

Real-Time Speech-to-Text Technology Powering the Contact Center of the Future



As automated speech recognition (ASR) technology became more affordable, powerful and reliable in recent years, it has transformed how customers and organizations can interact, drastically improving contact center operations and customer service. At first, using ASR technology for post-call transcription was the industry standard, but, today, the next wave of contact center automation and efficiency

is being ushered in using real-time, metadata-rich speech-to-text (STT) technology. Now, contact centers are discovering the immense possibilities and wide-ranging real-time STT use cases that could optimize their operations and, more importantly, differentiate their businesses by allowing them to deliver the best customer experiences while improving their bottom line and COGS.

Current Challenges Facing Contact Center Operations

With many employees working remotely, contact center operations have become geographically dispersed and more complex. At the same time, there is an uptick in contact center call volumes, as many customers require support and information amidst changing and unsure circumstances. Responding to this increased need and maintaining high-quality customer service has been difficult for many remote agents, who may be working with less assistance and technology at their disposal than they would in a unified location.

For managers, remote work can make it harder to ensure call quality and identify coaching needs. Likewise, compliance risks—including people writing down sensitive data during calls or going too far off script—can be drastically harder to monitor. Yet, many agents will want to continue working remotely and contact centers who are unable to effectively support a remote and dispersed workforce into the future will not only fail to attract and retain the staff they need, but also fail to meet desired customer outcomes and business goals.

How Real-Time STT Can Revolutionize Contact Center Software Technology

Real-time STT technology can better support contact center employees and customers in this environment and into the future by allowing contact centers of any operating model to achieve:

- ✓ Improved agent productivity and compliance
- ✓ Faster agent training
- ✓ Better employee engagement, reducing agent turnover
- ✓ Decreased call time and post-call work
- ✓ Higher customer satisfaction / NPS metrics
- ✓ Increased sales and revenue
- ✓ Faster access to business intelligence and real-time trends

In the following sections, we'll explore how real-time STT technology and system integrations can make each item on this list a reality for the modern contact center.



#1: Setting customers and agents up for success from the start

With real-time speech-to-text technology, customer needs can be determined and addressed on the fly. For starters, contact centers can deploy advanced Conversational AI to answer questions and perform simple routine tasks through bots that – to the benefit and satisfaction of callers – both understand and use human-like natural language. With this technology, agents are freed up to focus on the more complicated problems that demand their attention. Using real-time STT, Conversational AIs can also assess each customer's needs and, as necessary, route calls to agents with the right skill set for the problem or request. To increase the likelihood (and speed) of first call resolution, agents receiving these calls can be provided with records of a customer's past and current interactions, along with any other pertinent or useful data.



#2: Assisting agents in providing faster, more effective support

Based on what a caller is saying, their tone of voice and other relevant cues, AI systems powered by real-time STT can offer agents just-in-time information and advice right on their screens. Imagine what is possible with a system that guides each agent to take the next best action for the business and the customer at all times. These systems help agents to respond faster to caller questions and needs, optimizing call outcomes as they occur. With AI-based selling and offer recommendations, agents can know precisely when to suggest additional products and services to boost organizational revenue, marketing effectiveness and caller satisfaction. With constant on-screen guidance, these agents also become proficient faster and remain engaged in their work, all with significantly less manual supervision and training required.

Real-time STT also means that Robotic Process Automation (RPA) can be used to complete calculations, update records and initiate transactions during a call. As the caller speaks, data fields can be auto-populated based on identified keywords. Credit card information, phone numbers and other types of Personally Identifiable Information (PII) can be filled instantly and accurately – with no need for customers to repeat themselves. Implemented at scale across an organization, RPA and assisted data entry can significantly shorten average call length and save large operations millions of dollars annually.



#3: Centering customer service by automating post-call work

Completing post-call notes and summaries is far from any agent's favorite of the role. Luckily, real-time STT transcription eliminates that work, with a streamlined post-call process where call summaries are generated automatically, with no agent effort or time required. This process means that agents can focus their time on what they do best – serving more customers and solving more problems throughout the day. After completing a call, agents can receive instant summaries that highlight their successes and opportunities for improvement, records that then can be saved for future performance reviews and sales analysis. Agents can also get immediate supervisor feedback and live online coaching as needed.



#4: Enabling just-in-time management support and smarter decision-making

Real-time STT technology doesn't just benefit agents; it also enables managers to provide more effective and timely guidance to their teams, without needing to be in the same location as their employees. When smart systems are used to transcribe and analyze live speech, managers can be alerted immediately about calls where agents could benefit from on-the-spot support and additional training. Managers can also have instant access to real-time analytics on agent performance and the ability to view automated summaries for all customer interactions, with reports tailored to highlight what's most important for team goals and business needs (including compliance, customer emotion, agent knowledge and more). With these faster feedback loops and improved coaching systems for in-person and dispersed workforces, both customers and employees will see benefits immediately.

At a higher level, business leaders can ensure they always have a finger on the pulse of the organization, with a constant view of the latest in business insights, team performance metrics and changing trends in customer needs and concerns. As calls and conversations are categorized instantly and new ideas and processes rapidly tested, optimized, and scaled, organizations can make intelligent business decisions faster within strategic groups and across entire contact centers.



#5: Protecting organizations from fraud and compliance breaches

Fraud and compliance breaches can be immensely costly to organizations but have often been difficult to detect until after they occur. Now, with real-time STT, contact centers can employ AI to identify and manage potential compliance threats on live calls, create audit trails, and ensure compliance requirements are continually being met. To help support privacy and compliance, RPA and assisted data entry can automatically update records and information while redacting any sensitive data on agents' screens to ensure agents have no need to type or write down private caller data. Likewise, using smart real-time STT technology can also allow organizations to analyze live calls to identify and respond to possible fraud with immediate action.

Gain a Competitive Advantage with Best-in-Class Technology

As increasing numbers of contact centers begin to realize and deploy the power of real-time STT software technology to support both their remote and in-person operations, the contact centers who fail to do so will be left behind. Contact centers relying on post-call transcription simply won't be able to match their competitors' efficiency, business intelligence, agent performance or customer outcomes.

For those who want to get ahead of the game and gain a competitive advantage now, Voci Technologies can help. Our enterprise-grade speech-to-text engine empowers partners to build out the contact center technology of the future today and unleash the value hidden within voice data.

We combine artificial intelligence and deep learning algorithms to provide **the fastest, more accurate and most complete transcription technology on the market.** Our technology can enable you to have true real-time speech-to-text transcription with rich voice metadata, so that you can collect all the information you need to make agents and workflows more efficient. Our proprietary machine learning and deep neural networks are built to ingest voice data and return a highly accurate, metadata rich transcript, at blazing speed and efficiency.

In addition, Voci has the lowest total cost of ownership for our technology, enabling organizations to process 700 hours of audio in one hour on a single 1U server. Additional benefits include horizontal scaling, same-day deployments and the freedom to choose the deployment method (on-premise, cloud or a hybrid of both) that best meets your business needs. With Voci, you're also guaranteed ease of integration, with REST APIs enabling both batch (file-based) and real-time (stream-based) operation.



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about how we can enable you to build software solutions that extract actionable intelligence from voice data to improve customer experience, operational efficiency and compliance requirements in your contact center.



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Voci Technologies, the leading speech analytics platform provider, enables enterprises to gain actionable insights on their terms from 100% of customer calls. For information, visit www.vocitec.com.