



CALL RECORDING

Speech Analytics

Admin

Quick Start

 **MOMENTUM**

Powered by:  **miarec**

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DOCUMENT OVERVIEW

This guide is for Call Recording portal Admins and authorized Supervisors who would like to learn about the AI-powered Speech Analytics features in the Call Recording product.

The Call Recording platform provides the following AI-powered Speech Analytics capabilities:

- Transcription
- Sentiment analysis
- Topic analysis
- Call summarization
- Auto QA
- Custom AI insights

TRANSCRIPTION

The Call Recording platform with the Speech Analytics and Transcription add-on (\$) automatically transcribes every conversation and, once rendered, makes the transcripts available for review, searching and further analysis, like sentiment scoring, topic identification, automated quality assurance, etc.

Easy to Access Transcript for Every Call

Call transcripts are available on every call, allowing reviewers to quickly scan a text transcript rather than listening to an audio recording. This saves time during a review process.

The screenshot displays a call transcript interface. At the top, there is an audio waveform and a playback control bar with a progress indicator at 00:00 / 05:35, a play button, and skip/rewind buttons. Below the audio player are tabs for CALL DETAILS, TRANSCRIPT (selected), AGENT EVALUATION (1), SHARED ACCESS, and NOTES (1). The transcript content is organized into sections: CALL SUMMARY, AI INSIGHTS (4), SENTIMENT SCORE, and TOPICS. The main transcript area is titled 'TRANSCRIPT' and includes a 'Download transcript' link. The transcript text is as follows:

- Agent [0:00]: Thank you for calling Krispy Kreme. How can I help you?
- Customer [0:04]: **Hello, um, I have been trying to order three dozen blueberry donuts, five dozen glazed, and 12 dozen red velvet donuts, but um, the system won't let me complete my purchase. Um, I'm not sure if maybe it thinks it's an error or something, but I really need these for a fundraiser that I'm hosting. So is there any way you can help me?**
- Agent [0:32]: I'm really sorry that you're having trouble checking in online. Can you tell me when you were trying to place the order and if you're trying to place it as a guest or if you have an account with us?
- Customer [0:41]: **No, no, no, I have a account with you guys. I'm a gold star member. I've been trying to place this since last night. I received even a few confirmation emails, but when I went in to check the status of my delivery this morning, I saw that my order has been canceled.**
- Agent [1:01]: Oh, no. I'm so sorry to hear about that. Okay. Well, let's get you all settled. Um, would you mind giving me your account number, please?

Efficient Searchability and Retrieval

Searching through text is significantly faster and more efficient than listening to audio recordings. Transcriptions allow customer service teams to quickly find and retrieve information from past interactions, which is crucial for ongoing customer issues.

Call - Transcript Search query refund

+ Add filters Search Save Search

No auto-refresh Tags Download Export Share Delete More 0-20 of 87

	DATE/TIME	DURATION	CALLER PARTY	CALLED PARTY	REASON OF CALL	SENTIMENT SCORE
<input type="checkbox"/>	Jul 5, 2024, 1:25:43 PM	4:55	12211577635 (Andrew Nelson)	14087750015 (Meredith Roach)	Apartment rental inquiry.	60
unit, it would come out of your deposit. And speaking of the deposit, is the deposit refundable? It is refundable at the end of your term as long as the apartment is returned in good						
<input type="checkbox"/>	Jul 5, 2024, 12:03:36 AM	4:27	12143426616 (Andrew Nelson)	14082295874 (Christopher Lopez)	Issue with incorrect del...	80
address because then I'm not sure if it might be an issue to get you a refund. So, I've just done that and I'm also going to cancel this order and replace						
<input type="checkbox"/>	Jul 4, 2024, 3:55:52 PM	5:04	12721401489 (Andrew Nelson)	14089848560 (Samantha Moore)	Flight rescheduling and ...	-40
Jessica Allum. Okay, Ms. Allum. Yeah, I do see your ticket here, and it is a non-refundable ticket. Would you like to change it to another time? I mean, you can cancel ... wouldn't be refunded. But if you change it to another time slot, you would still be able to use the ticket. Are you sure you can't give me points or miles or something ... sorry, Spirit Airlines has a 100% no refund policy. That's how we are able to keep our ticket prices so low. That's ridiculous. People can have emergencies. I've never heard of this						

Enhanced Training and Coaching

With transcriptions, trainers can pinpoint specific parts of a conversation to use as examples in training sessions. This can help in demonstrating both exemplary and subpar interactions, facilitating targeted coaching to improve agent skills and performance.

TRANSCRIPT Download transcript

Agent [0:01]: Good morning. Thank you for calling TD Bank. How may I assist you today?

Commenting at [0:02 - 0:05]
Make sure to introduce yourself.
Save Cancel

Customer [0:06]: Hi, um, how are you?

Agent [0:11]: I'm good. How are you today?

Customer [0:12]: You know what? I have been better. I mistakenly used my credit card this morning and withdrew a thousand dollars. And I think that now I, instead of taking out money from my debit card, since I use my credit card, it's now a cash advance, and I really don't want to be caught up with these fees. So, I was wondering if there's any way that I could avoid the fees by just paying off the bill early or something. This has never happened to me before, so now I'm scared.

Agent [0:51]: Oh, I'm really sorry to hear that you're having a difficult day today, but hopefully we can get things sorted for you. Let's start by taking a look at your account. Can you give me your first and last name, please?

Improved Quality Assurance

Transcriptions provide a text-based record of conversations that can be easily reviewed and monitored. This allows managers to evaluate the quality of customer service faster, assess compliance with protocols, and identify areas for improvement in agent performance.

The screenshot displays the 'Add Evaluation Report' interface. At the top, there is an audio waveform and a playback control bar with a 'Save audio file' button. Below this is a navigation menu with tabs for 'REPORT DETAILS', 'CALL DETAILS', 'TRANSCRIPT', and 'NOTES'. The 'TRANSCRIPT' tab is active, showing a list of call segments with speaker labels and timestamps. The transcript text is as follows:

- Agent [0:01]: Good morning. Thank you for calling TD Bank. How may I assist you today?
- Customer [0:06]: Hi, um, how are you?
- Agent [0:11]: I'm good. How are you today?
- Customer [0:12]: You know what? I have been better. I mistakenly used my credit card this morning and withdrew a thousand dollars. And I think that now I, instead of taking out money from my debit card, since I use my credit card, it's now a cash advance, and I really don't want to be caught up with these fees. So, I was wondering if there's any way that I could avoid the fees by just paying off the bill early or something. This has never happened to me before, so now I'm scared.

To the right of the transcript is an evaluation form with two sections: 'GREETING' and 'VERIFICATION'. Each section contains several yes/no/N/A questions and a comments field.

GREETING

- Did the agent greet the caller appropriately? yes no n/a N/A
- Did the agent introduce themselves? yes no n/a
- Did the agent mention their company name? yes no n/a
- Comments:

VERIFICATION

- Did the agent ask for the caller's name? yes no n/a
- Did the agent ask for the caller's telephone number? yes no n/a
- Comments:

SENTIMENT ANALYSIS

The Call Recording sentiment analysis feature helps identify not just what customers are saying, but how they appear to be feeling. By understanding and addressing “negative” sentiments effectively, companies can work to improve customer retention. Satisfied customers are less likely to switch to competitors, leading to increased loyalty and long-term profitability.

Detailed Analysis of Each Conversation

Each conversation is analyzed for sentiments and includes:

- A numerical score (in a range from -100 to +100),
- Separate scores for agent and customer,
- Detailed explanation of the score, i.e., evidence of why such a score was given,
- Highlighted negative phrases in the conversation that contribute to score.

SENTIMENT SCORE

-40 😞

TOTAL SCORE

-30 😞

AGENT SCORE

-50 😞

CUSTOMER SCORE

The conversation was scored as negative because the customer was frustrated that the credit card authorization form was not readily available at the hotel, despite being physically present. The agent was unable to provide a satisfactory solution, leading to the customer's continued frustration.

TOPICS

Problem with service (3)

I talked to two of your lobby I don't see why they're not abl... I'm totally confused.

TRANSCRIPT Download transcript

Agent [0:58]: Good day, thank you for contacting the reservations here at [REDACTED]. My name is Daniel. How can I assist you today? Good morning.

Customer [1:04]: How are you? Good morning, Daniel. How are you? Hello, can you hear me? I'm good, thank you. I'm in the lobby of your hotel, and I'm trying to gain a credit card authorization form. I talked to two of your lobby, well, the two women who are working in the lobby area. They don't seem to know what the form is, and they suggested that I, a person who is disabled and on wheels, come back to the hotel for the form, which I frankly find to be ludicrous. So I'm hoping that someone in the entire hotel can get me the form so I can complete it and then move on to my next errand.

Agent [1:48]: So you're currently at the property?

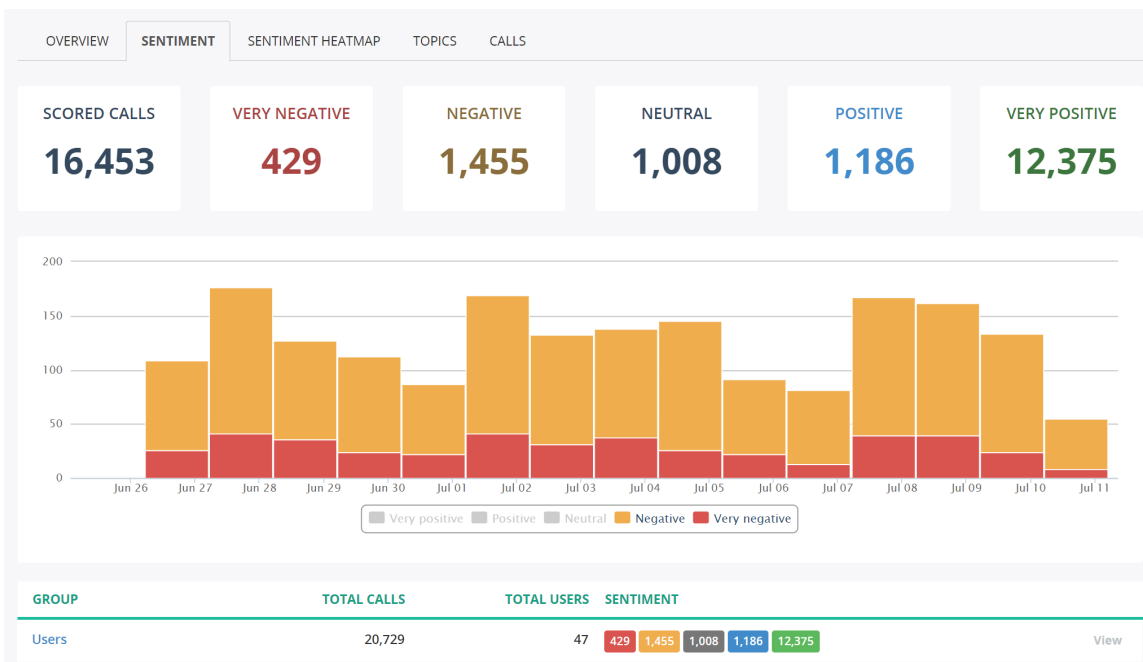
Customer [1:52]: I am. I'm sitting in the lobby.

Agent [1:54]: Yes, ma'am. Oh, well. What I want to advise you is I am off property reservations. What I would do is collect your information and then submit the credit card authorization form request and you would receive it by email. But if you're there...

Customer [2:11]: I am in the lobby now. I'm in the lobby

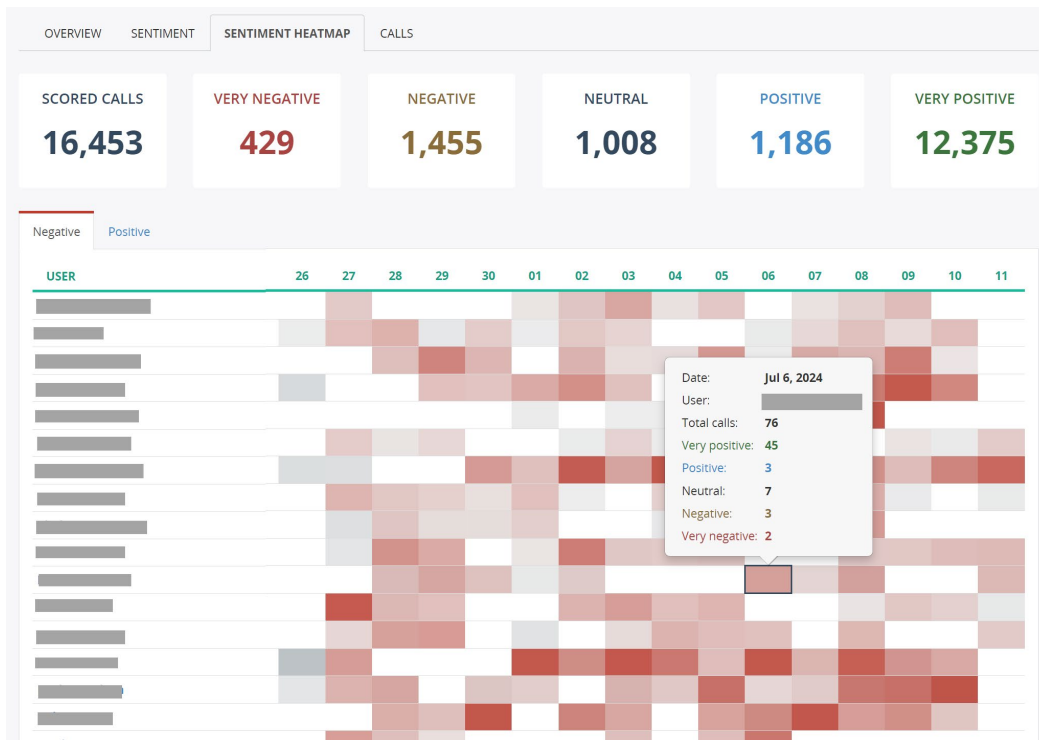
Sentiment Trend Analysis and Reporting

Sentiment analysis can identify trends and patterns in customer emotions related to specific products, services, or processes. This information can be invaluable for informing product development, marketing strategies, and overall business decisions.



Sentiment Heatmap

The sentiment heatmap provides a quick overview of sentiment trends on a per-user basis, making it easy for managers to spot problem users/areas.



Narrow Searches Using Sentiment Scores

Searching by a sentiment score helps companies to prioritize the call review process and address the problems indicated as soon as possible.

Call - Sentiment Score Less than -30

+ Add filters Search

OVERVIEW SENTIMENT SENTIMENT HEATMAP TOPICS CALLS

No auto-refresh Tags Download Export Share Delete More 20-40 of many

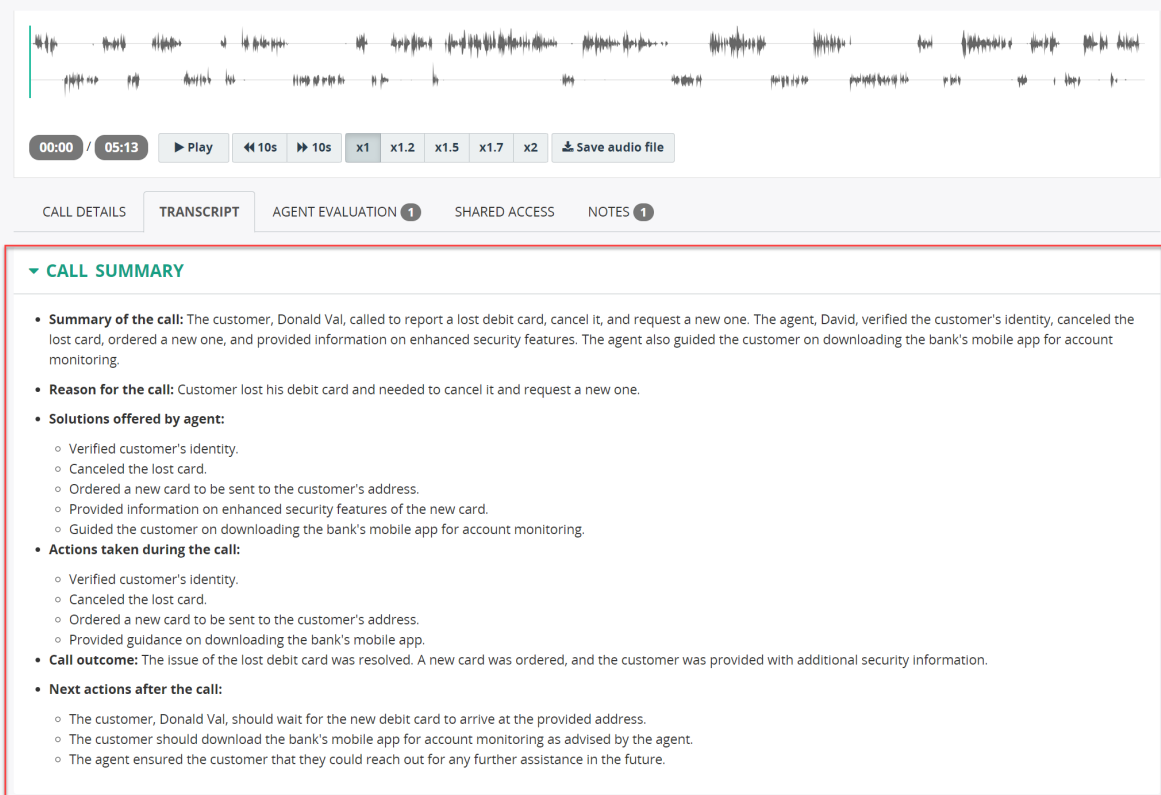
USER	DATE	TIME	DURATION	CALLER PARTY	REASON FOR THE CALL	TOPICS	SENTIMENT SCORE
[Redacted]	Today	8:47 AM	4:25	+195-[Redacted]	Book a hotel reservation	Problem with ser... 2	-70
[Redacted]	Today	8:27 AM	18:20	+140-[Redacted]	Issue with credit card a...	Problem with ser... 3	-40
[Redacted]	Today	8:25 AM	1:26	+180-[Redacted]	Issue with phone	Problem with ser... 3	-40
[Redacted]	Today	8:00 AM	1:48	+157-[Redacted]	Early check-in request	Early check-in r... 1	-50
[Redacted]	Today	6:53 AM	4:14	+190-[Redacted]	Change a hotel reservati...	Cancel reservati... 2 Modify reservati... 2	-40
[Redacted]	Today	6:40 AM	3:58	+130-[Redacted]	Change a hotel reservati...	Modify reservati... 3	-60
[Redacted]	Today	6:34 AM	2:21	+194-[Redacted]	Early check-in request	Early check-in r... 1	-40

CALL SUMMARIZATION

Automated summaries provide a quick overview of the call's content, enabling service representatives and managers to understand the gist of a conversation without listening to the entire recording.

The summaries can be integrated into customer relationship management (CRM) systems, providing a concise, written record of each interaction.

The Call Recording platform provides customers with the ability to customize the structure of the call summary to their own needs. Instead of offering a one-size-fits-all generic summary, the customers' Administrators can use the Call Recording AI Prompt designer to request specific information to be included into summaries, like reason for the call, destination of travel, VIP status, etc.



CALL SUMMARY

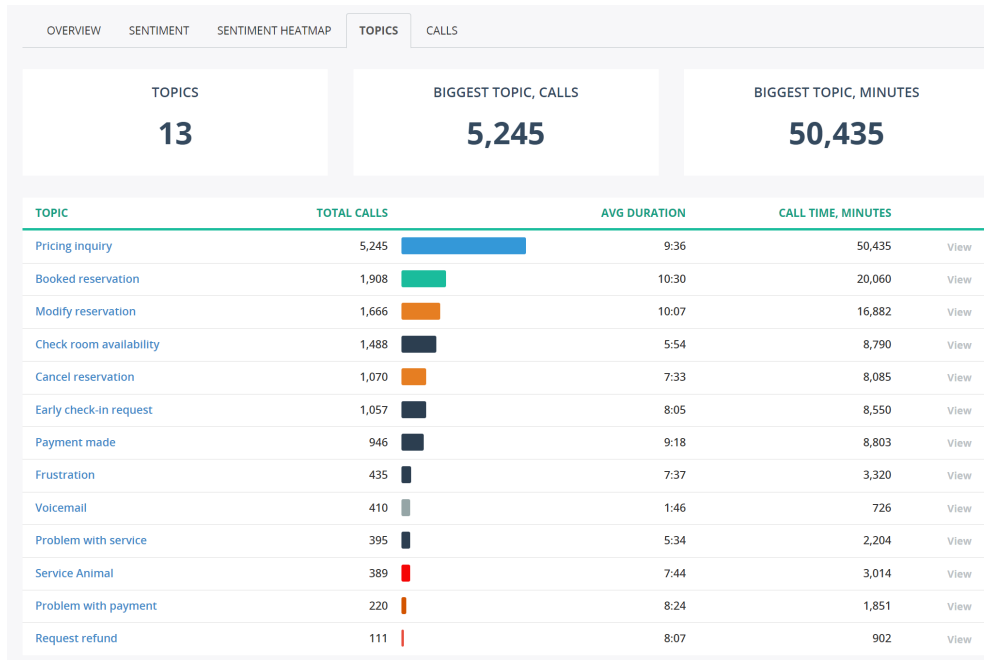
- **Summary of the call:** The customer, Donald Val, called to report a lost debit card, cancel it, and request a new one. The agent, David, verified the customer's identity, canceled the lost card, ordered a new one, and provided information on enhanced security features. The agent also guided the customer on downloading the bank's mobile app for account monitoring.
- **Reason for the call:** Customer lost his debit card and needed to cancel it and request a new one.
- **Solutions offered by agent:**
 - Verified customer's identity.
 - Canceled the lost card.
 - Ordered a new card to be sent to the customer's address.
 - Provided information on enhanced security features of the new card.
 - Guided the customer on downloading the bank's mobile app for account monitoring.
- **Actions taken during the call:**
 - Verified customer's identity.
 - Canceled the lost card.
 - Ordered a new card to be sent to the customer's address.
 - Provided guidance on downloading the bank's mobile app.
- **Call outcome:** The issue of the lost debit card was resolved. A new card was ordered, and the customer was provided with additional security information.
- **Next actions after the call:**
 - The customer, Donald Val, should wait for the new debit card to arrive at the provided address.
 - The customer should download the bank's mobile app for account monitoring as advised by the agent.
 - The agent ensured the customer that they could reach out for any further assistance in the future.

TOPIC ANALYSIS

Topic analysis helps identify the most common subjects discussed in customer interactions. By understanding the most frequently discussed topics, managers can better allocate resources, including staffing and training. For instance, if a specific issue repeatedly arises, more staff can be trained to handle it effectively, or additional resources can be directed towards resolving the underlying problem.

Topic Trend Analysis

Topic analysis allows contact centers to detect and monitor trends over time, which can be crucial for anticipating future demands and adjusting strategies accordingly. This proactive approach can significantly enhance customer satisfaction and operational readiness.



Topic Highlights in Call Details

The Call Recording platform highlights the identified topics in the call transcript, allowing managers to quickly review calls and spot the areas of improvement.

TOPICS

- Cancel reservation (2)
- Problem with payment
- Problem with service (2)

TRANSCRIPT

Agent [0:06]: Good day. Thank you for calling Reservations at [REDACTED] My name is Sarah. How can I help you?

Customer [0:11]: Yes, hi, Sarah. My name is [REDACTED] I was wondering if you can help me or give me a referral for billing. I had a reservation to [REDACTED] for May 15th, and I show it as being canceled, but I was billed for four nights. Are you guys able to confirm that I had a reservation or if it was canceled or any information about that?

Agent [0:36]: Definitely. I can go ahead and verify here, my aunt. You said first name is [REDACTED], last name is [REDACTED] Your best contact number would be?

Customer [0:44]: Right. It's [REDACTED] And what number were you asking for?

Narrow Call Searches Using Topics

By searching calls using topics, managers or supervisors can prioritize call review process and address the most critical issues first.

The screenshot shows a search interface with the following filters:

- Call - Topic: Is Cancel reservation
- Call - Duration: Greater than 2:00

Buttons include: + Add filters, Search, Save Search, No auto-refresh, Tags, Download, Export, Share, Delete, More.

USER	DATE	TIME	DURATION	CALLER PARTY	TOPICS	SENTIMENT SCORE
[Redacted]	Today	1:10 PM	5:24	+130 [Redacted]	Cancel reservati... 3	90
[Redacted]	Today	1:01 PM	6:29	+442 [Redacted]	Cancel reservati... 2 Problem with ser... 2 Problem with pay... 0	80
[Redacted]	Today	1:00 PM	4:47	+130 [Redacted]	Cancel reservati... 3 Request refund 2	80

AUTO QA

The Call Recording Automated Quality Assurance (Auto QA) offers increased coverage and scalability. Companies can evaluate a much larger volume of interactions compared to manual reviews. This means that every agent and every interaction can potentially be monitored and assessed, ensuring comprehensive coverage and more detailed insights into performance across the entire team.

Automation significantly reduces the time and labor traditionally required for quality assurance. Managers and quality assurance teams can focus on more strategic tasks, such as interpreting the data collected and designing better training programs based on identified needs.

While manual testing will always be necessary, with Automated Quality Assurance (Auto QA), all agents are evaluated based on the same criteria, maintaining basic objective consistency across evaluations. This helps in fair and unbiased assessment of agent performance, which is crucial for both training and development.

Evaluation Reports

ALL PENDING IN PROGRESS COMPLETED ADVANCED SEARCH

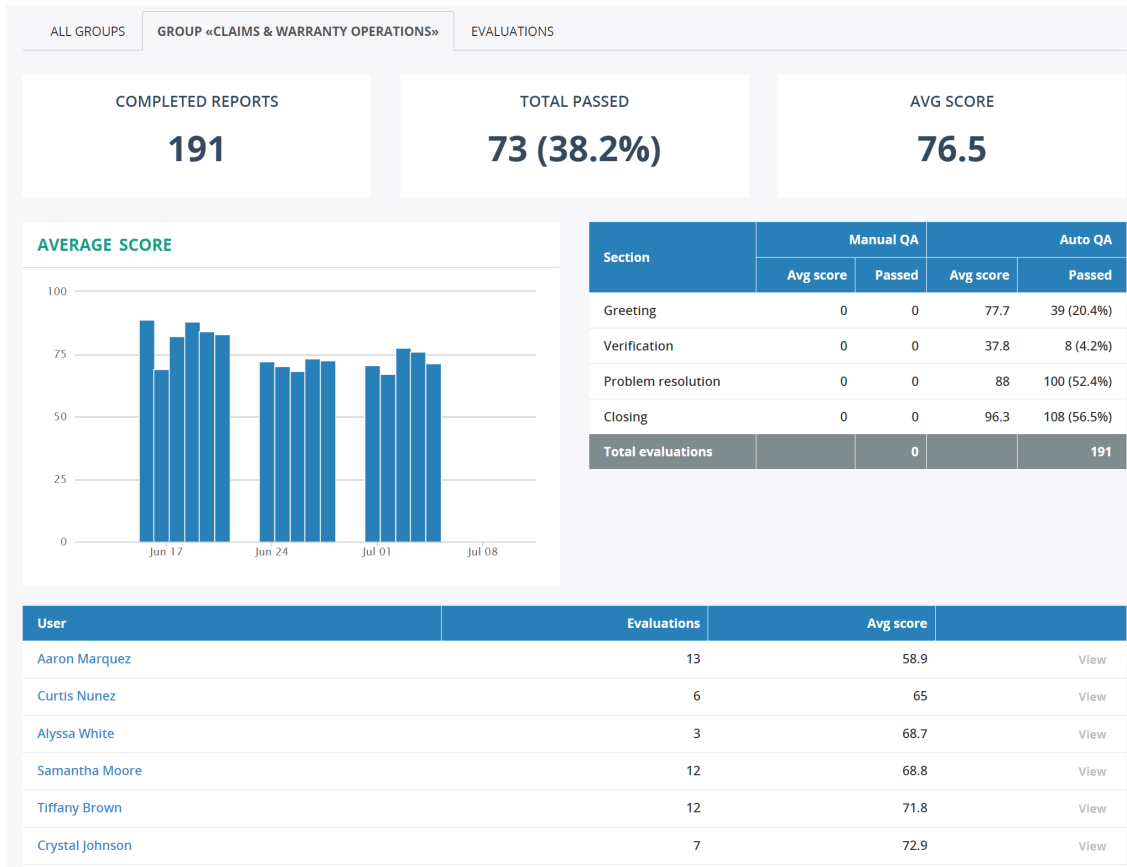
Select a User or Group Search by Name Search

Delete 0-20 of 829

REPORT - DATE CREATED	REPORT - NAME	REPORT - AGENT	REPORT - TYPE	REPORT - STATUS	REPORT - SCORE	DURATION
Jul 11, 2024, 8:02 PM	Inbound Score Card	Paula Meza	Auto score	Completed	66 FAIL	5:35
Jul 11, 2024, 8:02 PM	Inbound Score Card	Paul Smith	Auto score	Completed	66 FAIL	4:54
Jul 11, 2024, 8:02 PM	Inbound Score Card	Monica Burke	Auto score	Completed	70 FAIL	5:13
Jul 11, 2024, 8:02 PM	Inbound Score Card	Carrie Ramirez	Auto score	Completed	89 PASS	5:09
Jul 11, 2024, 8:02 PM	Inbound Score Card	Kelly Garcia	Auto score	Completed	89 PASS	4:49
Jul 11, 2024, 8:02 PM	Inbound Score Card	Paul Smith	Auto score	Completed	57 FAIL	5:34
Jul 11, 2024, 8:02 PM	Inbound Score Card	Paul Smith	Auto score	Completed	53 FAIL	5:19
Jul 11, 2024, 8:02 PM	Inbound Score Card	Shelly Russell	Auto score	Completed	73 FAIL	5:19
Jul 11, 2024, 8:02 PM	Inbound Score Card	Meredith Roach	Auto score	Completed	61 FAIL	4:55
Jul 11, 2024, 8:02 PM	Inbound Score Card	Roger Sanchez	Auto score	Completed	89 PASS	4:44

Drill-down Trend Analysis

The Call Recording platform provides powerful trend analysis with drill-down capabilities, allowing managers to review performance on group or user levels or as compared to previous periods.



Evidence-Based Evaluation

For each scoring criteria, the Call Recording platform provides a score as well as the evidence, i.e., why the AI Assistant provided such a score. This reduces the time required from managers for review of such an automated agent evaluation report.

The screenshot displays the 'EVALUATION REPORT' for a call. On the left, a 'TRANSCRIPT' tab is active, showing a conversation between an agent and a customer. The customer is reporting an issue with an online order for donuts. The agent is attempting to resolve the issue by checking the order status and offering a solution. On the right, the 'EVALUATION REPORT' shows an overall score of 66, labeled as 'SCORE' and 'FAIL'. Below this, specific criteria are listed with their scores and status:

- GREETING:** 57% (20/35) FAIL
 - Did the agent greet the caller appropriately? **yes (10 of 10)**
 - Did the agent introduce themselves? **no (0 of 15)**
 - Did the agent mention their company name? **yes (10 of 10)**
- VERIFICATION:** 0% (0/20) FAIL

Override Score

A reviewer can make adjustments to AI-assisted score, if necessary, by overriding it.

This screenshot shows the 'GREETING' section of the evaluation report. The 'Did the agent introduce themselves?' criterion is highlighted with a red box, indicating it is being reviewed for override. The current score is 'no (0 of 15)' with a paw print icon. The 'Override' checkbox is checked. The evidence provided is: 'AI Assistant: No - The agent did not introduce themselves during the call.' Other criteria like 'Did the agent greet the caller appropriately?' and 'Did the agent mention their company name?' are also visible with their respective scores and 'Override' options.

CUSTOM AI INSIGHTS

The Call Recording platform provides unlimited capabilities for analyzing data hidden in call recordings.

Customers can use the Call Recording AI Prompt designer to instruct the AI Assistant to extract specific or desired information from every call, like the reason for the call, products discussed, key facts, or AI-generated feedback / areas of improvement, and more.

The screenshot shows the 'AI INSIGHTS' section of a call recording interface. It includes the following information:

- Key facts:** Key Facts from the Call Transcript:
 - Agent Name: Not mentioned
 - Customer Name: Red Yellow
 - Phone Number: Not mentioned
 - Reason for the Call: Customer was having trouble placing an order for donuts online for a fundraiser.
 - Solution Provided by Agent: The agent offered to place the order for pickup at the nearest Krispy Kreme store, with an extra dozen donuts added to the order. The agent also mentioned the option of setting up standing orders for future fundraisers.
- Product:** Blueberry donuts, glazed donuts, red velvet donuts
- Product category:** Groceries
- Reason of Call:** Issue with placing order

AI-Assisted Feedback

The Call Recording AI Assistant can be asked to identify and present areas of improvement for each interaction.

Using the Call Recording AI Prompt designer, customers can provide hints to the AI assistant about what to pay attention to and include in the notes as Areas of Improvement.

The screenshot shows the 'NOTES' section of a call recording interface. It features a yellow highlighted area titled 'Areas of Improvement' with the following content:

Areas of Improvement: Jul 6, 2024, 11:36 PM Pin to top Delete

The agent did a good job overall in handling the call. However, there are a few areas where they could improve:

- Active listening:** The agent could have demonstrated better active listening skills by repeating or summarizing the customer's concerns and frustrations. This would have shown empathy and understanding.
- Proactive communication:** The agent could have proactively communicated with the customer about the duplicate order issue and the cancellation. Instead of waiting for the customer to mention it, the agent could have taken the initiative to explain the situation and apologize for the inconvenience.
- Timeliness:** The agent could have been more proactive in resolving the issue quickly. They could have expedited the order and ensured that it would be ready for pick up within the customer's desired timeframe.
- Offering alternatives:** While the agent did offer to have the customer pick up the order, they could have also explored other options such as delivery or finding a solution to ensure the donuts reach the church on time.
- Follow-up:** The agent could have offered to follow up with the customer after the call to ensure that the order was successfully picked up and to address any further concerns or questions.

Overall, the agent handled the call professionally, but there is room for improvement in terms of proactive communication, timeliness, and offering alternatives.

Reply

[Add note](#)

Automated Translation to a Different Language

One of our Canadian customers has calls in multiple languages (French and English). Some of supervisors did not speak French and such calls were left unmonitored. We configured the AI Assistant task in the Call Recording platform to automatically translate French calls into English. Now, the supervisors can quickly review the translated conversation and pass only the critical calls to the French-speaking supervisors for a detailed review. Or, it can be done in a reverse direction, i.e., translate English calls to another language, for instance, Spanish.

Reason for the Call

The Call Recording AI Assistant can also be instructed to automatically identify the reason for the call for each interaction. This useful AI prompt can be modified by an Admin as old reasons need removal, or new reasons are identified or added.

USER	DATE/TIME	CALL DIRECTION	CALLER PARTY	CALLED PARTY	DURATION	REASON OF CALL	TOPICS	SENTIMENT SCORE
Paula Meza	Jul 5, 2024, 6:13:49 PM	Inbound	12204353004 (Andrew Nelson)	14085079957 (Paula Meza)	5:35	Issue with placing order	Resolution Indic... 3 Payment language 2 Order cancellati... 2 Agent insecuriti... 1	@ 80
Paul Smith	Jul 5, 2024, 6:11:49 PM	Outbound	14086422175 (Paul Smith)	12904316873 (Andrew Nelson)	4:54	Book a train ticket.	Resolution Indic... 7	@ 90
Monica Burke	Jul 5, 2024, 5:50:11 PM	Inbound	12611072234 (Aaron Marquez)	14081156233 (Monica Burke)	5:13	Schedule a phone consult...	Resolution Indic... 4 Subsequent (repe... 1	@ 90
Carrie Ramirez	Jul 5, 2024, 5:43:07 PM	Inbound	12225187068 (Aaron Marquez)	14081670668 (Carrie Ramirez)	5:09	Shipping time inquiry	Shipping 11 Resolution Indic... 10 Broken Trust 1	@ 90
Kelly Garcia	Jul 5, 2024, 5:31:54 PM	Inbound	12057949246 (Aaron Marquez)	14085943858 (Kelly Garcia)	4:49	Extended warranty inquir...	Resolution Indic... 7 Payment language 7 Broken Trust 1	@ 90
Paul Smith	Jul 5, 2024, 5:07:48 PM	Inbound	12637934204 (Mark Serrano)	14089787862 (Paul Smith)	5:34	Purchase kitchen gadgets...	Shipping 13 Payment language 9 Resolution Indic... 5	@ 90