



ZOOM INTO GENESYS WEM SPEECH AND TEXT ANALYTICS



Genesys Cloud.

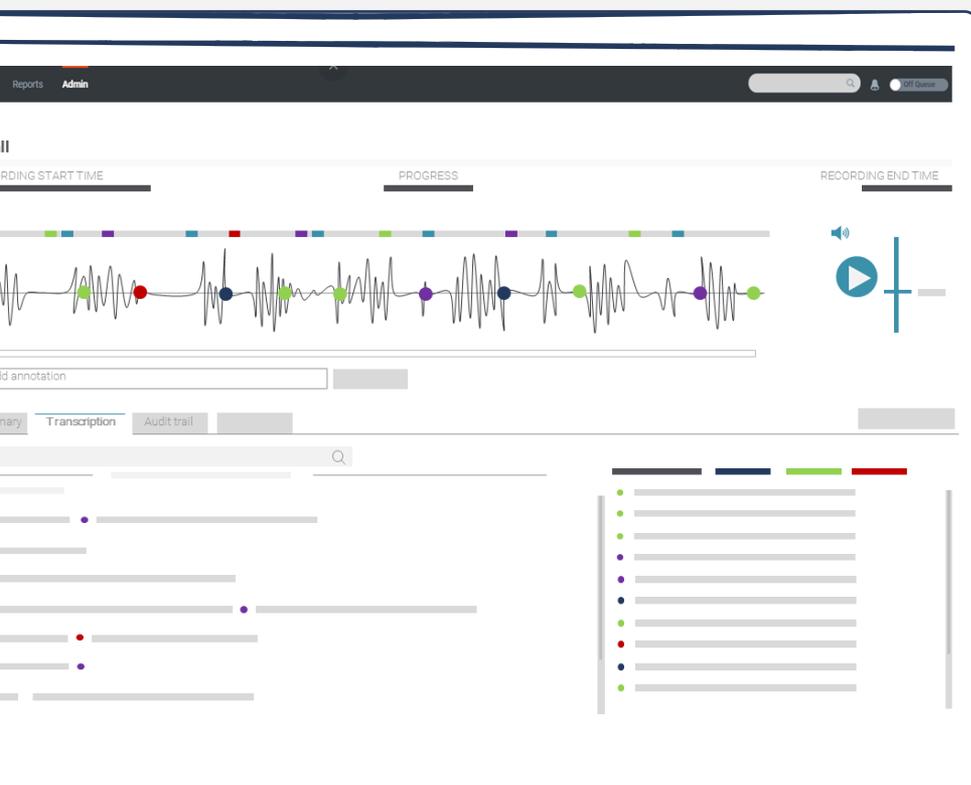
Is a set of features that provide automated analysis of interaction content, in 100% of the interactions handle, helping extract from specific phrases the occurrence of key events to provide deep insight into customer-agent conversations, customer experience, agent performance, sales, and compliance.

What features integrate this capability.

- * Voice transcription
- * Interaction overview
- * [Sentiment analysis](#)
- * Topic Manager and topic spotting
- * Acoustic analysis
- * dashboards

LET SET THE STAGE:

How this features work together



Speech analytics means that **100%** of calls can be verified as compliant - and be proven to be so - preventing disputes or escalation of enquiries by monitoring the exact language used within each call.

-Contact Babel - *The Inner Circle Guide to Omnichannel Workforce Optimization 2020*



VOICE TRANSCRIPTION:

it's the process from where an audio interaction turns into text - a text representation of words spoken and provides a view into the interaction between the customer and internal participants (that is, IVR, ACD, agent, conference, or voicemail).



INTERACTION OVERVIEW:

is the visual representation of the interaction between the participants and provides an overview of the events that occurred throughout the interaction.

Within the *interactions overview interface*, you have access to the interaction itself where you can playback and review it, the details of the interaction and the participants, the timeline, access to the quality summary for survey and evaluation, the transcription, and the audit trail.

Here is where things become interesting, in this UI you have the interaction to playback, review and its transcription; In the transcript you're also able to see the tone of the conversation as the sentiment markers are displayed in the transcription.



SENTIMENT ANALYSIS:

This is the interpretation and classification of phrases within an interaction based on the attitude expressed by the customer (positive, negative, and neutral).

Key features

- Sentiment markers
- Overall customer sentiment
- Sentiment trend.
- Events panel



TOPIC MANAGER AND TOPIC SPOTTING:

Topics are a collection of phrases, a grammatical unit containing an idea or statement; together topics create programs that indicate a business level intent detected, based on the Queue or Flow.

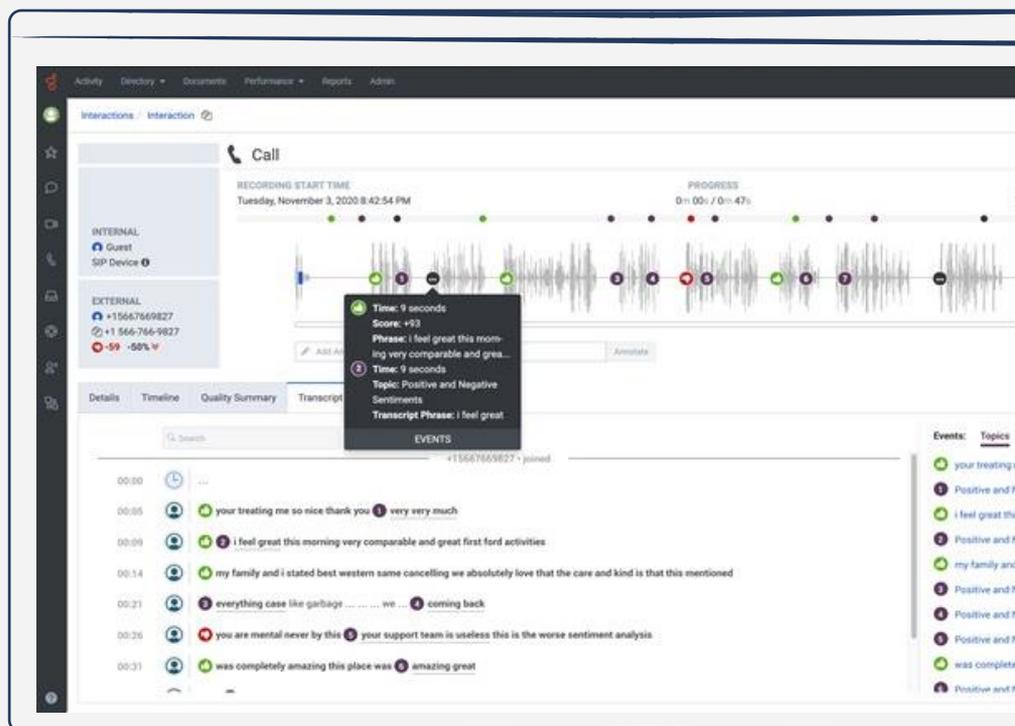
Key features

- Phrases
- Topics
- Programs

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By capturing the sentiment, you can assess a customer's feelings towards your products, brands, and services; tide with topics manager and topic spotting supervisor, and managers will have the ability to define programs, phrases, and topics that should be detected by the Speech and text subsystem, therefore determine the root cause of customer's behaviours, to provide them with the solution they need, and ultimately improve the customer's experience and agent performance.



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