



CallMiner Platform Considerations in Selecting a Conversation User Guide

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Key Considerations in Selecting a Conversation Intelligence Solution

In considering a conversation intelligence solution to meet the needs of modern enterprises, there are key questions that can help organisations arrive at the criteria most important to their success. This document contains 58 considerations and questions in 12 categories designed to help decision makers prioritise the decision-making criteria most important to their unique business use case.

“Out of the Box” Content, Topics and Capabilities

- Does the solution include any pre-configured content or topics delivered with the product “out-of-the-box”?
- Can new topics be self-created and modified easily by the end user? Please describe the process in which new topics are created by the end user.
- Is there a limit to the number of topics which can exist in the system? If so, what is the limit?
- Do you have vertical or industry-specific content that can be leveraged out of the box?
- What content do you have that will help you see value on day 1?
- How quickly can you test hypotheses? How easily can you conduct discovery?

Automated Scoring

- Does your platform provide the ability to score an agent’s interaction with a customer, including (but not limited to): greeting, empathy, silence, customer satisfaction, and resolution?
- Does the solution offer customisable scoring criteria and dashboards for tailored data visualisation?
- Explain how call scoring can be configured and how users can make updates to scoring criteria based on evolving business needs.
- Can your solution provide my quality team the flexibility to adopt automation over time?

Customer Experience

- How does your product support analytics data used to support improvement processes through internal workflows (i.e. “closed loop” feedback)?

- How do you support after-call work? Can you summarize contact interactions?
- Can your solution be used to drive results across the business, beyond the operational and compliance needs of the contact center?

Coaching

- Does your solution support coaching as we adopt automation over time? Can your solution support fully manual coaching processes, hybrid coaching, and fully automated coaching equally well?
- Describe your solution's ability to document agent coaching.
- Can the system help "coach the coach" by guiding supervisors to best practices? Can the system help improve the coaching capabilities of supervisors?
- Are actions for metrics and sub metrics tied to behaviours and sub behaviours selectable by the coach and recommended by the system?
- Does the solution offer agent self-performance and autofeedback monitoring?
- How does your system help supervisors in their efforts to coach more effectively?



Depth of analytics

- Does the platform contextualise language patterns, or does it rely on word spotting to trigger certain responses?
- How well does the system use the content of a call to influence that interaction while it is still happening, for compliance, quality improvements, sales effectiveness, or other organisational workflows?
- Describe how supervisors would receive realtime flagging or notification of targeted coaching opportunities for agents.
- Does your solution guide analysts to the insight they need to improve your business? How well does the solution support discovery of topics they may never have thought to investigate?
- Does your solution support sentiment analysis? If so, please elaborate on capabilities.
- How well can your system identify events that occur in specific sequences within an interaction? How well can it identify events in proximity to one another during an interaction?
- Can data science teams gain access to data from within your system for custom machine learning training efforts?
- How does your system support investigation of drivers of CSAT to identify ways to improve the quality of the customer experience?

- Can your solution provide agent screen capture?
- How easy is it to customise and share insights and results with others in the organisation?

Artificial Intelligence and Machine Learning

- What innovative capabilities does your product offer that utilise AI and ML for discovery and recognition?
- Can your AI/ML improve overtime without additional human effort?
- How does your system utilise AI or machine learning? How do you train the system? Is the system continuously learning?
- What generative AI features does your company offer?
- What is your investment strategy with respect to AI derived features and capabilities?

Global Reach and Scalability

- What languages and dialects does the vendor's transcription, redaction and analysis engine support?
- My company is expanding to a new region and needs support for new languages that are currently unsupported. How can you address this need?

Openness – Connectors, Integrations and API

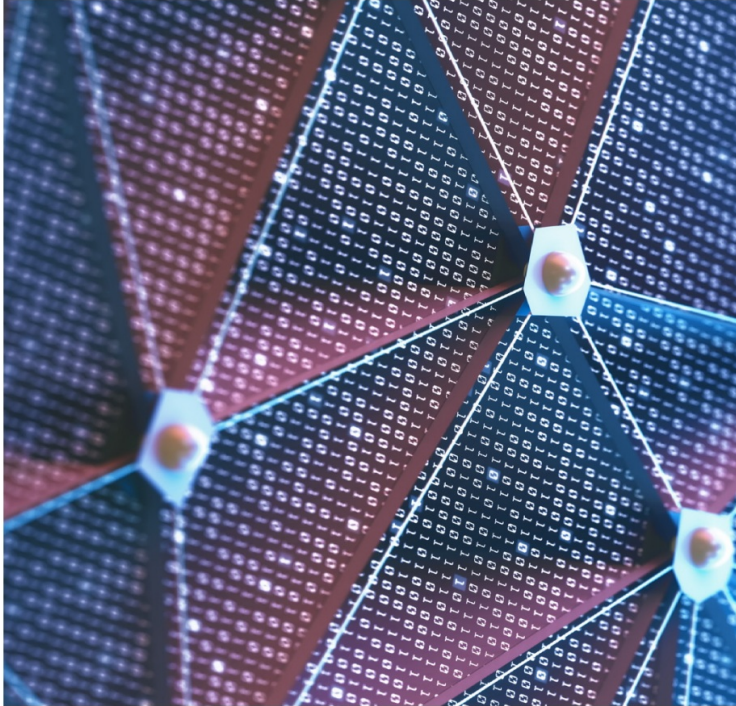
- Does your solution accept the output of any call recording platform, including on-premise, cloud-based, commercial or open source? How many audio formats do you support?
- How challenging is it to extract analysis data for use in data warehouse, CRM, analytics, and other reporting systems? Do you support a bi-directional API interface?
- Does your product offer common connectors to ease the process of managing integrations?
- Do you support voice AND text-based interactions?
Please provide a description of your solution's integration capabilities to allow us to ingest interaction data from all customer "listening posts", including social media, reviews, and instant messaging.
- Do you provide a solution to receive audio directly from the telephony network, bypassing the recorder, if desired?
- Do you offer a recorder that integrates with your Conversation Intelligence platform for both real-time and post-call? And what about screen recording?
- Do you allow us to select a recorder of choice? Describe the process and limitations here.
- Can your solution only be deployed in a cloud-based environment? Do you offer any option for on-premise deployment?
- Does your analytics platform have a standards-based means of integrating transcription engines?

Prioritising Customer Success

- What does your company offer to help ensure successful deployment?
- What does your company offer to help ensure ongoing success?

Real-Time

- Does the platform include real-time analytics capabilities?
- What is the underlying technology of your real-time monitoring platform? Can it be readily integrated to aid agents based on information embedded in other systems?
- Does the real-time platform include a supervisory alert panel and if so, what is included in the supervisor view?
- Does the real-time solution include agent alerts and guidance? Please detail what is included.
- Does the real-time solution include reports and if so, what is included in those reports?



Redaction, Compliance, and Security



- Does your solution provide the ability to redact customer PII and PHI data as needed?
- Can your solution redact PCI information? How is security handled for sensitive data?
- Do you have a HIPAA-compliant environment to support ingested feedback records? If yes, what options are there to limit personal identifying information without impacting analytics?
- Describe the solution's technical security. Is there data encryption and/or firewall protection for data and files in transit and at rest? Are there other security features you'd like to mention?
- Do your solutions offer GDPR compliance? Are you ISO 27001 certified?

Transcription Power and Flexibility

- Do you offer transcription of audio recordings to enable text analytics of both agent and caller verbiage? If yes, what is your transcription accuracy rate?

- How does your transcription engine handle accuracy for different languages and dialects?

Request a demo today

For more details about the CallMiner Platform, contact your CallMiner Sales Director or:

sales@callminer.com

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About CallMiner

CallMiner is the global leader in conversation intelligence to drive business performance improvement. Powered by artificial intelligence and machine learning, CallMiner delivers the industry’s most comprehensive platform to analyse omnichannel customer interactions at scale, allowing organisations to interpret sentiment and identify patterns to reveal deep understanding from every conversation.

By connecting the dots between insights and action, CallMiner enables companies to identify areas of opportunity to drive business improvement, growth and transformational change more effectively than ever before. CallMiner is trusted by the world’s leading organisations across retail, financial services, healthcare and insurance, travel and hospitality, and more.



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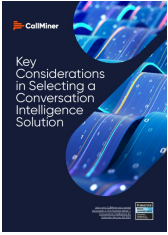
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Documents / Resources

	<p>CallMiner Platform Considerations in Selecting a Conversation [pdf] User Guide</p> <p>Platform Considerations in Selecting a Conversation, Platform, Considerations in Selecting a Conversation, Selecting a Conversation, Conversation</p>
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- [User Manual](#)

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