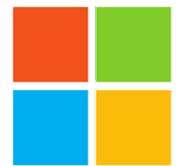


# MICROSOFT OVERVIEW

*May 2020*



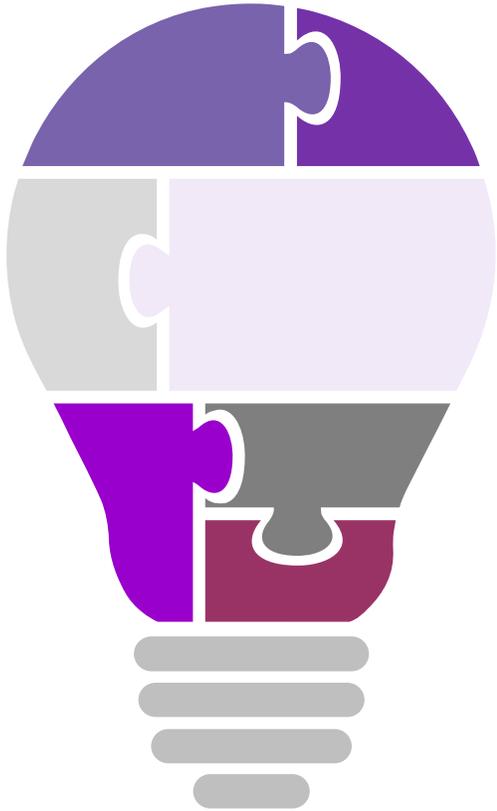
**Microsoft**



Prepared by:

**call journey**

# KEY POINTS



- Voice Data remains an untapped goldmine of big data and customers/staff insights.
- Call Journey bridges the gap between unstructured audio sources and Microsoft's environment, providing a seamless way of voice data discovery.
- Call Journey makes it easy for Microsoft customers to take their voice data and utilize the Microsoft suite of products to create insights.
- Call Journey complements the Microsoft environment.

A laptop screen displaying a data dashboard. The screen shows a line graph with a blue line and a pie chart. The pie chart is divided into three segments: a large blue segment, a smaller green segment, and a very small red segment. The line graph has a legend with 'New Visitor' and 'Returning Visitor'. The date '19 av.' is visible on the screen. The text 'We are all about VOICE data.' is overlaid on the screen. 'VOICE' is in purple, and the rest is in white.

# We are all about **VOICE** data.

Our mission is to unlock every business conversation & add Voice into the Enterprise data mix.



*A global specialist in  
voice data  
enablement – via  
Conversation  
Analytics*

## WE HELP ORGANISATIONS **LISTEN BETTER** TO THEIR CUSTOMERS AND **STAFF**

- Supercharge **business performance**.
- Transform **customer experience** and **employee engagement** and improve **ROI**.
- **Protect** your business risk.

## GLOBAL PARTNERSHIPS

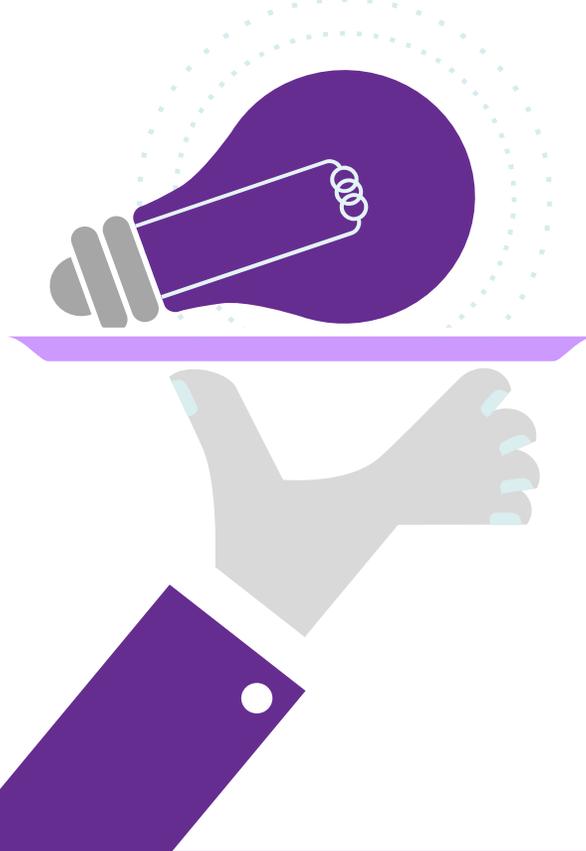


## LOCATIONS

- 📍 USA
- 📍 Australia
- 📍 Philippines
- 📍 *United Kingdom (H2/2020)*

# OVERALL SUMMARY

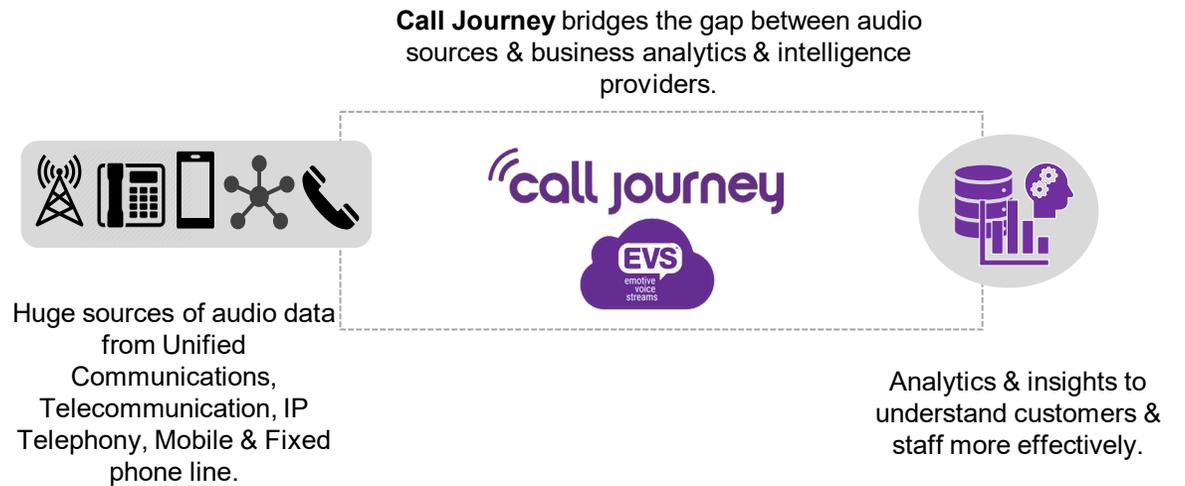
## STRATEGY



**Call Journey is in unique position.** Its market value proposition sits at the juncture of three separate, but related forces pushing businesses to use **Call Journey's** solution.

1. The continued thirst for and adoption of big data analytics.
2. The need to understand customers and staff much more effectively.
3. The growth and speed of deployment and development of artificial intelligence.

**Call Journey** bridges the gap between audio sources (*large scale contact centre audio, telecommunications, unified communications*) and business analytics and intelligence providers (MICROSOFT, SalesForce, SAP, SAS), transforming unstructured voice data into structured data full of actionable business insights.



# VOICE DATA

Untapped source of rich customer insights.



■ New Visitor ■ Returning Visitor



# THE PROBLEM

## VOICE DATA: *The Missing Piece*

Despite the rise of Omnichannel Customer Engagements, voice interactions continue to play a vital role in all business today.

But *Voice Data is often overlooked* in the data mix.

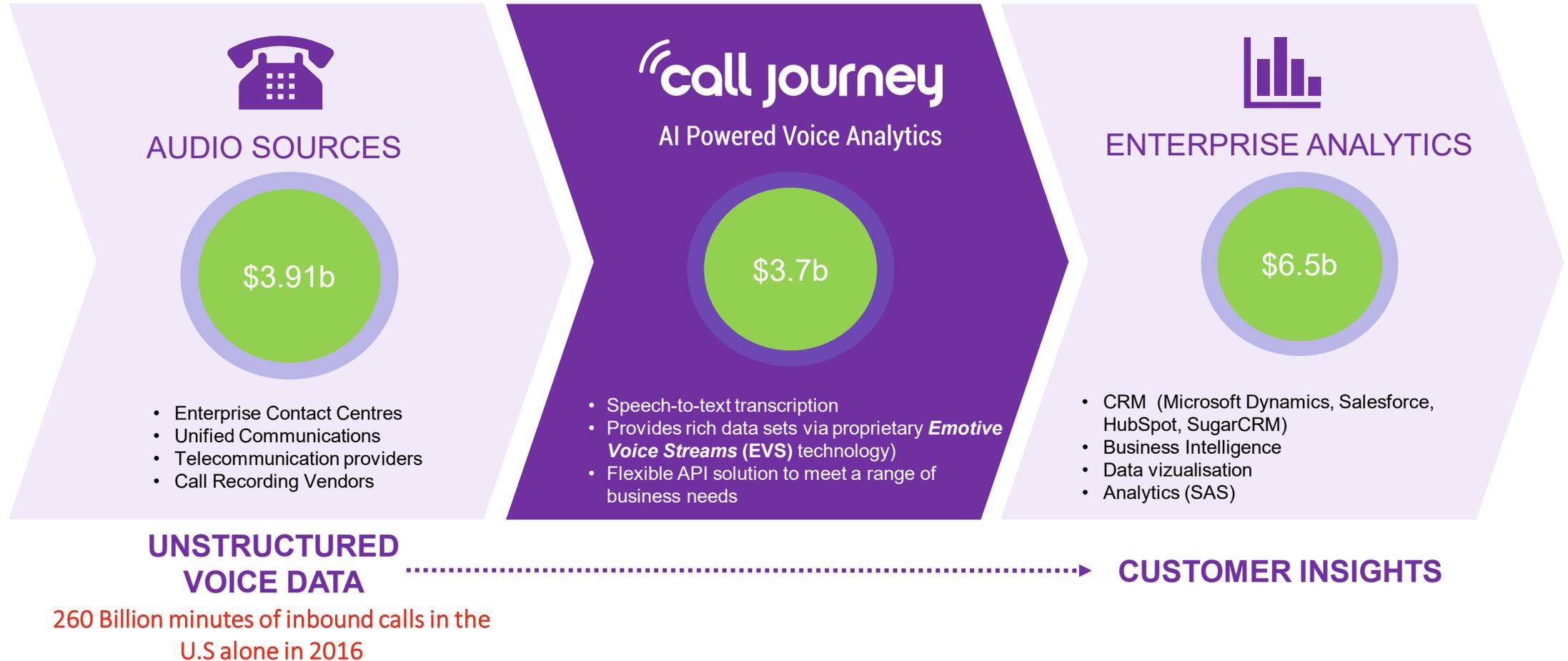
Each conversation that takes place in an organization poses an **opportunity** or a **risk**.

Currently, in an average ten-minute call, an alarming **98% of the conversation is largely ignored** with most of the focus for analysis aimed at the post-call survey.



# THE OPPORTUNITY

Turning unstructured voice conversation data into business value.



# THE OPPORTUNITY

Turning unstructured voice conversation data into business value creates massive global opportunities for Microsoft and Call Journey.



**Speech Recognition market** that's anticipated to be worth **\$21.5 billion by 2024**, according to Markets and Markets.



**An hour of processed audio** is approximately 600KB in size



**Voice data** interacts with much of the **Microsoft Ecosystem**: Azure, D365, Power BI, Power Virtual Agents



It's estimated that one of our partners process **over 20 billion voice-based customer experiences** every year



Globally there are **hundreds of different audio formats and call recording software** solution vendors

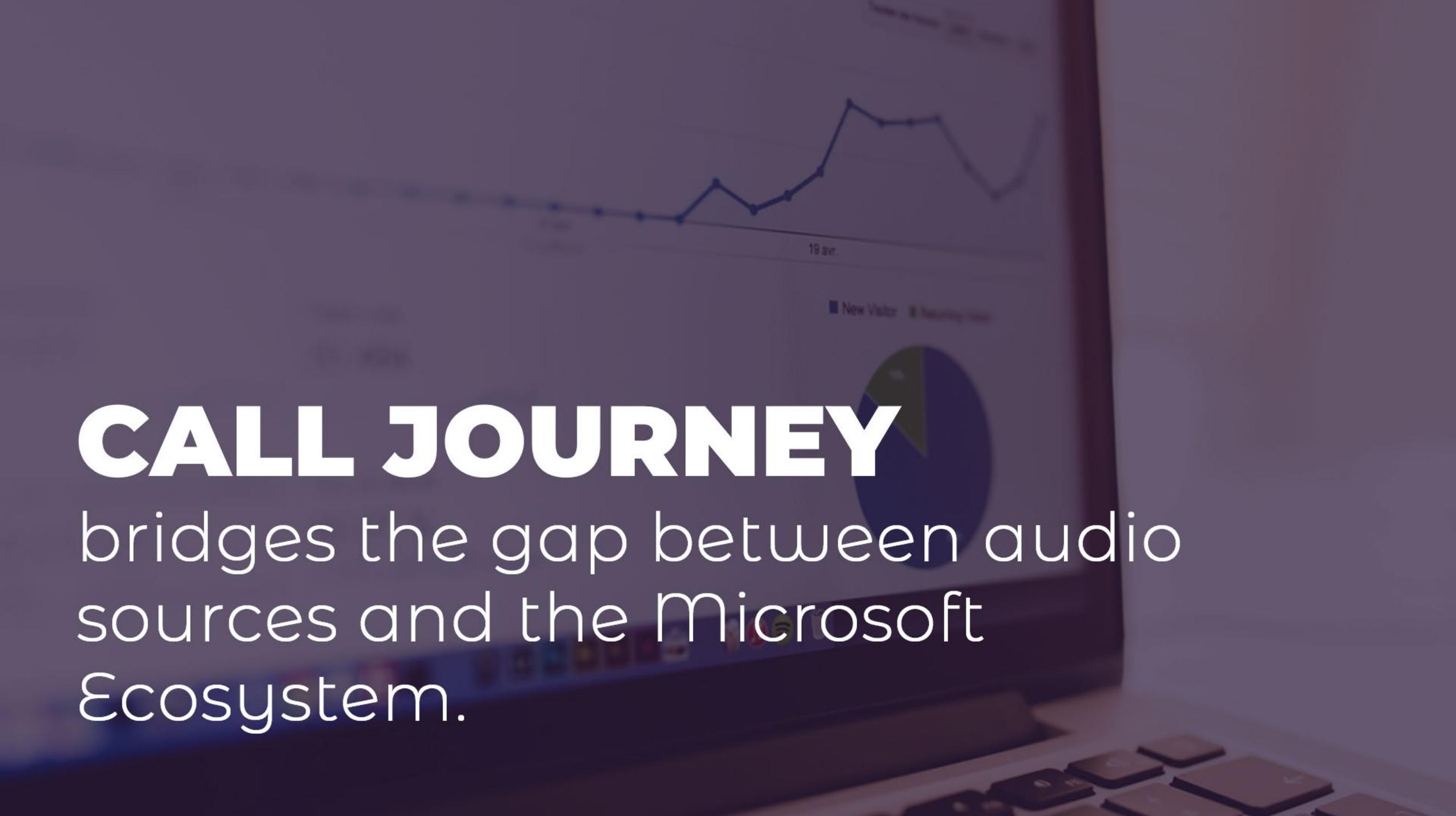


The market size just in the U.S, measured by revenue, of the **Telemarketing & Call Centers industry** is **\$25.1 billion in 2020** according to Ibis World.

# CUSTOMER CHOICE

Customer choice for customer insights and analytics software is significant and voice data has a huge part to play. Driven by customer demand, Call Journey has developed a ubiquitous data connector for these environments.



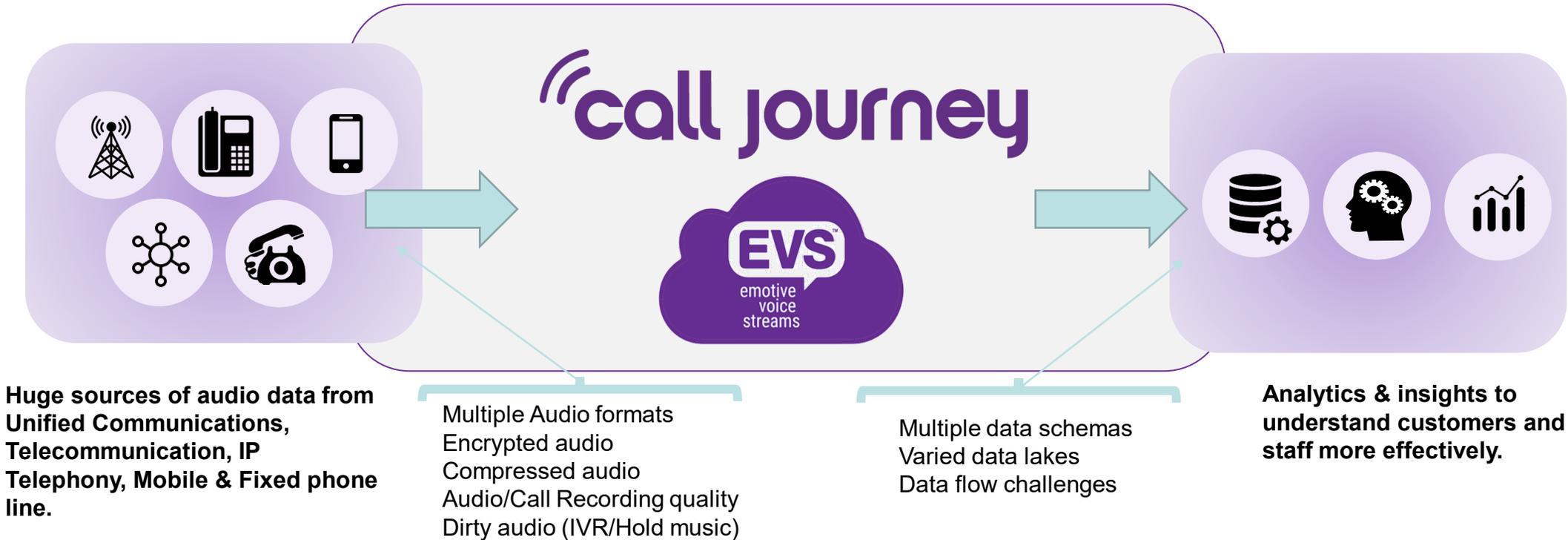
A laptop screen displaying a data dashboard. The dashboard features a line graph at the top with a blue line and a legend below it that includes 'New Visitor' and 'Returning Visitor'. Below the line graph is a pie chart with a blue and green segment. The text '18 av.' is visible near the line graph. The background is a dark, blurred image of the laptop and its keyboard.

# CALL JOURNEY

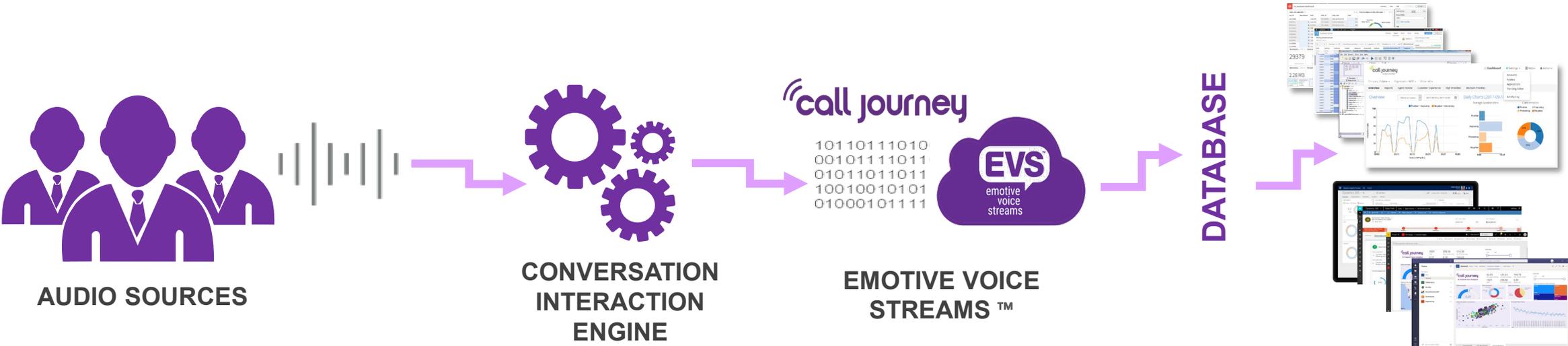
bridges the gap between audio sources and the Microsoft Ecosystem.

# CALL JOURNEY OVERALL ENVIRONMENT

Call Journey bridges the gap between audio sources & business analytics and intelligence providers.



# FROM RECORDED CALLS TO ANALYSIS AND INSIGHTS



**Organisation**  
owns and holds “unmined”  
data (conversations)

**Call Journey - Captures and Processes** recorded data. Synthesises it into high confidence transcription using a high confidence 3 level process.

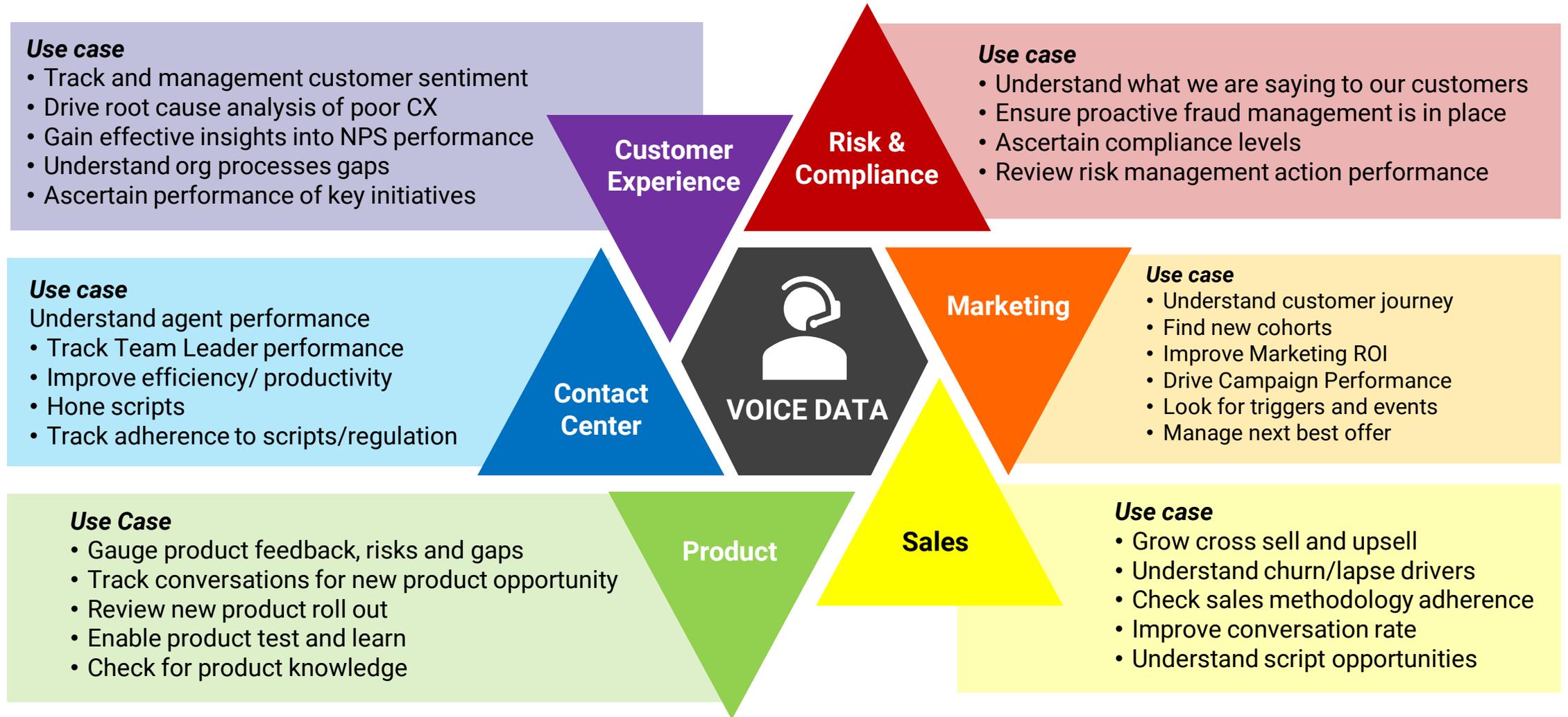
Voice data output consumed in upstream analytics environments

A laptop screen is shown in the background, displaying a line graph with a blue line and a pie chart. The text is overlaid on a dark blue semi-transparent background.

# **CALL JOURNEY**

makes it easy for Microsoft customers to take voice data and use Microsoft suite products to create insights.

# VOICE DATA HAS MANY INTERESTED PARTIES



# VOICE DATA HAS MANY SOURCES

## CALL RECORDINGS / CSaaS



## VC / UC SOLUTIONS

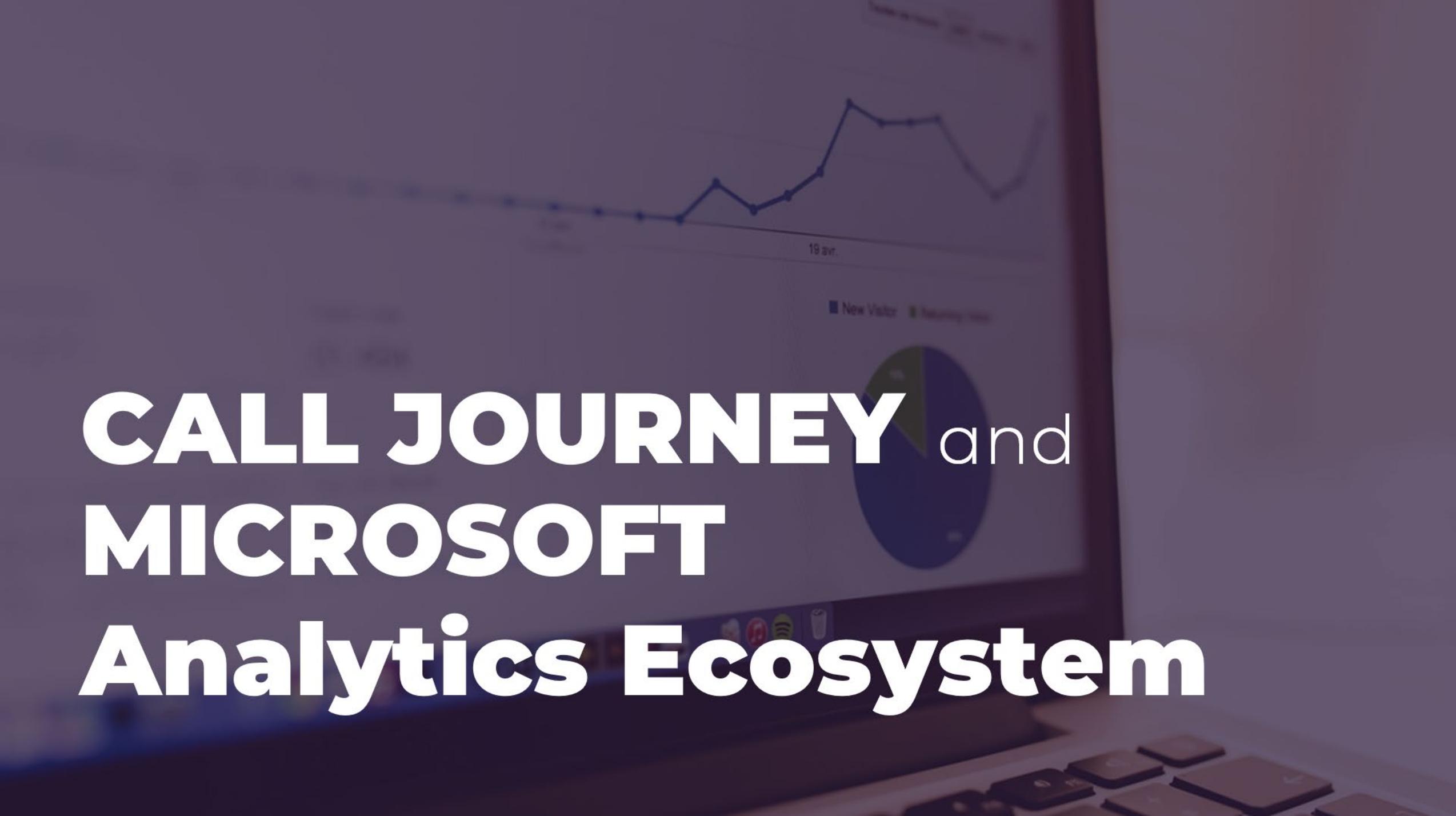


## CARRIERS



# VOICE DATA HAS MANY AREAS TO LAND THE BI/ANALYTICS WORLD



A laptop screen displaying a data analytics dashboard. The dashboard features a line graph with a blue line and a green line, and a pie chart with a blue and green segment. The text "CALL JOURNEY and MICROSOFT Analytics Ecosystem" is overlaid on the screen in white, bold, sans-serif font. The background is a dark, blurred image of the laptop and its keyboard.

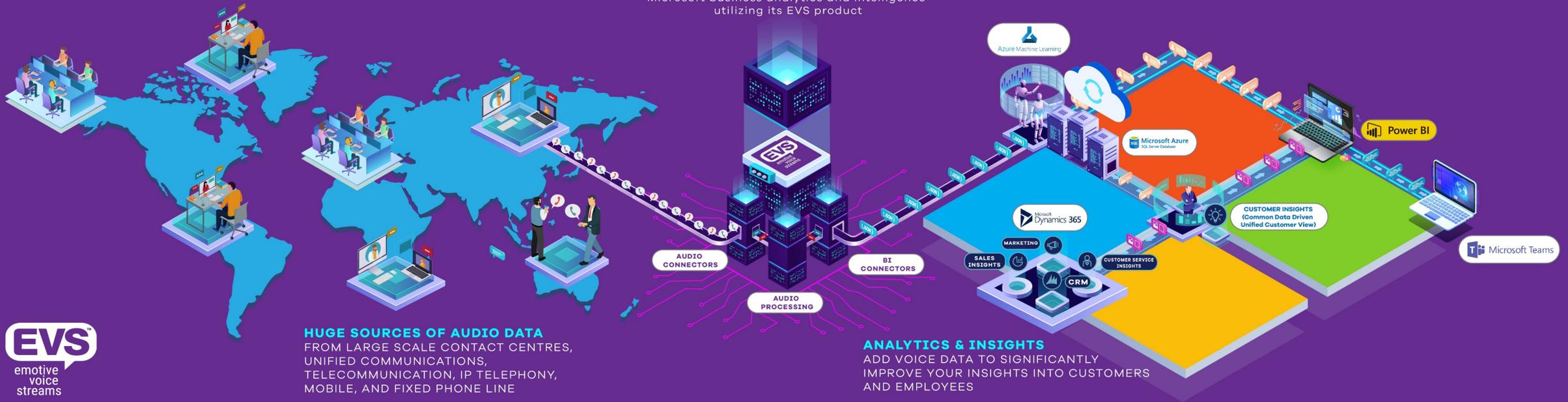
**CALL JOURNEY** and  
**MICROSOFT**  
**Analytics Ecosystem**

# call journey

AI Powered Voice Analytics

## BRIDGES THE GAP

between vast audio sources and Microsoft business analytics and intelligence utilizing its EVS product

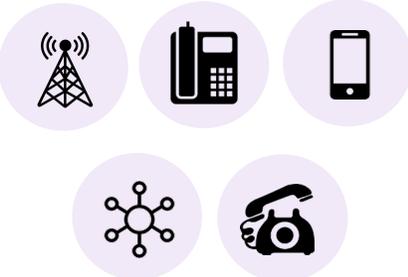


**HUGE SOURCES OF AUDIO DATA**  
FROM LARGE SCALE CONTACT CENTRES,  
UNIFIED COMMUNICATIONS,  
TELECOMMUNICATION, IP TELEPHONY,  
MOBILE, AND FIXED PHONE LINE

**ANALYTICS & INSIGHTS**  
ADD VOICE DATA TO SIGNIFICANTLY  
IMPROVE YOUR INSIGHTS INTO CUSTOMERS  
AND EMPLOYEES

We streamline the process that allows customers to analyze their voice interactions in Microsoft's Ecosystem.

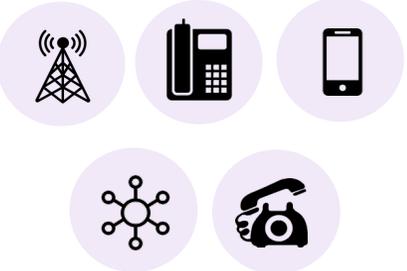
# MICROSOFT ECOSYSTEM



**CONTACT CENTRE  
AUDIO**



# MICROSOFT ECOSYSTEM



The collage displays several Microsoft ecosystem components:

- Dynamics 365 Customer Insights:** A central dashboard showing customer profiles (e.g., Patti M.), KPI summaries, and case volume drivers. It includes a navigation menu with Home, Customers, Segments, Measures, Intelligence, Data, and Admin.
- Power BI:** Multiple dashboards for 'call journey' AI Powered Voice Analytics. One dashboard shows CSAT leverage (0.49) and CSAT by city (USA, Canada, Mexico). Another shows CSAT and Sales by Customer with a scatter plot. A third shows CSAT and Sales by City with a map of the United States.
- Azure Machine Learning Studio:** A screenshot of a 'Predictive NPS' project workflow, showing steps like 'Train Model' and 'Evaluate Model'.



# STATUS

- Azure up and running
- Microsoft Machine Learning Studio operating
- Customer insights up and running
- Pushing data into Dynamics 365
- Pushing data into Power BI and Teams

# OUR NEXT STEPS

- Omnichannel
- Marketing Insights
- Sales Insights
- Expanding our Machine Learning models (e.g. topic analysis, sentiment analysis, etc.)
- Microsoft Speech Engine Integration

# OPPORTUNITY

Microsoft could utilise [Call Journey's solution](#) to:

- Access non-Teams audio
- Provide an easy audio flow consumption widget for Microsoft Customers to get existing large-scale contact centre conversation data into the Microsoft environment
- Provide an eco system to easily connect upstream multiple audio sources to a downstream Microsoft environment
- Get a head start on audio into Microsoft Customer Insights (contact centre audio) and accelerate adoption
- Add additional data volumes via the CDS to Microsoft Sales Insights via non-Teams audio
- Add complimentary and untapped data into multiple MS environments (Sales Insights, Customer Service Insights, Market Insights, Human Resources Insights)

# NEXT STEPS

- Demo/discussion with Chandra and team
- Discuss potential market approach (i.e AVTEX)
- Pathway to “promote” the Call Journey solution to drive CDS and 365 solution suite adoption
- Internal introduction to appropriate MS staff (i.e. Teams, Sales/Market Insights)