results.

CX Solution Pack

The Customer Experience (CX) Solution Pack provides directional awareness "out-of-the-box" for CX Pros and Contact Center Managers working to improve customer satisfaction and loyalty. Unsolicted feedback captured from every call between customers and agents provides a unique "outside in" perspective for driving action from CX insight. Meaning is automatically assigned to what customers and agents say as well as how they say it. CallMiner automated scoring using "category hits" offers CX Pros "pulse" of insight, delivering a graphical perspective of persistent unsolicited conversational feedback for every call. The following are referenced within a CallMiner eXperience (CmX) Index.
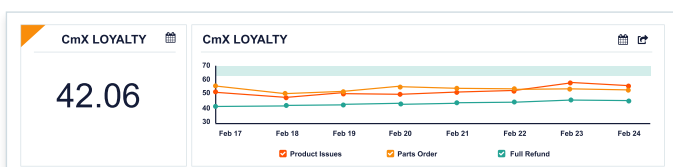
CmX Quality
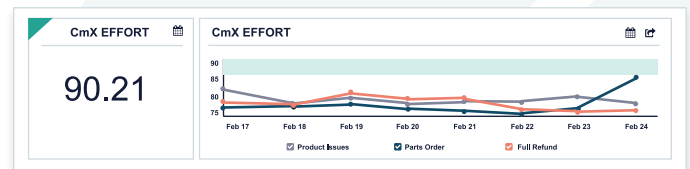
Indicators of Effectiveness, Ease and Emotion:
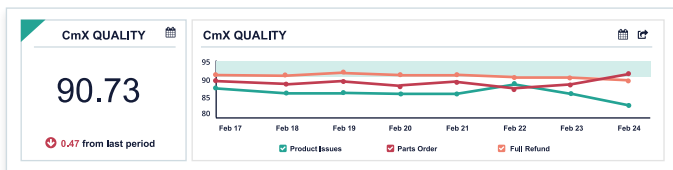
CmX Loyalty

Indicators of Retention, Enrichment and Advocacy:

CmX Effort

Indicators of Frustration, Delay and Uncertainty:

Eureka CX Solution Pack at a glance

Categories and acoustic measures proven to identify meaning from spoken VoC and VoE interactions are packaged to accelerate unique CX insight from unsolicited feedback.

Advantages

Accelerate – Out-of-the-box categories, acoustics and scoring for immediate CX insight.

Proven – Packaged attributes encompass frequently requested areas of interaction insight derived from years of deployment experience.

Customize – Interaction behaviors and acoustic measures are easily tailored to include specific phrases, blend attributes for rich meaning, and self-configure scoring metrics within performance ranges.

Features

- Uses cases for Customer Service, Sales Effectiveness, Collections/Compliance and Chat

- Keywords and phrases packaged within proven interaction attributes for caller and agent insight

- Acoustic measures including % silence, agitation, word tempo and call duration are packaged with scoring templates enabling customizable ranges

- Agent Empathy, Customer Satisfaction, Call Emotion and more are packaged with scoring metrics for instant insight and tunable focus.

CX Solution Pack Content

Solutions Packs encompass a broad range of categorized meaning for unstructured voice including intent and sentiment that would have to be created from scratch if this content were unavailable. Key components include:

- **Behaviors** – Keyword and phrase expressions by customers and agents such as Dissatisfaction and Empathy. Example – There are 21 packaged Dissatisfaction phrases including "are you kidding me", "getting tired of", and "ongoing issue".

- **Metrics** – Acoustic measures of caller and agent speakers + word count. Examples – Agitation- [amplitude in voice micro tremors +tempo], Duration – [Call time including hold], Percent Silence, Longest Silence blocks and Word Tempo.

- **Scores** – Scores are created to automatically assign metrics for contextual focus.down menu to customize graphical design to maximum impact

CmX Effort

Evaluates customer effort based upon attributes that indicate barriers, delay and uncertainty by combining semantics, acoustics and experiential calculations.

	Effort
Categories	💬 Hold Language 💬 Transfer Language ⌁ Silence Blocks ⌁ Silence % 🕐 Average Handle Time - calculated 👥 Repeat Contact - calculated

CmX Quality

Measures conversational behaviors that are confusing and drive the customer to call back. Excessive Silence is a key CX Indicator. Also identifies understandability in how agents represent the brand with customer emotion.

	Ease	Effectiveness	Emotion
Categories	💬 Call Back Suggestions 💬 Customer Confusion 💬 Repeat Contact ⌁ Excessive Silence	💬 Auditory Understandability 💬 Contextual Understandability 💬 Lack of Acceptance 💬 Lack of Ownership	💬 Anger 💬 Apprehension 💬 Disappointment 💬 Frustration 💬 Irate ⌁ Agitated

CmX Loyalty

Measures propensity to churn, attempts to expand a relationship or offer a promotion and expressions of satisfaction captured from the voice of the customer.

	Retention	Enrichment	Advocacy
Categories	💬 Refund Requests 💬 Process Cancellation 💬 Cancellation Threat 💬 Cancellation Request 💬 Cancellation previously requested 💬 Cancellation Department 💬 Cancellation Confirmation 💬 Legal Mention 💬 Legal Threats 💬 Attorney Mentions	💬 Additional Feature Language 💬 Call Center Marketing Emphasis 💬 Promotional Effectiveness	💬 Happiness 💬 Pleased

💬 Semantic Category   ⌁ Acoustic Category

For more information about Eureka Analyze or to request a demo, visit our website at **www.callminer.com/products/**

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