



ROCX'R

Get more out of your conversations

> **ROCX'R Conversation Analytics.**

Increase customer loyalty, reduce costs, improve quality management, and drive contact center success.

Now available on Microsoft Azure.

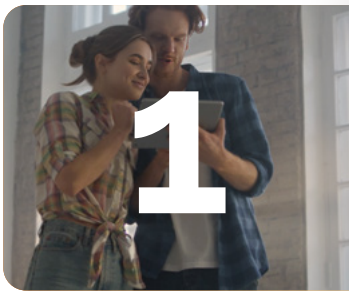
Turn your omnichannel conversations into actionable insights with ROCX'R Conversation Analytics

Every phone call, e-mail, WhatsApp message and chat contains valuable information for your business.

With ROCX'R Conversation Analytics, you'll never miss crucial information that can benefit your customers and your business. Make better decisions, identify trends and boost customer satisfaction. Find out when customers are contacting you and what they're contacting you about. Uncover common pain points that are costing your business. Detect anomalies that are causing expensive repeat traffic to your contact center. And support your contact center employees by providing constructive feedback and coaching to improve quality management.

For more loyal customers, better products, and lower operational costs.

How Conversation Analytics delivers value for your business



From churn to loyalty

Understand your customers' feedback to uncover pain points that are costing you business, and mine and enrich your data to anticipate customer needs in the future. Turn actionable insights into solutions that increase loyalty, reduce churn and drive revenue.



Lower operational costs

Monitor and understand the underlying reasons for repeat traffic to your contact center. Identify opportunities for optimizing your communication touchpoints and call duration. Reduce expensive waste calls and repeat traffic.



Improve employee satisfaction

Use the quality management models to monitor the efficiency, quality, and performance of your contact center. Support your teams with constructive feedback and help them meet compliance standards.

[See how it works >](#)

ROCX'R: a powerful cloud solution for CX analytics

Meet and exceed customer expectations

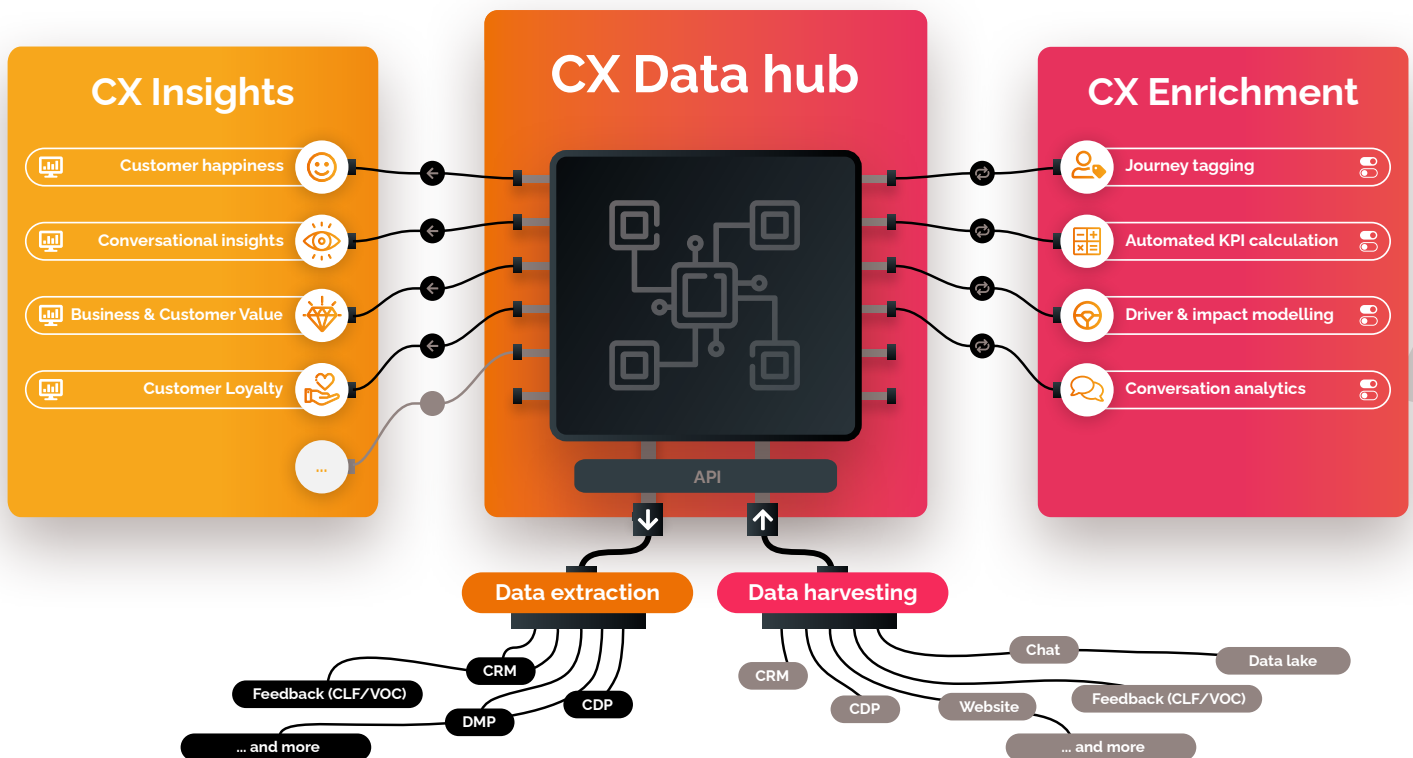
Gain a 360° view of your customers. Access easy-to-understand dashboards and data visualisations to understand all you need to know about your customer base. Support your departments with actionable insights and use them to optimize products and services, improve the communication in different touchpoints and increase operational efficiency.

Connect, collect and analyse

Connect your customer data sources to get smart, detailed and real-time insights into every touchpoint of the customer journey. Add additional customer data sources as you go, to gain ever richer insights into the customer experience.

Get maximum value from your data

Use the power of AI to unlock your customer understanding, automatically enrich your data to gain a complete and reliable view on the voice of your customers and stay ahead of the game with predictive analytics.



Access data on your own terms

Automatically extract data from the CX Data hub to enable access to rich customer insights from your existing systems, such as your CRM, CDP, DMP or VoC system.

Gather customer data from any source

Automatically retrieve data from your existing sources for collection in the CX Data hub and turn unstructured customer interaction data into structured data for analysis.

Take charge of your conversations. From 1% to 100% insight!



Conversation analytics

- Omnichannel and multilingual
- Advanced search capabilities across conversations
- Data categorization, topic classification and topic correlation
- Enrich customer profiles based on conversations
- Contact center quality management models
- Self-service machine learning
- Insight into repeat traffic

User-friendly

Conversation Analytics is a user-friendly solution with intuitive dashboards. Search inside your conversations and analyze and translate your data into actionable insights with powerful, ready-to-use models.

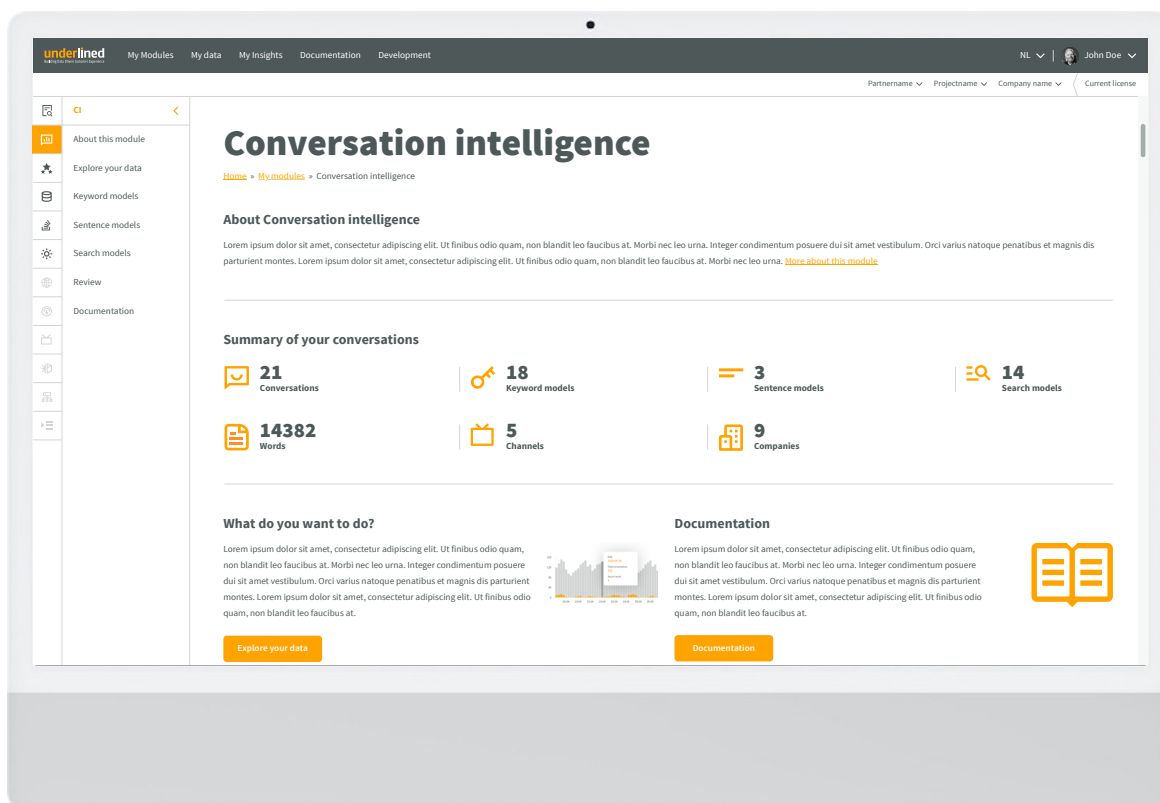
Seamless integrations

Developed on Microsoft Azure, the platform integrates seamlessly with the Microsoft suite of applications and with your existing systems. It's also ISO 27001 certified.

Advanced analyses, intuitive platform

Stay on top of your customer conversations at all times.

Find out what you need to know to improve the customer experience and optimize your operations with intuitive dashboards and data visualizations, advanced search capabilities and ready-to-use models. With ROCX'R Conversation Analytics, you can leverage the power of AI to benefit your customers and your business.

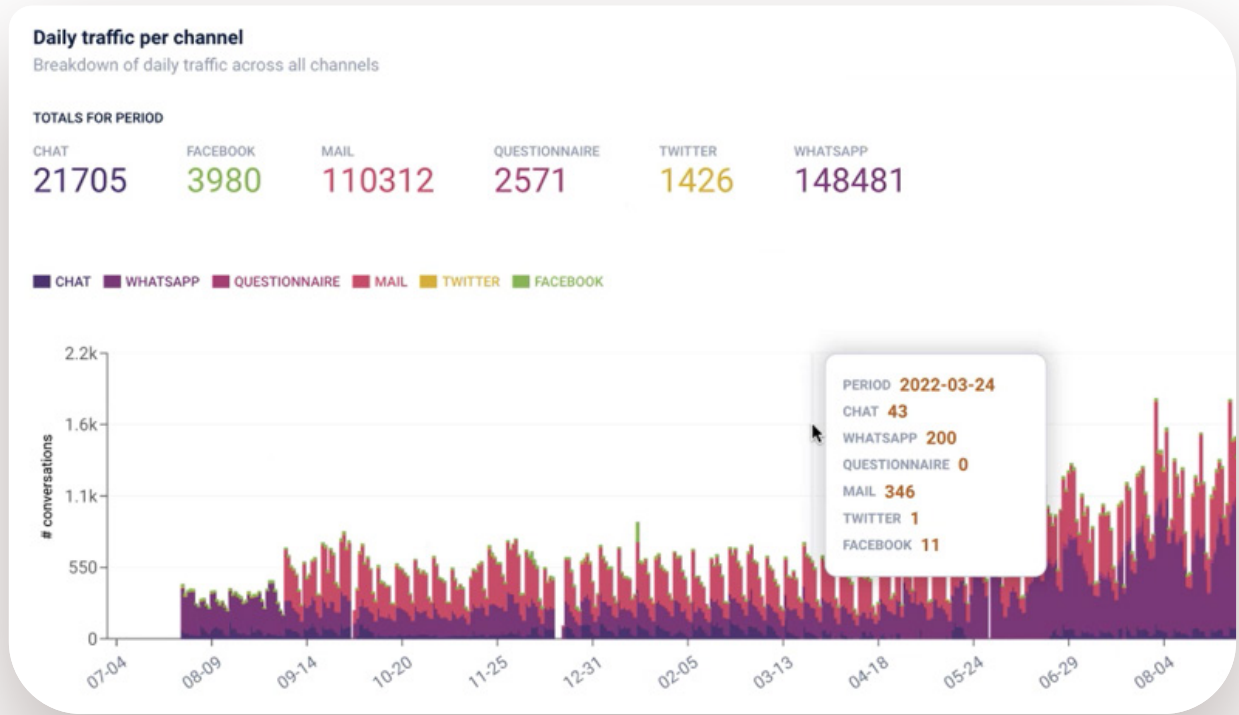
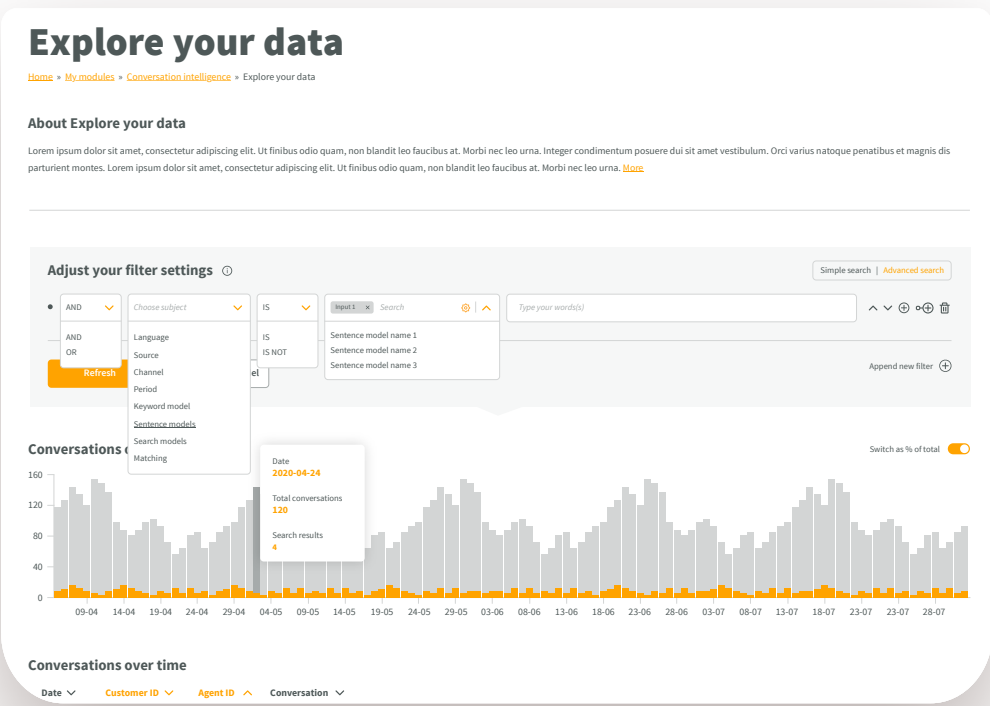


Truly understand conversations

Search inside your conversations, understand when customers are contacting you and what they're contacting you about, and stay on top of the quality and efficiency of your operations.

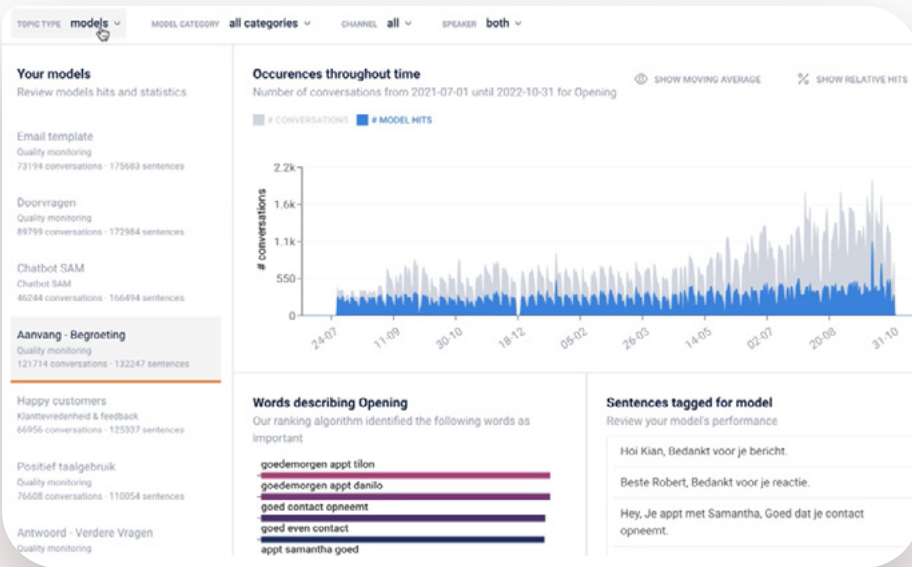
Explore the voice of the customer

Get a complete and reliable view on the voice of your customers by merging information from written and speech data, feedback data from your existing systems and contextual data from external sources.



Uncover areas of improvement

Access ready-to-use dashboards for an immediate understanding of your data. Monitor traffic and contact reasons to detect issues and uncover opportunities for improvement.



Access real-time insights

Access real-time visual insights into your customer needs and underlying questions and prioritize actions effectively. Use our models or build and train your own.

Create new sentence classifier

1 Info Model details

2 Training Provide data

* Model name

Onbeperkt data

* Model description

Of de klant contact opneemt over onbeperkt data d

* Model Category + add new

Gebruiksfas

* Label name

Enter a label name

The label name will be used as the tag-label. Try to keep it short and to the point, e.g. fault

Create your own AI models

Stay in control of your customers' reasons for contacting you. Add the topics you're interested in, set up your models using our step-by-step guide and receive actionable insights to help you achieve your business goals.

Improve quality management

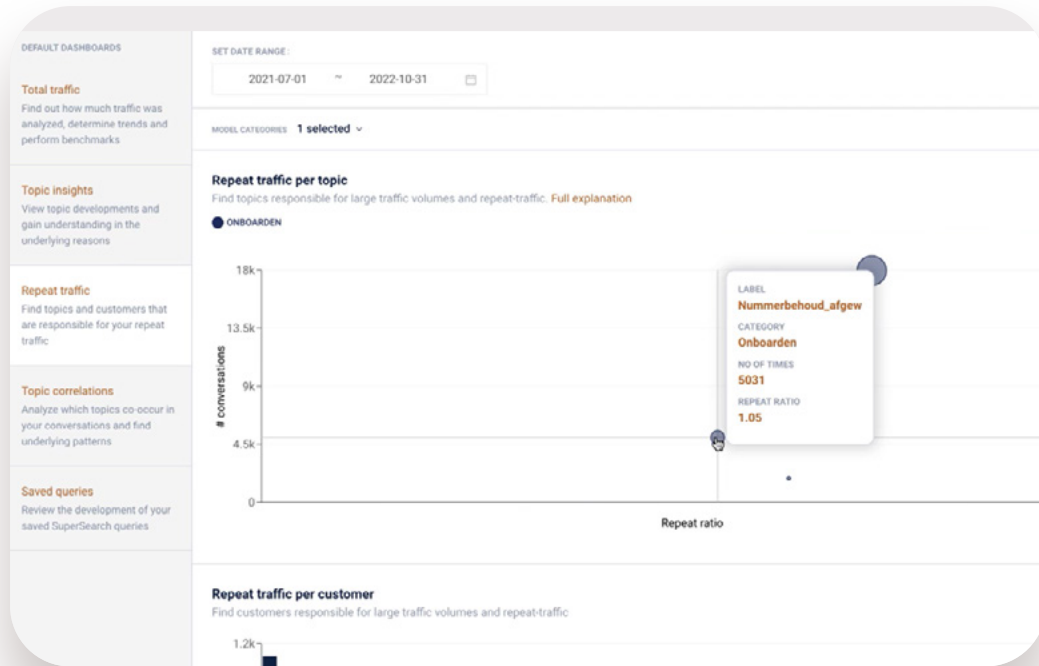
Start having better conversations with customers with quality management analytics. Support your contact center's performance by understanding what's going well and what could be improved, from following protocols to showing empathy.

The dashboard displays several quality management metrics and model performance indicators. The 'Grammatica' model shows a 25% success rate and was last updated 11 months ago. The 'Empathie' model shows a green checkmark and was last updated last year. The 'Positief Taalgebruik' and 'Doorvragen' models are also visible.

Model Name	Description	Status	Last Update
Grammatica	of de medewerker correct nederlands gebruikt	25%	Last update: 11 months ago
Empathie	Of de medewerker em	✓	Last update: last year
Positief Taalgebruik	Of de medewerker positief taalgebruik gebruikt	on	-
Doorvragen	Of de medewerker doorvragen gebruikt	on	-

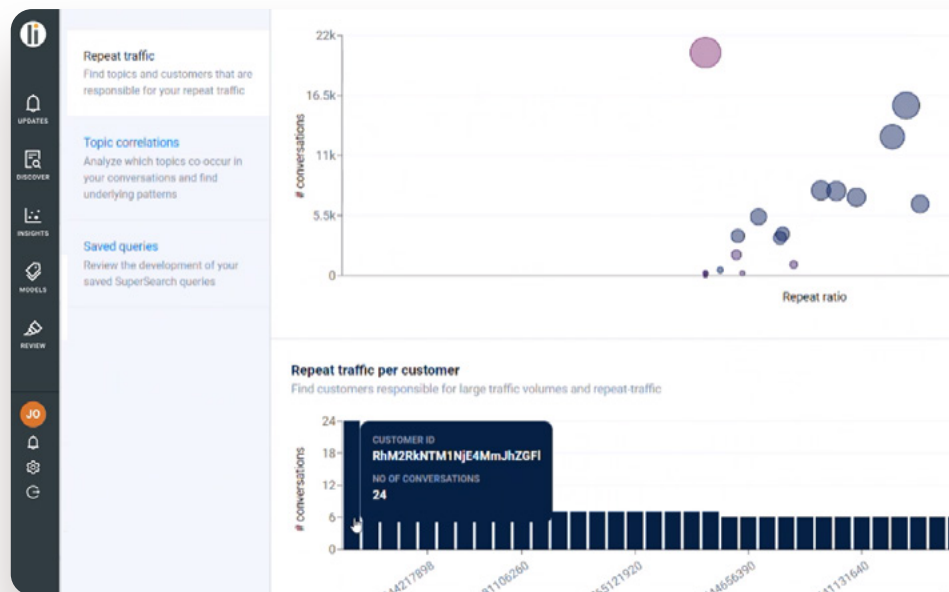
Get insight into repeat traffic

Find conversation topics responsible for high traffic volumes and repeat traffic based on your unique labels and categories. Find out why customers contact you repeatedly, so you can manage conversations efficiently and improve content and services.



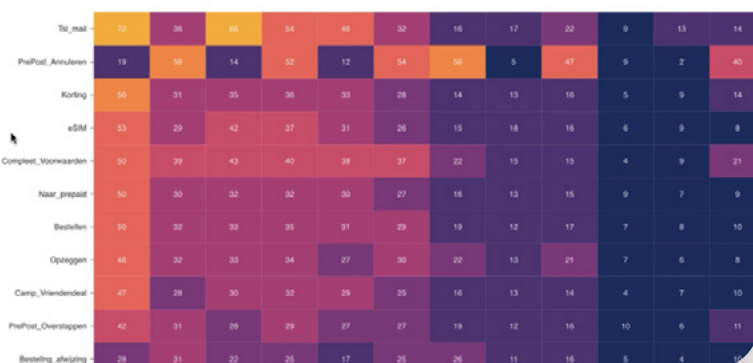
Support your contact center

Help your contact center deliver outstanding experiences. Coach them on recognizing opportunities to go the extra mile and introduce best-practice call techniques based on real insights. Find out if the changes are paying off by monitoring traffic over time.



Relationships between topics

Find out what percentage of conversations in which topic A occurred, topic B also occurred



Prioritize quality improvements

Analyze which topics are frequently mentioned together and detect underlying patterns in your conversations. Determine opportunities for improving your conversations with customers by topic. Easily prioritize quality improvements with clear, color-coded insights.



ROCX'R for Azure. Powered by Underlined

An experienced player in data driven CX, Underlined helps companies achieve measurable CX improvements, maximize customer happiness and drive business growth. Underlined's innovative cloud solutions collect, connect, and analyze customer interaction data to uncover actionable insights deeper, faster, and better.

Using artificial intelligence, Underlined delivers predictive insights for orchestrating the optimal customer journey and achieving your business goals.

Proud of our clients:



Official Microsoft Solutions Partner

As an official Data & AI Microsoft Solutions Partner, Underlined has demonstrated its commitment to helping companies around the world manage their customer interaction across multiple systems. Our analytics and AI solutions provide companies with the insights they need to grow their business.

Developed on Microsoft Azure, the world's leading cloud platform, ROCX'R Conversation Analytics integrates seamlessly with Microsoft Dynamics and third-party applications, for the ultimate flexibility and scalability of your CX initiatives.

Our software can handle, process and model large volumes of conversations quickly without delay. All your conversational data can be accessed easily through our API-connectors.

All analytical results generated by the different AI models are stored in a Microsoft SQL environment and are easily accessible with the ready-to-use Power BI templates. And you can easily build and connect your own dashboards.



Underlined is an official Microsoft Solutions Partner. Our Conversation Analytics application is available for download. Get it now on the Azure Marketplace to start having better conversations today.

- > **User-friendly platform**
- > **Omnichannel & multilingual**
- > **Search inside conversations with SuperSearch**
- > **Self-service machine learning**
- > **Highly precise models for data categorization and topic classification**
- > **Quality management models for contact center support**



Learn more about ROCX'R cloud solutions for CX, and to try Conversation Analytics today.

Conversation Analytics



ROCX'R

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