

daisee

Lisa

Linguistic Interpretive Semantic Analysis



Microsoft



Contents



1. Market Overview: Big Data World



2. Lisa – AI driven speech analytic

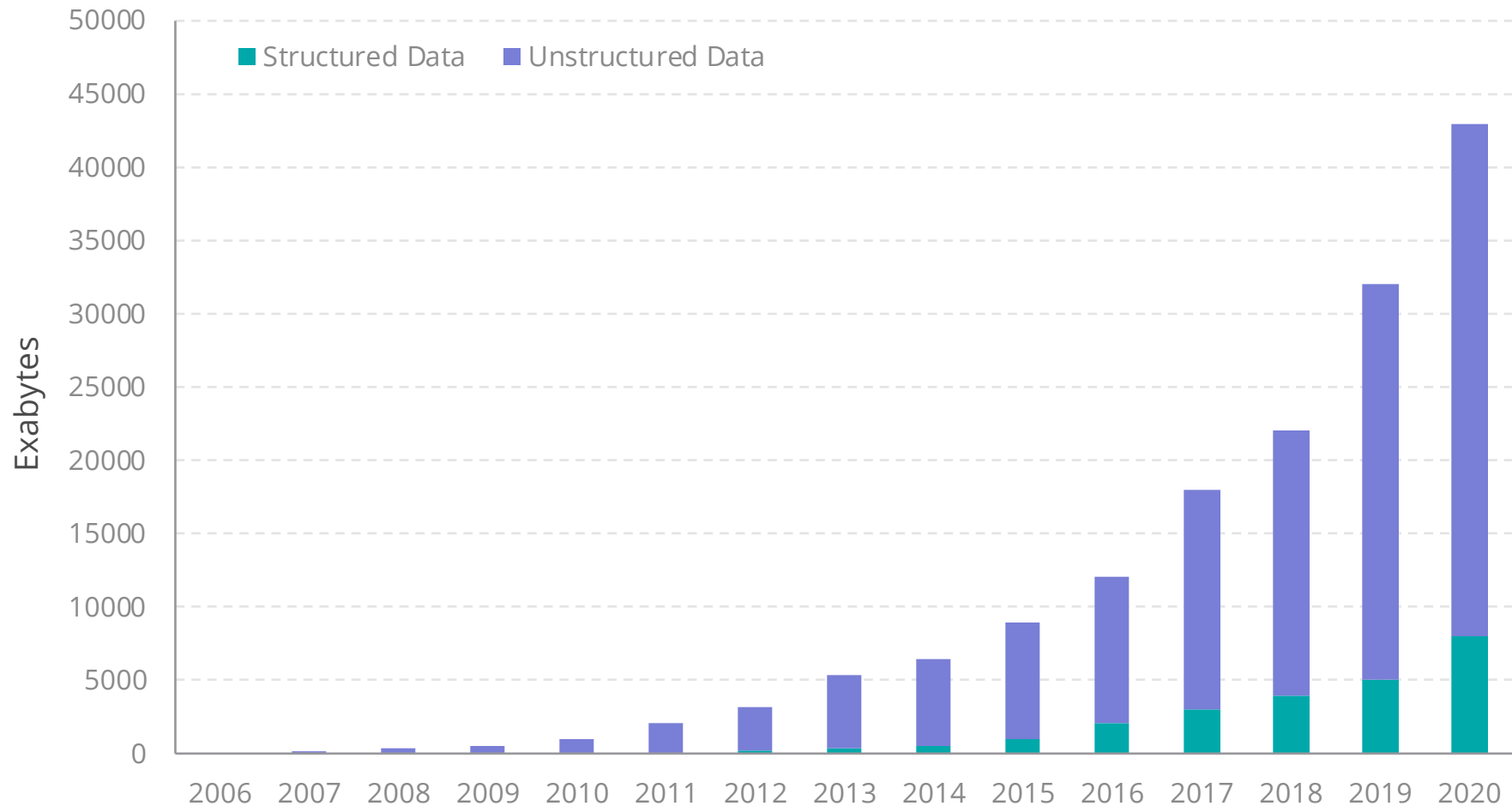


3. How does Lisa work?



4. ROI

Much of the forecast exponential rise in data over the coming years will be unstructured (ie.voice & text)



Compliance risks (and costs) show no sign of slowing down for the financial services industry

48%

Compound annual growth rate forecast for RegTech spending for US banks¹

\$1.3b

Regulatory spending for big 4 banks in 2017²

80%

Percent of time that compliance spends hunting for data (only 20% of their time analysing) – this should be reversed³

Apr 2016:

"Westpac subsidiary pays penalties of \$493,000 after breaching consumer protections"

Aug 2017:

"CBA accused of breaching money laundering laws"

Feb 2018:

"CBA's half year profit falls, costs of bank inquiries hit bottom line"

Mar 2018:

"Banking royal commission: details of NAB staff in bribery ring emerge"

"ANZ admits it does not check living expenses of loan customers"

Aug 2018:

"AMP admits deliberately charging 'fees for service', repeatedly misleading regulator"

"CBA involved in 'fees for no service' scandal"

1. <https://which-50.com/compliance-costs-lift-regtech-spending-76-billion-2022/>
2. <http://blog.deloitte.com.au/what-lies-ahead-for-the-australian-retail-banking-market/>
3. <https://www.slideshare.net/SWIFTcommunity/financial-crime-compliance>

The current QA model isn't fit for a Big Data World where every conversation matters



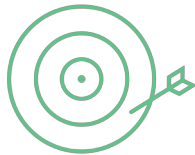
**Inconsistent
customer experience**



**Increased focus on
conduct risk**



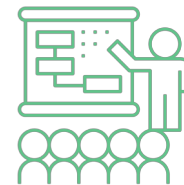
High agent turnover



**Missed commercial
opportunities**



**Insufficient
supervisory coverage**



**Expensive and time
consuming training**



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1. Market Overview: Big Data World



2. Daisee's Solution - Lisa



3. How does Lisa work?



4. ROI

Lisa delivers a
world class customer
experience by listening,
deciphering and acting
on every call, every day

Lisa is an AI application that sits on existing customer systems, listening, deciphering and acting on every call, every day, across every channel.

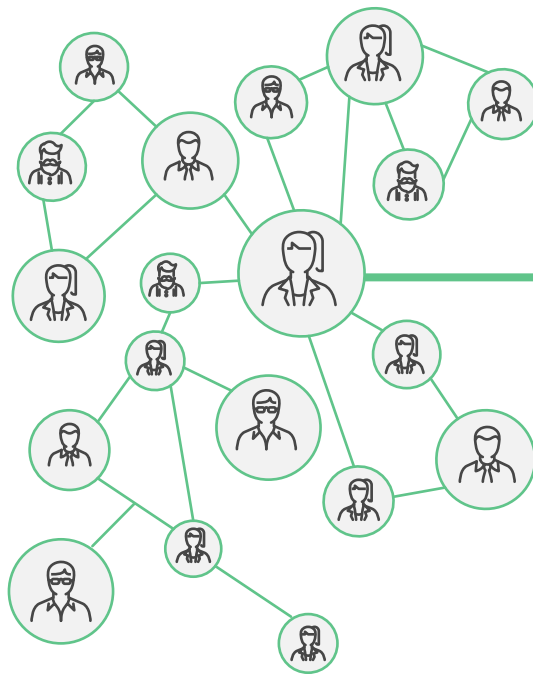
Lisa checks for regulatory and brand compliance based on a business's individual needs and priorities, identifying training needs and then checking for training effectiveness.

Lisa is designed to understand the meaning and context of sentence structures from accurately transcribed calls, and then surface insights, exceptions and recommend actions on a daily, individual and business-wide basis.

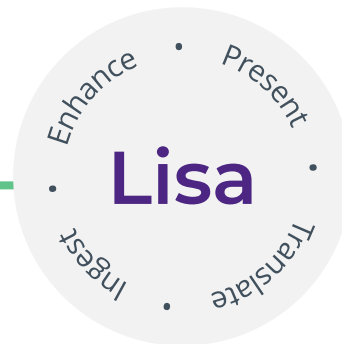


Lisa acts as 'conversational middleware', turning customer conversations into actionable insights

Millions of conversations...



...analysed & deciphered...



...into actionable insights

Compliance

QA scorecard automation
Suspicious activity alert
and prediction

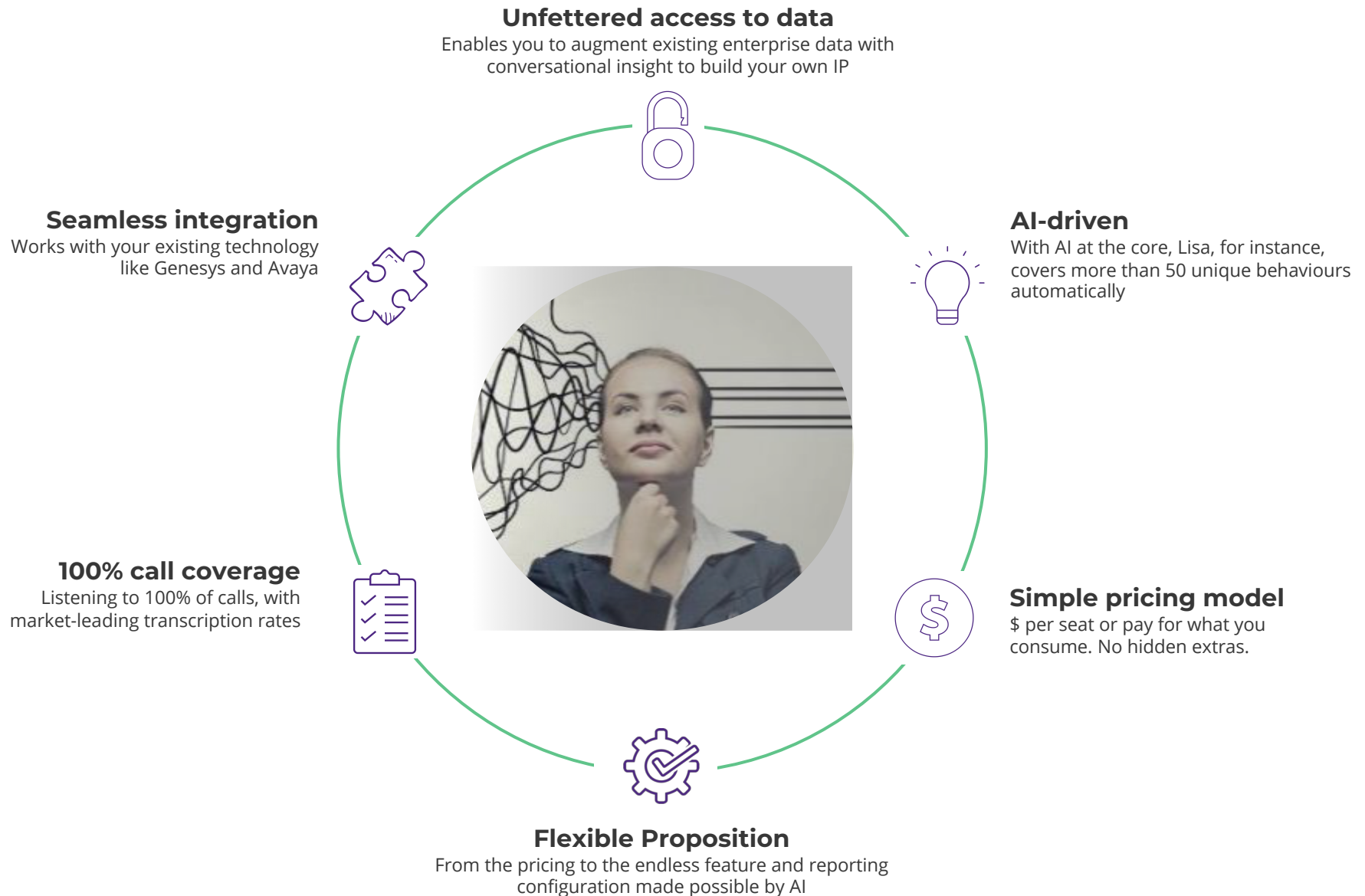
Performance

Agent performance
Improved conversion
Reduced churn

Experience

Sentiment
Customer satisfaction
Conversational behaviours

Key benefits of AI-driven, enterprise-ready speech analytics solution





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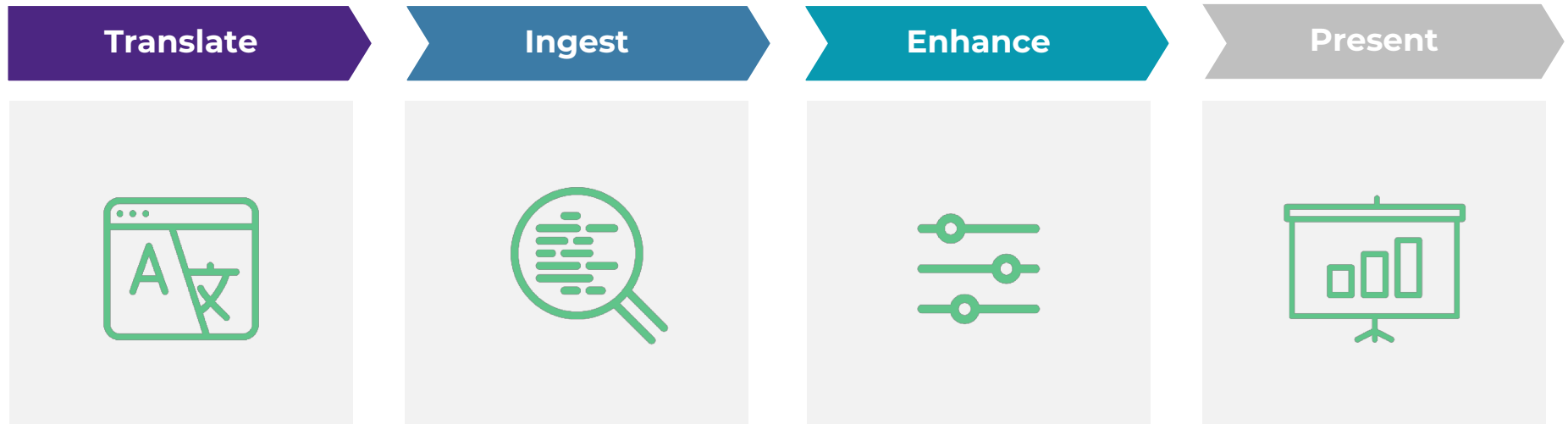


3. How does Lisa work?



4. ROI

How does Lisa work?



Translate

Enhance audio, convert speech into text and extract words with match confidence, volume, frequency, and energy.

Why Lisa?

- ✓ Integrates with existing call centre solutions
- ✓ Best-in-class speech to text engine
- ✓ Large dictionaries/vocabulary
- ✓ ~90% accuracy
- ✓ AI tags semantic elements such as confidence, volume and energy

Ingest

Natural Language Processing AI used to identify:

- Agent and customer
- Conversation sentiment
- Entities including times, dates, names, etc.

Why Lisa?

- ✓ Based on open source methods
- ✓ AI understands more than 18 entities (times, dates, names, etc) out-of-the-box
- ✓ AI provides a greater understanding of meaning and mood
- ✓ Best-in-class AI sentiment analysis



Translate



Ingest



Enhance



Present

Enhance

AI extracts elements such as

- Key phrases and topics
- Talk speed
- Customer education level
- Pauses
- Over-talk
- Silences

Why Lisa?

- ✓ No high professional fees for vocabulary customisation
- ✓ Best-in-class speech to text engine
- ✓ AI extracts topics, mines texts and performs QA automatically



Translate



Ingest



Enhance



Present

Present

- Build insight dashboards
- Best-in-class standard dashboards and reports
- Supplies data to third party visualisation apps

Why Lisa?

Lisa's Open Data policy allows customers to:

- ✓ Generate profiles based on the underpinning data
- ✓ Access & integrate insights from every conversation into other data environments
- ✓ Mix with other corporate data creating new insights and opportunities for commercial benefit.



Translate



Ingest

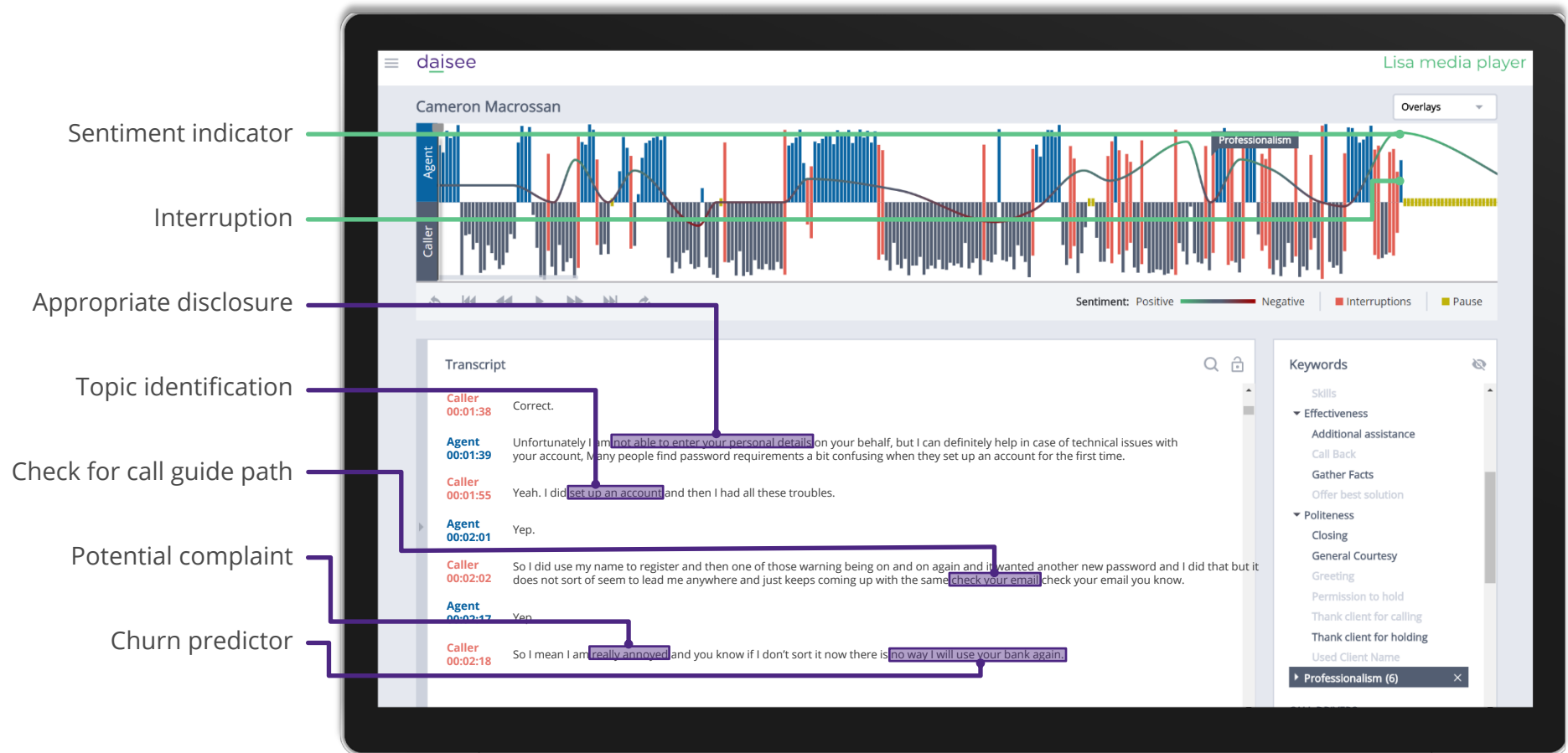


Enhance









Present

Lisa identifies key words and uses fuzzy logic to better understand context and meaning.



Lisa's AI moves Speech Analytics to a far more cost effective and flexible proposition

	Speech Analytics	AI-driven Speech Analytics
 Upfront investment cost	Large upfront investments	No upfront, pay for what you consume
 Ease of integration	Heavy product and architecture dependencies	Seamless integration with your telephony system
 Time to deploy	Months	Weeks
 Open data source	Restricted data access	Open data policy
 Transcription accuracy	~70%	~90%
 Meaning comprehension	Heavy dependence on customization and professional services	Advanced AI techniques that understand meaning



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Lisa adds value from Day 1 based on out-of-the-box functionalities and training



Productivity gains

- Improved SLAs (FCR, AHT, WFM)*
- Attrition cost reduction
- 100% QA coverage for a fraction of the cost
- Self-service optimisation



Indirect cost savings

- Reduced time to competency
- Instantaneous QA scalability
- Total compliance and easy regulation update



Revenue opportunities

- Increase new and existing customer sales conversion
- Reduce customer churn



Intangible benefits

- Improved customer experience
- Brand and Risk Compliance
- Better use of humans

Lisa can uplift agent productivity, leading to better customer and business outcomes

Opportunities to identify inefficiencies

60%

of repeat calls are due to process or training issues

10%

Reduction in silence, can lead to 1% reduction in call volume

Lisa can reduce agents' time on inefficient activities, allowing more time for more productive ones



More first call resolutions



Reduce average handling time



Replicate successful agent traits

Lisa can bring immense time and cost savings by reducing agent attrition rates

Attrition is time-consuming and costly

40%

average agent attrition rate for in-house Australian call centers (up to 200% for BPO)

\$8,800

average cost to onboard 1 new agent (recruitment, HR admin, training, additional supervision)

Lisa can reduce attrition rates, yielding significant cost savings



Increased sales commission



Reduce mundane conversations



Predict attrition factors

Lisa offers Total compliance for a fraction of traditional human QA cost

Traditional QA

2-5%

of all conversations are monitored

\$1.3B

Regulatory spending for
big 4 banks in 2017

60%

average growth rate of QA
resource spend in next 12 months

Lisa can check on regulatory and brand compliance near real time



100% coverage for a fraction of traditional human QA cost



QA scorecard **automation** covering regulatory, brand and training compliance



QM supervisors spending time on **coaching** and **adding value** to the business, rather than hunting for data



Contact us to know more

✉ Schedule a demo

✉ **Biliana.Rajevic@daisee.com or**
0487 915 400

🌐 Explore our speech analytics thought
leadership

<https://www.daisee.com/blog/>



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