

SETTING EXPECTATIONS

YOUR SPEECH ANALYTICS SYSTEM WITH CALL RECORDING



IS SPEECH ANALYTICS USEFUL?

Yes, if it used correctly and configured properly. It is an excellent tool for recognizing customer patterns, customer dissatisfaction, revealing cost reductions, and improving products, processes, the customer experience, and many other things. In addition, there is the concept of “word spotting”. However, people tend to overestimate the effectiveness of word and phrase spotting when looking up call records for retrieval.

THE MYTH OF WORD SPOTTING?

That all conversations can be looked up word by word. As an example, if I need to find out the case of the missing trombone, I just simply type in “trombone” and all the calls that say the word “trombone” show up. This is not true.

THE TRUTH IS...

Speech Analytics is excellent for specific situations. It requires the sampling of calls that fall into specific categories, it does not require high (90%) accuracy, it has to analyze hundreds to thousands of phrases for effective outcomes, and customized libraries

HOW EFFECTIVE IS SPEECH ANALYTICS FOR “WORD SPOTTING”

There are two terms which are critical in determining the effectiveness of keyword spotting:

1. Accuracy (Precision Rate): Of the search results, how many calls had the actual desired result versus the number of calls displayed.
2. Detection Rate (Recall Rate): Of the search results, how many calls did it produce with the desired result versus the actual number of calls with the desired results.

EXAMPLE OF A SPEECH ANALYTICS SEARCH

The word “tomato” is said in 1,000 calls out of 10,000 calls. A search for the word “tomato” results in 1500 calls listed. Of that list there are 600 calls that have the word “tomato”. The Accuracy of this search was 40% (600 out of 1500 calls). However, the search only detected 600 of the 1,000 calls that had the word “tomato”. In this case, the Detection Rate is 60%. This example is not atypical of the accuracy and detection rates that are seen with the current call recording.

SUMMARY

Speech Analytics can be very useful, but understanding its limitations is as important as the decision to buy it. Used properly it is an excellent tool, but using speech analytics for word or phrase spotting in a call center or public safety call recording environment for call retrieval can be unreliable.



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