CLARABRIDGE

CLARABRIDGE vs LEGACY SPEECH ANALYTICS

A Comparative Assessment

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Legacy contact center vendors such as Verint, NICE-Nexidia and Genesys, typically offer speech analytics as an add-on module to their workforce management tools or embedded within their overall suite. These speech analytics tools are often heavily discounted, but the real cost is felt in the long time it takes to get relevant insights that drive continuous value.

This report compares Clarabridge with legacy speech analytics on the basis of critical capabilities needed for modern contact center operations and the next generation customer experience analytics.

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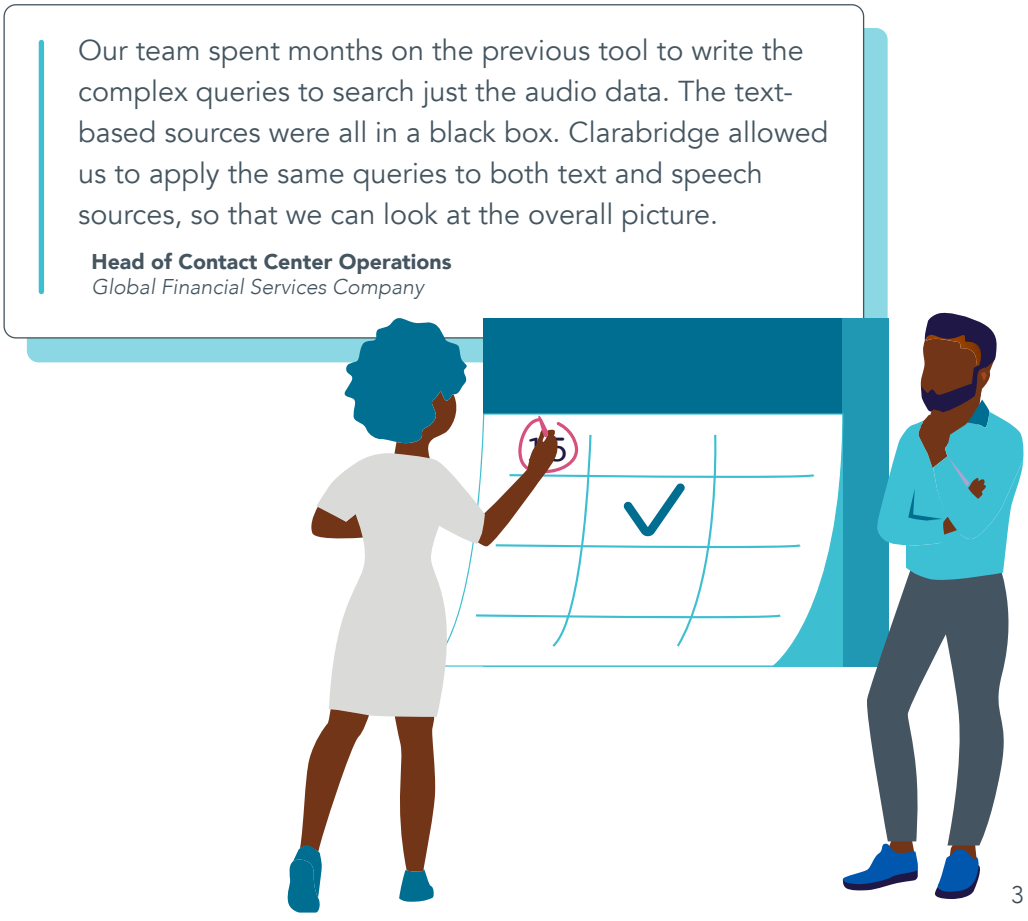
Omnichannel Analytics versus Speech-only Approach

Legacy contact center solutions were designed for workforce management (WFM) focused on agent staffing and operational SLA's, with customer-focused analytics as an afterthought. Over the years, vendors have slowly incorporated speech analytics into their offering, sometimes by acquisitions (such as Nexidia by NICE). These tools are optimized for only a single communication channel: conversations over a phone line. Calls are recorded for compliance and quality assurance, but audio recordings do not mingle well with text-based channels like email and messaging. As a result, most analytics tools for an omnichannel contact center only work on the communication channel they support. This limits contact centers from meeting their customers where they are and adds unnecessary time and expense to look for a single view of the operations. Because of these limitations, most organizations using legacy speech analytics maintain their data silos, never get an integrated view across all data sources, and suffer from unwanted costs.

Clarabridge was designed from the ground up as an integrated omnichannel Customer Experience Management hub. We ingest structured and unstructured data across a wide variety of sources of customer feedback (call recordings, chats, emails, SMS, social networks, private messages, ratings and reviews, blogs, forums, surveys, etc.) to provide a unified view of all Voice of the Customer (VOC) data. This data unlocks potential for new insights for contact center operations, improves customer service and lowers customer effort.

> Our team spent months on the previous tool to write the complex queries to search just the audio data. The text-based sources were all in a black box. Clarabridge allowed us to apply the same queries to both text and speech sources, so that we can look at the overall picture.
>
> **Head of Contact Center Operations**
> *Global Financial Services Company*



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Speed to Insight at Scale: Hours versus Weeks

Understanding the topics of conversation using legacy speech analytics requires hours of complicated query writing – and that's just to surface requested keywords. Understanding the grammar and meaning of a conversation requires a Natural Language Understanding (NLU) engine. Legacy tools are incapable of mapping conversations to pre-built topic models. Instead, queries need to be developed independently from scratch and then grouped together into hierarchies (essentially recreating the wheel every time). This makes the act of creating and leveraging topic models cumbersome, if not impossible. This results in longer deployments and slower speed to insights.

Clarabridge has the fastest time-to-value among all vendors. Our NLU engine maps customer feedback to industry-tuned topic models covering a wide range of use cases. Our customers choose from over 150+ pre-built topic models and start seeing insights as early as the next day once the data is loaded. We also provide Theme Detection to uncover unexpected topics of conversation. Clarabridge models are easy to build and customize using a business-user friendly application (no coding, no complex queries). Applying these models to very large data sets, we help uncover important issues that other platforms miss.

> You guys showed us more in 45 minutes than I saw over 2 days at the other product's training.
>
> **Prospect**
> *Major Auto Insurance Company*

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Deep Insights with Speech-to-Text versus Shallow Phonetics-Based Spotting

Legacy speech analytics tools rely on phonetics – capturing how the words sound and matching with an index file of target words. They look at speech and text data differently and fail to provide a consistent view of the entire CX data. In addition, looking for meaning in a call, based on the pattern of sounds has proven to be expensive and unsatisfactory. Word-spotting is useful to look for known terms but misses on identifying new and emerging trends.

Misses the Context and Depth

Phonetic queries are only able to spot high-level keywords and miss out on understanding the intent and meaning of what is being said. This results in an inability to map to sophisticated topic models that support drill downs for deeper insights.

Complex and Inflexible

It takes months to create a handful of phonetic queries. These follow a complex format and cannot be modified by a business user. This means users cannot easily change their queries to spot emerging trends or respond to changing business needs.

Higher Storage Footprint and Cost

Phonetic queries need high quality audio to be retained for analysis. Vendors charge a hefty amount to retain audio beyond 60 days. Historical analysis becomes expensive and trend analysis is effectively non-existent.

Doubles the Operational Burden

Phonetic queries cannot be reused for text data from emails, chats, social media and other sources. Separate queries need to be created for all the other sources of feedback. These queries then run on separate databases.

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What does the word 'outstanding' mean?

"The service was outstanding."	**"You have an outstanding balance"**

Context Matters.

Clarabridge transcribes the entire call into text that produces much higher accuracy at a faster speed. While old-school transcription simply matches phonemes to dictionary words, our transcription engine understands the grammatical context of words and phrases. We then apply rules and machine learning-enhanced Natural Language Understanding to map voice of the customer data to industry-tuned topic models and derive additional insights around sentiment, emotion, effort, and intent. Our approach has four key advantages:

- An interaction is not always about a single topic. Our text analytics engine analyzes every phrase of the transcribed text using NLU tuned over a decade for customer experience conversations. This enables us to identify all topics and sub-topics within a single interaction. This granularity supports root cause analysis and drives actionability.
- We can transcribe speech to text faster and at a higher quality. We can transcribe up to 1000 audio-hours of speech in just 1 hour. Faster, better output means more reliable analytics and insights.
- Our models can be easily customized using a business user-friendly interface. This makes it much easier to customize the topics for changing business needs.
- The total cost of ownership is much lower, because there is no limit to the amount of text data that can be stored. This also makes it easy to analyze trends over time and perform historical analysis.

> It took us 8 hours to write, test, and implement a query in the previous tool. We created over 350 queries, spending more than 3000 hours overall. Clarabridge did much more than that in a matter of few hours.
>
> **VP of Member Experience**
> *Large Health Insurance Company*

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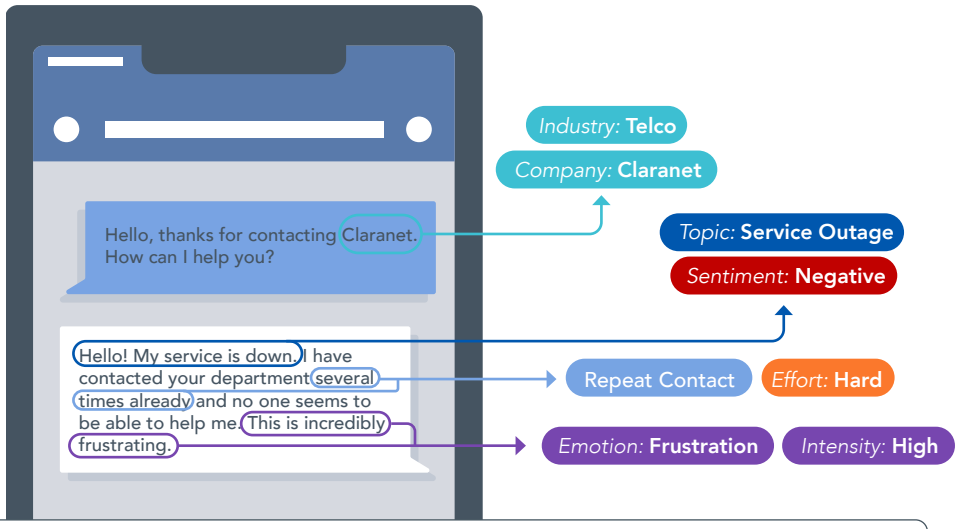
Understand the Meaning at Scale: Advanced Enrichment Based on Natural Language Understanding versus Basic Tagging

A customer can express varying levels of sentiment across various topics within a call. Legacy speech analytics tools assign basic sentiment tags reflecting the call as a whole. This does not offer a sufficient degree of granularity to understand CX insights.

Clarabridge offers many NLU enrichments out of the box including sentiment, emotion, emotional intensity, effort, intent, call reasons and spam detection. Only Clarabridge can accurately quantify and report on abstract concepts such as anger, confusion, joy, hope, anticipation and sadness. Clarabridge also detects named entities and industry terminology including products, brands, companies, industries, people, phone numbers, email addresses, emojis, currencies, measurements and events.



> We had a dedicated analyst for our previous tool who would spend weeks on identifying root causes and creating reports. Clarabridge is much better suited for advanced CX analysis such as Category Suggestions, Intent Detection, Emerging Themes Detection, Sentence Types, Emotion, Sentiment and Effort Scoring.
>
> **VP of Customer Experience**
> *Fortune 500 Customer*

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Superior Transcription Quality versus Inaccurate Output

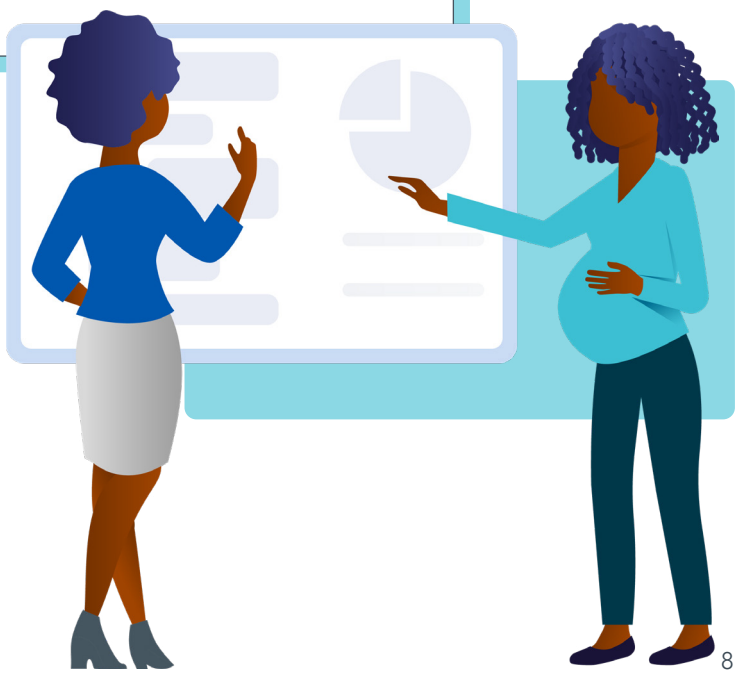
Recently WFM, vendors have started transcribing voice to text, but the transcriptions have low quality, the process is slow, they fail to capture the meaning of the call and omit important grammatical markers. In addition, they typically use limited, open-source libraries for text analytics.

Clarabridge transcripts are of much higher quality than legacy transcripts. Machine learning and industry-specific tuning make our transcriptions legible, useful and rich for downstream analytics. Our pre-built vertical-specific transcription models improve the accuracy of industry-specific terms that other products miss. Clarabridge transcription correctly displays numbers and currency amounts that can add immense value during analytics and reporting.

Bad transcripts miss:

- Words
- Meaning
- Speaker separation
- Grammar
- Context
- Formatting
- Industry-Specific Terminology

> Clarabridge transcipts are easily legible, and topic recall was 20% higher on average when we compared them with other speech analytics tool.
>
> **VP of Contact Center**
> *Major Healthcare Enterprise*



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Insights Discovery: Dashboards purpose-built for VoC versus Static Layouts

Lack of an NLU-driven analytics limits the ability of legacy speech analytics tools to prepare data that could be specifically used for VoC reporting. Being focused on WFM for a long time, their dashboards are often limited to reporting on just high-level keywords or meta data from call recordings. They offer limited or non-existent drill down functions, making exploratory analyses challenging. They also lack the agility and flexibility to adapt to changing business needs.

Clarabridge dashboards are tailored for VoC reporting and provide a way to easily visualize actionable findings. Visualizations such as the associated word cloud and clickable graphs make insights much more accessible. Clarabridge offers a robust governance and control, and unique filters can be applied to manage access and permissions. Customers can share dashboards across thousands of users, and still be confident that each group only sees the data pertinent to itself. Finally, our pre-built contact center reporting frameworks can bridge the VoC with financials. For example, we can report on the dollar impact of specific topics that could be automated.

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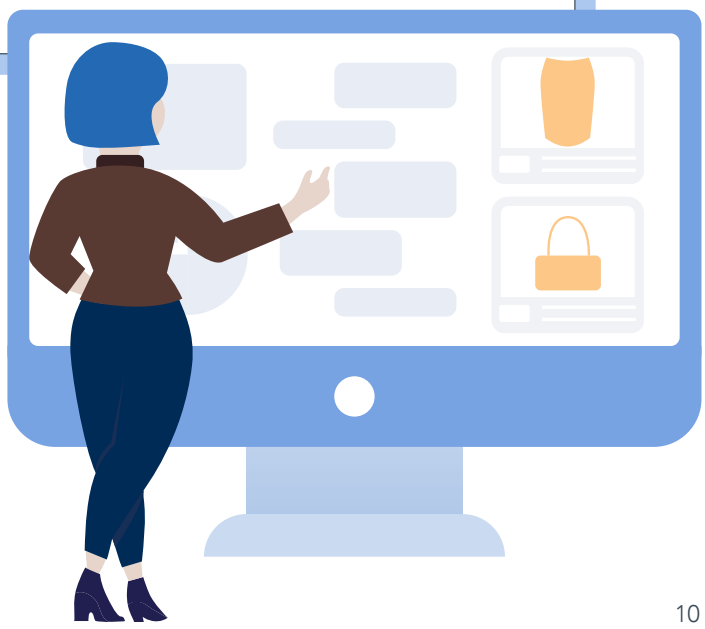
Scalability for Big Data versus Data Constraints

Legacy speech analytics products cannot scale to large data volumes or complex data analytics. For example, they impose limits on the number of topics that can be queried, typically less than 200. Not more than 25-30 keywords can be tracked within these topics. This makes it difficult to put the topics into a hierarchy for easy categorization, and limits the solution's ability to scale as the use cases grow.

Clarabridge is a modern, multi-tenant SaaS application that takes the burden of data management, data flow and data volume headaches out of your data center. Our platform is built to be enterprise-grade for big data analytics – and supports customers today with hundreds of millions of feedback records, many languages, thousands of users per data set, high performance query and analytics, and solutions that link data sources across social, CRM, survey, review sites, panel, voice recording platforms to truly understand the customer journey and customer experiences. We can scale up to meet your peak loads and future growth.

> Clarabridge helped us get a unified view of both our contact centers and CX data. We had no idea we could easily spot the topics that are making customer switch channels from website to contact centers, racking up costs. We were able to quickly introduce more self-service options because of this, saving us millions.
>
> **VP of Customer Insights**
> *Large Retail Company*



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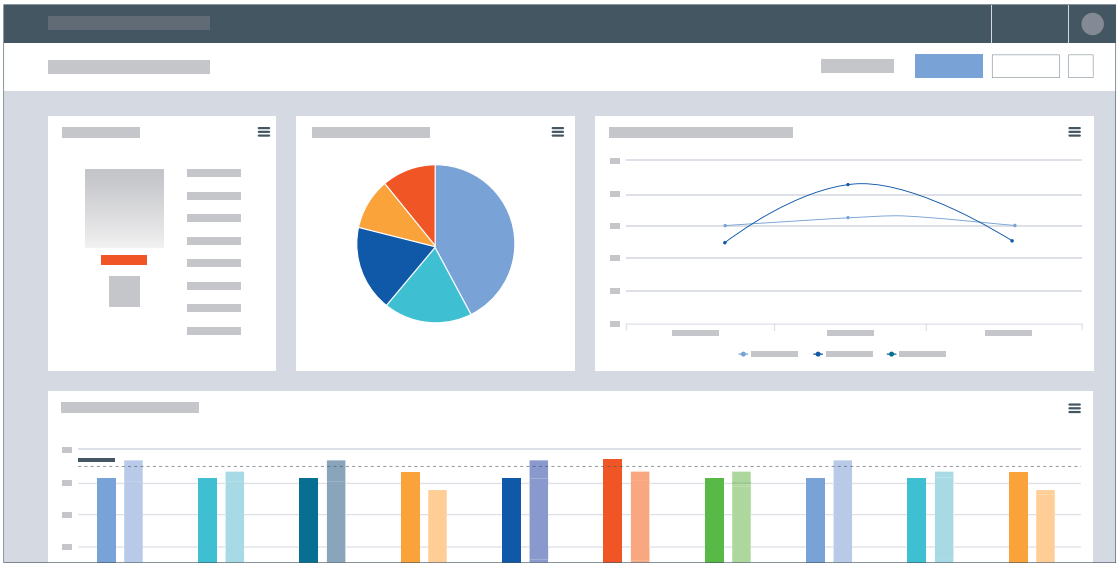

Modern contact centers need an advanced CX Analytics platform that goes beyond traditional speech analytics and provides a comprehensive view of the customer experience. This will enable them to access a wealth of information through all the sources of feedback - solicited(surveys); unsolicited(online reviews, social media, complaints, forums); and interactions(calls, chats, emails, private messages). Legacy speech analytics tools do not support these capabilities and fail to deliver actionable insights. Powered by a highly scalable big data architecture and robust Natural Language Understanding layer, Clarabridge applies unified analytics across all touchpoints to provide a much wider view of the Voice of the Customer.

Discover how Clarabridge can benefit your customer experience initiatives.

Actionable Insights from Every Customer Interaction, in One Platform.

The Proof is in the Execution

Request a demo using your own data to see just how quickly and accurately Clarabridge delivers actionable insights.

About Clarabridge

Clarabridge helps the world's leading brands take a data-driven, customer-focused approach to everything they do. Using AI-powered text and speech analytics, the Clarabridge experience management platform enables brands to extract actionable insights from every customer interaction in order to grow sales, ensure compliance and increase operational efficiency.

REQUEST A DEMO