

# **Verint Speech Analytics Solution Brief**

**Overview of the Unique Features and Benefits  
of Verint Speech Analytics**



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## Introduction

Nothing can tell you more about your business than the actual unedited voice of your customers. Your customers are using more interaction channels than ever, but when digital channels and self-service attempts on web, mobile, IVR, and even social channels fail, customers typically end up calling your contact center. Recordings of these calls are a goldmine of rich insights - each five-minute call is packed with over 1,000 words. The sheer number of recorded customer conversations in your contact center can easily exceed your ability to review and analyze them. With Verint Speech Analytics, you can glean valuable intelligence from thousands—even millions—of customer calls quickly, so you can take timely action and reap a fast return on investment. The solution can reveal intelligence that is essential for pinpointing cost, risk, loyalty, and revenue drivers. In addition, it can identify emerging customer needs, trends, and opportunities, identify strengths and weaknesses with sales and service processes and products, and provide understanding about how your offerings and brand are perceived by the marketplace.

Verint Speech Analytics can help you:

- Reduce time to insights from recorded calls with precise, accurate, unbiased, and granular details.
- Realize ongoing business value, without costly setup overhead, lengthy consulting engagements, and data interpretation by experienced analysts.
- Optimize customer engagement and omnichannel service strategies across assisted and self-service channels by revealing trends, points of failure, new opportunities, and the root cause of customer perceptions so that you can take action quickly.
- Benefit from an on-premises or cloud/SaaS deployment to meet your business needs.

## Cutting-Edge Advancements in Verint Speech Analytics

Verint's latest Speech Analytics solution brings a new **breakthrough in language understanding**, transforming the way speech analytics has been used around the globe. Traditionally, speech analytics deployments would require significant effort and time in building specific call categories that match the particular environment. That process not only took valuable time, potentially delaying the returns from the solution, but also introduced some bias. The solution might end up focusing on different business topics and categories, depending on who built those categories. Verint's innovative breakthrough turbocharges this process, significantly reducing the potential bias.

The new solution can provide **automated theme detection**, grouping together discussion topics and conversational relationships. These themes are similar to manual call categories but are generated automatically without introducing user bias. Any system generated theme can be transformed into a call category for long-term analysis with the just a click of a mouse.

With this innovative functionality redesigned in a modern and intuitive user interface, you can quickly build unbiased and the most impactful categories that reflect current customer issues and concerns across thousands of calls, helping you take action right away. You don't even need to tell Verint Speech Analytics what to look for; the solution can identify themes automatically, continually refine them, and add new themes over time. It's a practical and powerful way to help business users continually stay on top of customer perceptions and what's being said during calls.



Verint Speech Analytics is powered by an unparalleled speech engine that provides unmatched accuracy and speed, packed with technologies that are covered by over **forty patents**, and is deployed in over **35 languages across numerous accents, dialects and industries**.

## State-of-the-Art Speech Engine

Verint Speech Analytics features a state-of-the-art, purpose-built, highly accurate, speech engine. Capitalizing on learnings from more than a decade of speech analytics experience in hundreds of deployments worldwide, it combines the best of both worlds: **phonetic recognition and full transcription of 100 percent of calls, utilizing advanced language understanding**.

### *Unmatched Accuracy with Double the Speed*

The latest release of the engine provides significant improvement in transcription accuracy and a greatly accelerated transcription rate. Transcription accuracy increased by up to 33 percent. The accuracy and performance of this state-of-the-art engine directly impacts almost every customer use case.

The solution's accuracy has been further complemented by a **doubling of the speed of transcription**, allowing organizations to process more calls with less hardware, thereby lowering their total cost of ownership (TCO). **Benefits**

- Analytics results that are significantly more accurate and provide increased coverage of the data.
- Accelerated transcription rate that dramatically reduces the total cost of ownership.
- Transcription capacity that increases enables faster time to insights.
- Scalability that allows users to more easily analyze 100 percent of customer interactions.

### *Transcription and Analysis of ALL Calls*

Verint Complete Semantic Index™ (CSI) and semantic intelligence combine to deliver a massively scalable indexing system capable of storing and analyzing every word and phrase of every analyzed interaction.

Each CSI instance can index, categorize, and analyze up to **20 billion words** and return search results **in seconds**.

This enables analysts and other system users to interrogate and understand the data extremely quickly, reducing time to insights, understanding, and action.

### **Benefits**

- Perform ad-hoc predictive search across the entire index of tens of millions of calls and access results in seconds.
- Apply category updates to the full index of results and view them in seconds.
- Mine the full content of 100 percent of interactions for **unfiltered, unbiased** results.
- Greatly improve productivity and efficiency in conducting studies and ability to gain deep insights.
- Reduce the total cost of ownership through high performing and highly scalable indexing infrastructure.

## Sophisticated Semantic Intelligence and Machine Learning

Taking analytics **beyond the basics of identifying and trending words and phrases**, Verint Speech Analytics capitalizes on semantic intelligence to provide a deeper understanding of the meaning and context behind the words used in conversations, along with resulting behaviors and actions. It can **automatically correlate** the relationship between spoken terms and phrases to identify the significance between them. By clustering these topics and relationships, users can gain a broader picture of emerging trends and themes, and in a single click, transform them into meaningful categories, **vastly accelerating speed to insight**. Using machine learning, the solution offers further value through its ability to **"selftrain"** as new topics are added, and proactively identify and surface rapidly emerging interaction topics for analysis.

### Benefits

- Much faster time to insight by immediate analysis with customized themes (versus manually creating categories that may introduce bias or predefined categories that are not customized to your environment).
- Unbiased analysis of 100 percent of call content—not limited to predefined keywords or categories defined by users or the system.
- Focused guided and predictive search. Instead of searching for words, users can view the search field for meaningful business topics.
- Perceptive discovery. Find answers to questions you didn't know to ask.
- Much more meaningful automated root cause findings.
- Automated machine learning. No user intervention or expertise is required to identify emerging trends and topics—enables organizations to react faster to customer needs and identify otherwise unknown issues.

## Redesigned User Interface

Verint Speech Analytics features a modern, intuitive user interface designed from the ground up based on detailed observations and usability tests with numerous speech analytics users. The user interface simplifies the day-to-day tasks that analysts perform with workflows that minimize the number of clicks to uncover rich insights. It presents rich visual context of conversations that makes it easy for users across the organization to understand customers and take action on critical insights. In association with the user interface, speech analytics insights are embedded into the workflows of the organization's broader customer engagement optimization platform. This enables users to benefit from context that stems from conversations, and for those findings to be quickly applied to search and replay, used in quality management and to further automate overall quality processes, and leveraged to help streamline performance management and employee engagement.

The sections that follow describe the many features of Verint Speech Analytics that leverage the above advancements to deliver unparalleled business benefits.

## Verint Speech Analytics Features and Benefits – Simply Powerful!

The capabilities in the Verint Speech Analytics application are organized under four simple, easy-to-navigate sections that represent the logical workflow of the typical use of speech analytics. The four sections are:

- Discover
- Analyze
- Report
- Design



### Discover Features

#### Automated Discovery of Trends

Trends help identify changes in customer communication patterns with the organization. Two types of trend views are available:

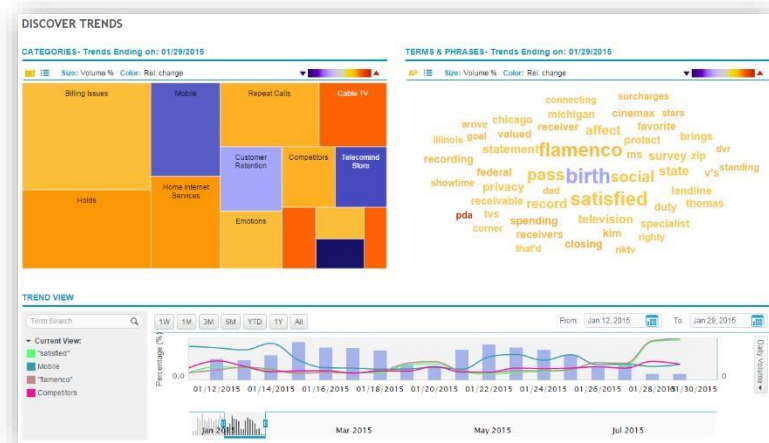
- Category trends either as a Tree Map or a List View
- Term trends either as a Term Cloud or a List view.

Category trends show changes of interactions assigned to categories. For example, you might find that the number of interactions where customers are expressing wishes to cancel their account has increased in the last day or week.

Term trends show significant changes to individual terms or phrases spoken in interactions. For example, you may find that mention of a competitive marketing campaign called “Flamenco” has significantly increased in the last 24 hours.

This is automatically detected even if the term Flamenco was not searched by the user or part of any user-defined category,

Details for each trend can be seen by hovering over a Category or Term.



#### Benefit

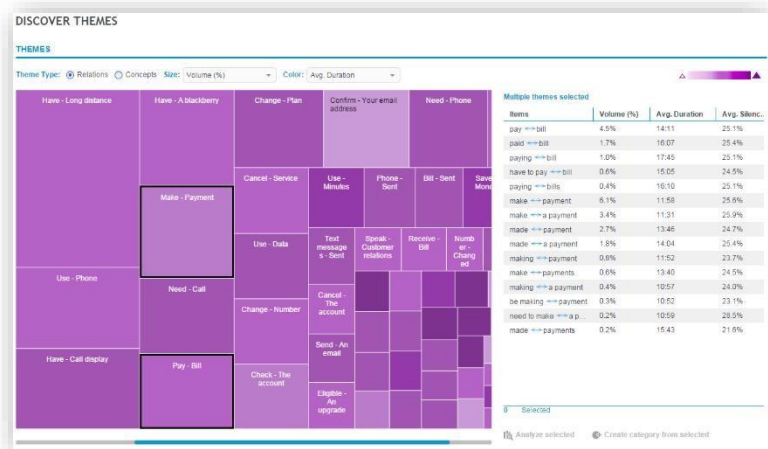
- Quickly identify and visualize changes in customer behaviors and conversation topics in the types of calls coming in as well as in the specific changes of phrases and words used by customers and agents in the interactions.

## Automated Discovery of Themes and Interaction Topics

Powered by semantic intelligence, Verint Speech Analytics automatically extracts themes from employee/customer interactions, which are significantly more intuitive and meaningful than single words or simple phrases. Themes enable users to quickly understand the main business issues highlighted in a multitude of interactions in their organization. For example “make – payment” represents the theme discussing customers calling to make a payment. All the associated terms and phrases customers and agents use to discuss this topic are automatically surfaced on the right-hand side and can be used to create a structured category or dive into further analysis. Themes differ from trends as they are surfaced automatically even if the frequency of these discussions have not changed, making sure constant lurking issues that have significant impact do not go unnoticed.

### Benefits

- Fully automated discovery of business issues and topics delivered out of the box even before any categories are set up.
- Analysts can easily dig deeper into any business issue represented by the theme content.
- With a single click, users are able to take system-generated themes that describe concepts and turn them into a system category to support longer-term structured analysis.



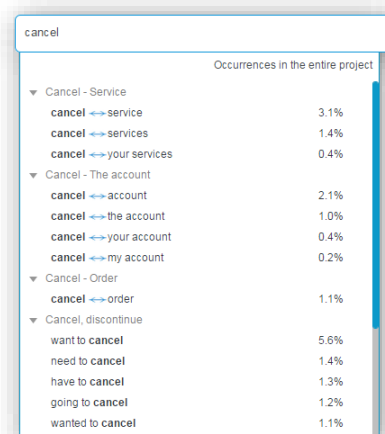
## Predictive and Guided Keyword Search

Predictive Search automatically suggests the most relevant, context-driven search terms for any ad hoc search. Verint Speech Analytics leverages the Complete Semantic Index to offer an auto-complete option and advanced semantic intelligence for additional context-based suggestions that help you build more relevant queries to quickly find the right results, avoiding the typical trial and error process of simple keyword search solutions.

### Benefits

- Eliminate trial and error of irrelevant searches.
- Greatly improve efficiency and relevancy of search results.

Like the best internet search engines that provide intuitive, userfriendly ways for people to search the web, Verint Speech Analytics allows users to conduct the same type of free-text search when searching through millions of audio interactions. Results are returned within seconds, and users can easily and rapidly find relevant calls and share the intelligence they contain with other users across the enterprise. Users can search by individual words, specific phrases, and advanced search operations.





Verint Speech Analytics also provides advanced operator search functionality. For example, Verint Speech Analytics supports searches where two words appear close together by using a NEAR operator, without having to define the exact phrase to search for. For example, “close” NEAR “account” returns interactions where “close my account”, “close the account”, “close the other account,” etc. was mentioned. The solution also supports advanced query language, such as NOTIN to find all instances of a word except when it appears in a specific phrase. For example “credit” NOTIN “credit card” would return interactions where the word “credit” was mentioned excluding cases where it was mentioned as part of the phrase “credit card.”

In addition to combining words and phrases, users can search the call opening or closing, exclude interactions with a certain word from search results, apply more importance to interactions with a certain word, and search for segments where a certain term was spoken specifically by the agent or by the customer.

Each individual business user can save his or her own unique search parameters—such as “Emotional Sales Calls,”—in easy-to-access folders on a personalized homepage for recurring use.

## Analyze Features

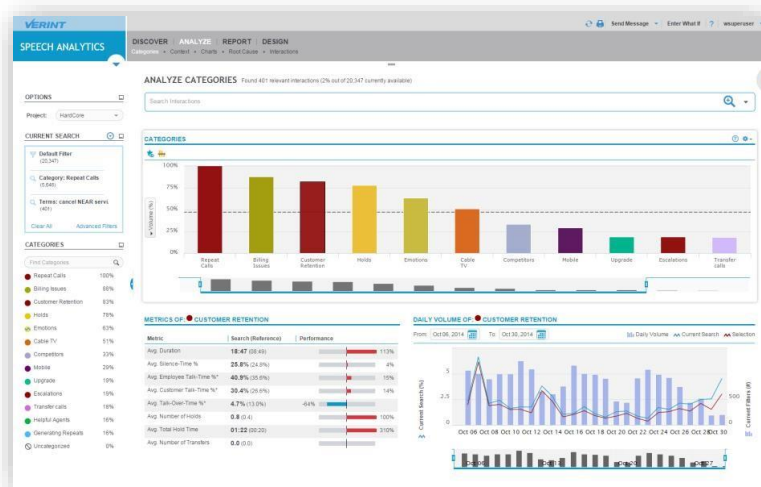
### Analyze Categories

Any automated theme or user-defined category such as first contact resolution, customer retention, complaints, website and self-service failures, etc. can be further analyzed within the Analyze section. For example, users can slice and dice the data based on any available metadata, plot the topic over time to follow longer-term trends, and evaluate correlations between different categories such as how the interactions within a

“Self-Service Failures” category may also map to other categories such as “First Contact Resolution” or “Customer Satisfaction.”

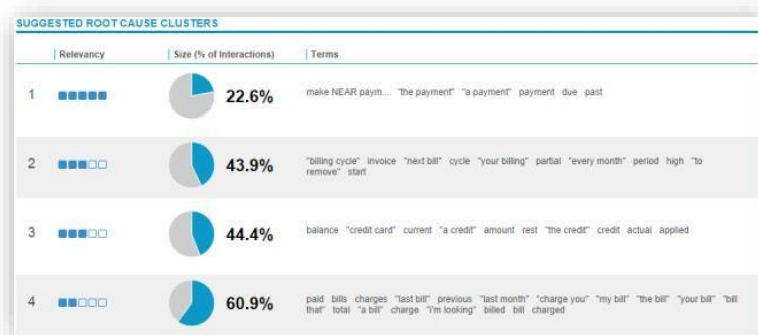
KPIs are also automatically calculated for any category or result set, showing the impact on the overall performance. For example, repeat calls are impacting average handle time by over 113 percent and the average hold time by 310 percent! **Benefits**

- Perform analysis in a powerful and flexible workspace allowing slicing and dicing of categories, themes and call topics immediately surfacing overall impact, long-term trends, and relationships between topics.
- Gain significant insights about different call topics even before listening to a single call.
- Customize your workspace and reports, for example, by selecting your favorite categories.



## Automated Root Cause

Users can understand the potential drivers of any defined data set by clustering possible root causes surfaced automatically by Verint algorithms. The capability calculates statistically significant clusters of terms and phrases within *any* search result. The uniqueness of the terms in a cluster points to a possible driver.



For example, the first root cause indicates that over 22 percent of callers in the billing category related to payment past due issues.

## Benefits

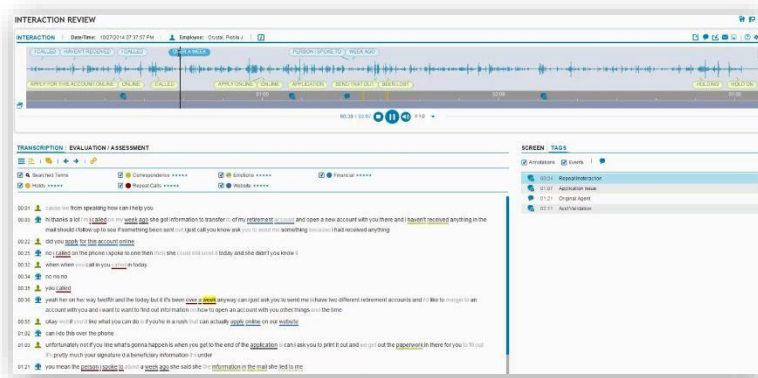
- Reduce the need for manual call listening to automatically identify statistically significant root causes.
- Guide users towards the root cause without having to know for what to look.

## Analyze Interactions

Users can immediately play back and analyze interactions retrieved by their search. They can also view an interaction's full transcript synchronized with the audio playback, highlighted searched terms, and recorded screens, and make or review annotations or tags. Taking advantage of Speech Analytics unification and workflows with the rest of the Verint Workforce Optimization suite, users can even fill out an evaluation form and give feedback to the recorded employee while listening to the call and reading the transcript.

## Benefits

- Saves up to 90 percent of the time of call listening by focusing on the most relevant calls and the most relevant segments within each call.
- Helps quickly improve agent performance by identifying behavior and skill gaps based on 100 percent of analyzed calls that are detrimental to successful outcomes of interactions.
- Unique dialogue-like visual map of the call provides powerful visualization for effectively navigating to the most relevant segments within each call and understanding the overall dynamics without needing to listen to the entire conversation.



## Report Features

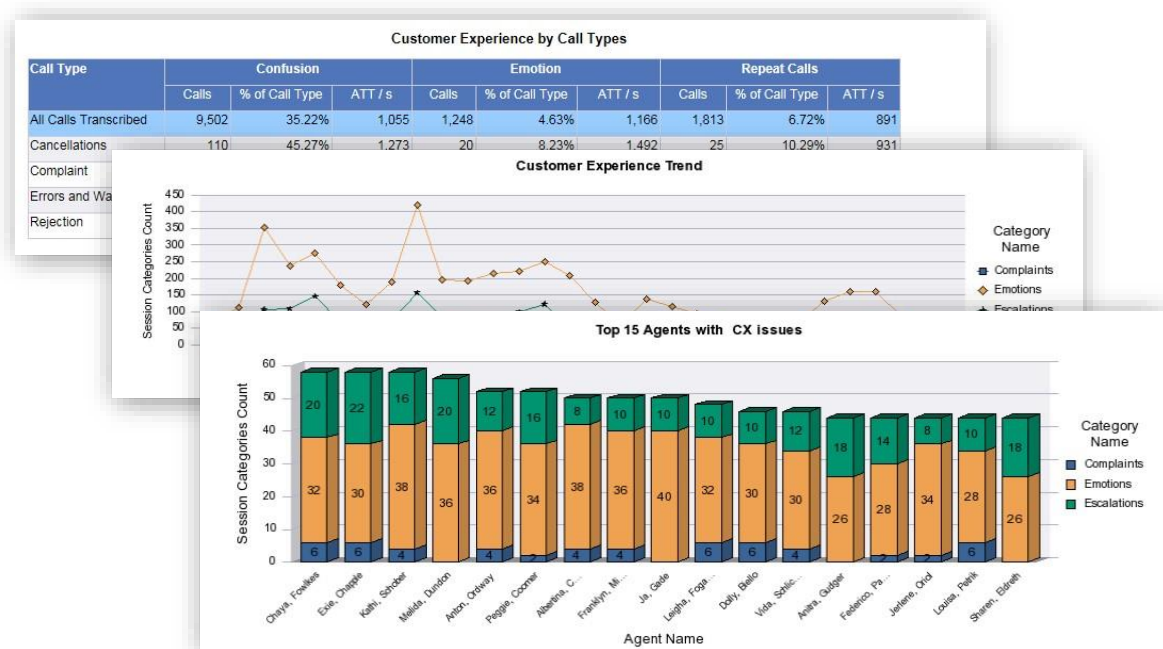
### *Built-In Reporting and Business Intelligence Tools*

In addition to the on-demand interactive web-based reports, Verint Speech Analytics includes several Business Intelligence Reports that can be run directly from the platform. These reports enable you to configure, generate, and schedule reports based on the data stored in the system. The ad hoc reporting interface provides templates that enable diverse custom reports.

A unified dashboard provides the ability to bring insights together from disparate sources: Speech Analytics, Enterprise Feedback Management, and Text Analytics.

### *Analyze Data on Multiple Dimensions*

Speech Analytics data is delivered to the Verint reporting platform for comprehensive analysis in conjunction with other data sources such as CTI, CRM, and data captured off agent desktops. The presence of this structured type of metadata, such as the number of transfers or customer identification, can help define multiple filters per category. Verint Speech Analytics can associate calls with specific individuals via agent or customer identifiers, customer profiles, account numbers, or ANI, thus offering a focused subset of calls. By correlating structured data with the unstructured content of the calls, the



solution can automatically mine for calls that concern specific customer interests or business issues such as customers at risk of churn or those with interest in new product offerings. Verint Speech Analytics, for example, can group product-specific complaint calls by VIP customers and automatically suggest that a broken promise of free delivery is the root cause for customer dissatisfaction.

### *Conduct Drill-Down Analysis with Query Visualization Tools*

Verint Speech Analytics provides a rich set of data visualization tools and charts to make critical business intelligence readily available in a visual format. These views distribute any specific call set by virtually every

data type tagged by the system. Viewing this data can provide insights before users even begin to search for interactions or play back calls. Every time users perform a search, the results are visually displayed both in a prioritized list and as a set of selectable graphical views. These visualization features make searching for relevant information simple.

## Benefits

- Manage your reports in one place.
- Use easy step-by-step wizards to select report types and content.
- Export reports to an external file for further investigation, or to share reports within the organization.
- Gain a holistic overview of operational performance metrics.

## Automated Discovery: Compare2Sets Report

One of the unique out-of-the-box reports is a comparison report that automatically identifies statistically significant differences in the language and phrases used between any two sets of calls.

By comparing the words and phrases in two specific call subsets—such as successful sales to unsuccessful sales or satisfied customers to dissatisfied customers—Verint's Complete Semantic Index technology can surface the spoken terms or phrases that are most unique to each group.

Using this unique Verint speech analytics report, customers have identified “promoting” and “detracting” words and phrases that helped them significantly improve sales conversion rates and achieve higher customer satisfaction levels. In the example below, the phrase “can I have another moment of your time,” which was used as part of the script to transition a service call to an up-sale offer, turned out to be a significant detractor to conversion rates, while the phrase “you could be earning additional interest” which was not part of the script turned out to be a very strong promoter and a much more effective for agents to transition the service call and offering a new savings account.

## Benefits

- By automatically comparing and contrasting conversations with different outcomes, users are able to immediately identify any term and phrase with statistical impact on call outcome—without needing to try numerous terms manually.

Differentiating Terms	Successful Sales	Unsuccessful Sales	Successful to 'Unsuccessful'
'Successful Sales' Unique Terms	% Occurrences	% Occurrences	% Occurrences Ratio
earning interest	35.10%	7.80%	4.50
interest	45.06%	16.23%	2.78
monthly	3.23%	0.93%	3.47
"get a good"	3.43%	1.02%	3.36
"any purpose"	12.38%	3.81%	3.25
opportunity	11.37%	3.56%	3.19
"on the table"	3.02%	1.00%	3.02
flexibility	6.57%	2.19%	3.00

Differentiating Terms	Successful Sales	Unsuccessful Sales	Unsuccessful to 'Successful'
'Unsuccessful Sales' Unique Terms	% Occurrences	% Occurrences	% Occurrences Ratio
"another moment"	0.90%	3.55%	3.94
moment NEAR time	13.98%	39.87%	2.85
"special offer"	3.56%	13.40%	3.76
"take a minute"	0.85%	3.12%	3.67
"possibly take"	1.02%	3.73%	3.66
possibly	3.54%	9.09%	2.57
suggest	1.17%	4.14%	3.54
"monthly deposit"	4.55%	15.86%	3.49
deposit	6.13%	17.49%	2.85
"like to hear"	1.89%	6.36%	3.37

- Increase sales and reduce customer churn by coaching to best practices revealed through analytics on an ongoing basis.

## Design Features

### Design Categories

This section of the application allows users to manage categories for long-term analysis and monitoring. Users can view and create new categories, while existing ones can be made “Active” or “Inactive.”

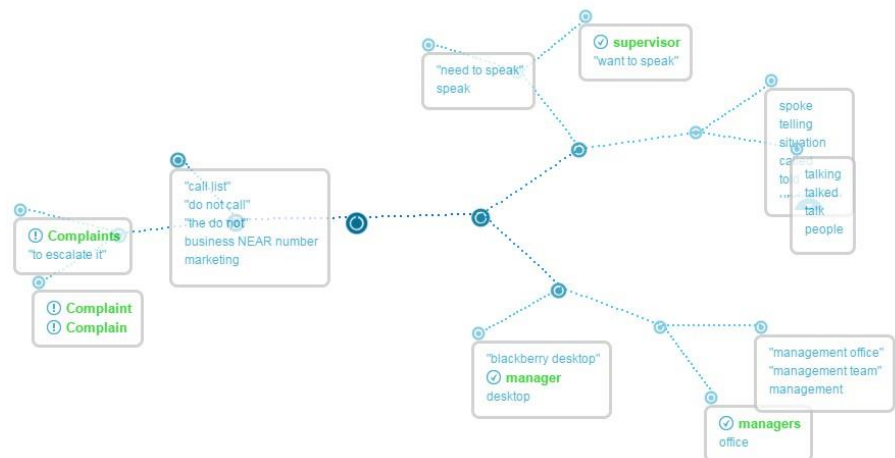
Verint’s Speech Analytics category building tools and workflows are fast and easy to learn, including one-click category creation based on automated theme discovery. Built-in tools help users identify how well terms relate to the topic of interest and guide them towards terms they may not have considered.

Users typically start building a category by brainstorming several terms. While keying in the first letters, the auto-complete feature instantly brings up a list of the most relevant (and frequently used) variations of this term. After choosing terms from the list, the auto-suggest tool automatically surfaces correlations from the **Complete Semantic Index and the semantic intelligence layer** to other unique terms used in this type of interaction. These suggested terms and phrases help refine the category definition to reflect how your agents and customers actually express themselves, in many cases using terms and phrases that you would not otherwise know exist in these specific interactions.

The terms can also be weighted with different levels of importance. This allows effective targeting of calls that relate to specific issues even when certain keywords and terms are used in different contexts. Autocomplete and auto-suggest are powerful tools that are easy to use and require no special analytical skills. However, they are sophisticated enough to provide intelligence about how customers actually express themselves in live conversations with agents, helping to build categories with greater business value.

### Benefits

- Verint solutions are easy to learn, use and apply – increasing their effectiveness and an organization’s ability to leverage them.
- The guidance features enable users to build high quality categories without linguistic or statistical expertise.
- Fueled by the semantic intelligence engine, the solution will identify and suggest additional categories to the user.





## Customer Engagement Optimization Suite and Open Platform

Speech Analytics is one of several applications that comprise the Verint Customer Analytics suite that includes Text Analytics, Enterprise Feedback Management, and Engagement Analytics for complete customer journey mapping. These solutions reside on the Verint Customer Engagement Optimization Platform. This open platform allows for effective enterprise collaboration and data integration with other critical data sources.

### Big Data Warehouse - Interaction and Category Data

Verint Speech Analytics can store all call metadata (including Computer Telephony Integration (CTI) data and custom defined fields) and speech categorization information (including all categories matching each call) in the platform Data Warehouse, available for integration with any 3rd party Business Intelligence or "big data" platform. This enables enriching of existing analysis done in other tools with insights derived from the actual voice of the customer.

### Export of Interaction Data

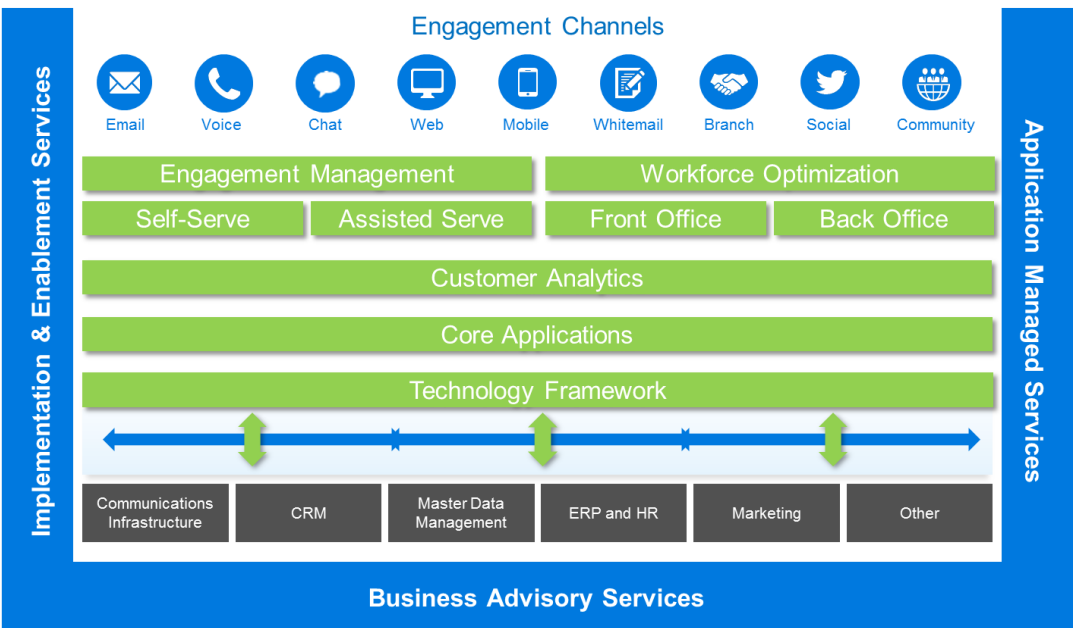
Verint Speech Analytics can export the *Complete Semantic Index™* data within the platform to Excel or other data modeling tools for further analysis. The export can include the list of interactions matching a search criteria, a random selection of interactions (automatically selected), or a specific number of interactions starting from the first interaction. The report features all the information available for each segment and the context of the search.

### Unified Platform with Unique Workflows

Verint Speech Analytics resides on and leverages the strong user administration, security, and other platform services of the Verint Customer Engagement Optimization Platform. It features several predefined business process workflows with other Verint products like Recording, Quality Management, Performance Management, Text Analytics, and Engagement Analytics. Users can leverage these workflows in the user interface for faster access to new pieces of information that facilitate better decision making.

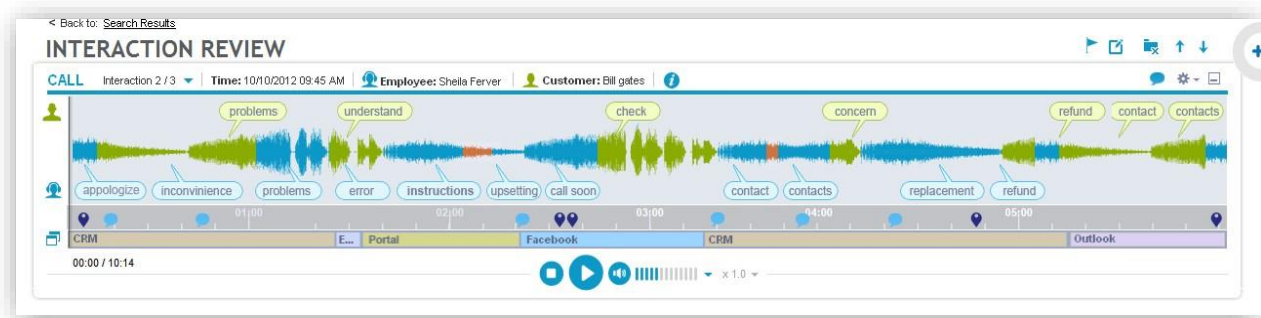


Customer Engagement Optimization Platform



## Common Interaction Player

A common interaction player is shared between multiple Verint applications like Recording, Quality



Management, and Speech Analytics. The player provides a rich audio and visual playback environment that leverages the Complete Semantic Index™ to automatically highlight phrases of interest using patented call visualization techniques, including a fully synchronized, speaker separated, interactive transcription of the entire interaction for all processed calls. Key themes are highlighted by color coding keywords and phrases. It also highlights segments of the call that include emotional areas. This universal call player brings the power of speech analytics to all users across the enterprise even if they do not have direct access to the full speech analytics application.

### Benefits

- All platform users can search for specific calls by call categories and quickly navigate to areas of interest within the call by clicking on any highlighted keyword or phrase or word within the call transcription.
- Users save valuable time in finding and reviewing the calls that matter the most, allowing them to focus attention on the most actionable elements of the interaction.

## Workflows with Quality Management and Recording

Workflows with Verint Quality Management help organizations easily evolve their quality management to focus on customer input and agent performance-driven modern practices. Verint Speech Analytics can feed the Smart Inbox in Quality Management by delivering calls of interest for evaluation based on speech categorization results. Similarly, categories and topics derived from Speech Analytics can power the practice of analytics-driven quality and transform traditional recording into intelligent call recording by reducing manual agent call dispositioning—and with richer call content based tagging of calls for easier search and retrieval.

### Benefits

- Eliminates the need to manually conduct searches by setting a quota of calls per Speech Analytics category to be delivered to a QM supervisor or business analyst on a regular basis.
- Focuses QM effort on the calls that matter most to your business and your customers.

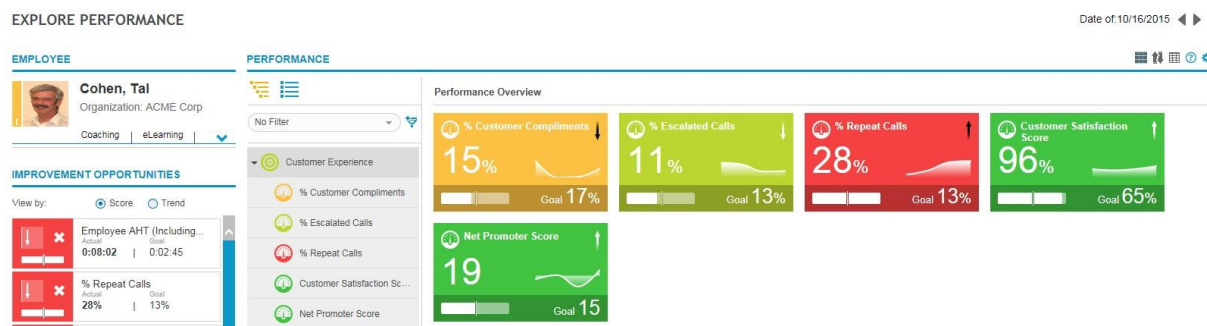


- Saves significant time in reviewing and evaluating agent calls by using the visual map call player with a fully synchronized transcript.

## *Workflow with Performance Management Scorecards*

Verint Speech Analytics categorization results are available to other applications in Verint's Customer Engagement Optimization portfolio. This includes unified, analytics-driven Scorecards to help organizations balance cost drivers with customer satisfaction drivers down to the individual agent level.

The workflow allows contact center management to drill down on agent performance in an easy-to-use scorecard that compares agents against their peers in any call content category built within the speech analytics application.



For example, combining scorecards of cost drivers such as Average Handle Time (AHT) and FCR with speech-analytics driven KPIs such as “Customer Requested Escalations,” “Repeat Call Drivers,” or “Customer Compliments” can help analysts balance cost and customer satisfaction drivers without having to be a defined user of the Speech Analytics solution. In one Scorecard, users can compare their group performance to a peer group, or even each agent’s performance to that of their peers, based on actual content of their calls.

The solution can also help provide 100 percent monitoring coverage for compliance and regulatory requirements, easily identifying cases where agents missed a required script or discuss restricted topics with customers.

## Expert Professional Services

Verint provides expert services in three areas:

- Business Advisory Services
- Implementation and Enablement Services
- Application Managed Services

These services help ensure that the application is correctly aligned with your contact center and your company’s business goals. To facilitate this process Verint Speech Analytics installations always include detailed hands-on workshops. A Verint solutions consultant specializing in Speech Analytics will work with business users inside and outside the contact center to define an initial set of business categories and to train those users to get the most impact and business value from their Speech Analytics investment.



Application Managed Services—including Business Managed Services and Technology Managed Services—are also available to offload the ongoing analysis, reporting, and acting on insights.

## Verint. Powering Actionable Intelligence.®

Verint® (NASDAQ: VRNT) is a global leader in Actionable Intelligence® solutions. Actionable Intelligence is a necessity in a dynamic world of massive information growth because it empowers organizations with crucial insights and enables decision makers to anticipate, respond and take action. Verint Actionable Intelligence solutions help organizations address three important challenges: customer engagement optimization; security intelligence; and fraud, risk, and compliance. Today, more than 10,000 organizations in over 180 countries, including over 80 percent of the Fortune 100, use Verint solutions to improve enterprise performance and make the world a safer place. Learn more at [www.verint.com](http://www.verint.com).