



Unlock the Value of  
Communications Data: **Voice**

Today we live in a data driven world where...



## Voice data is largely unaccounted for and represents a major untapped opportunity

90%

90% of businesses expect data-driven insight to become a key differentiator by 2020 <sup>1</sup>

67%

Typically 67% of data in the banking sector is currently locked <sup>2</sup>

Source: (1) Forrester Consulting Study (2) IBM Marketing Cloud



We are moving towards a Voice first world



**Voice will  
become even  
more  
prevalent  
and relevant**



1 in 5 adults now have a Voice assistant at home



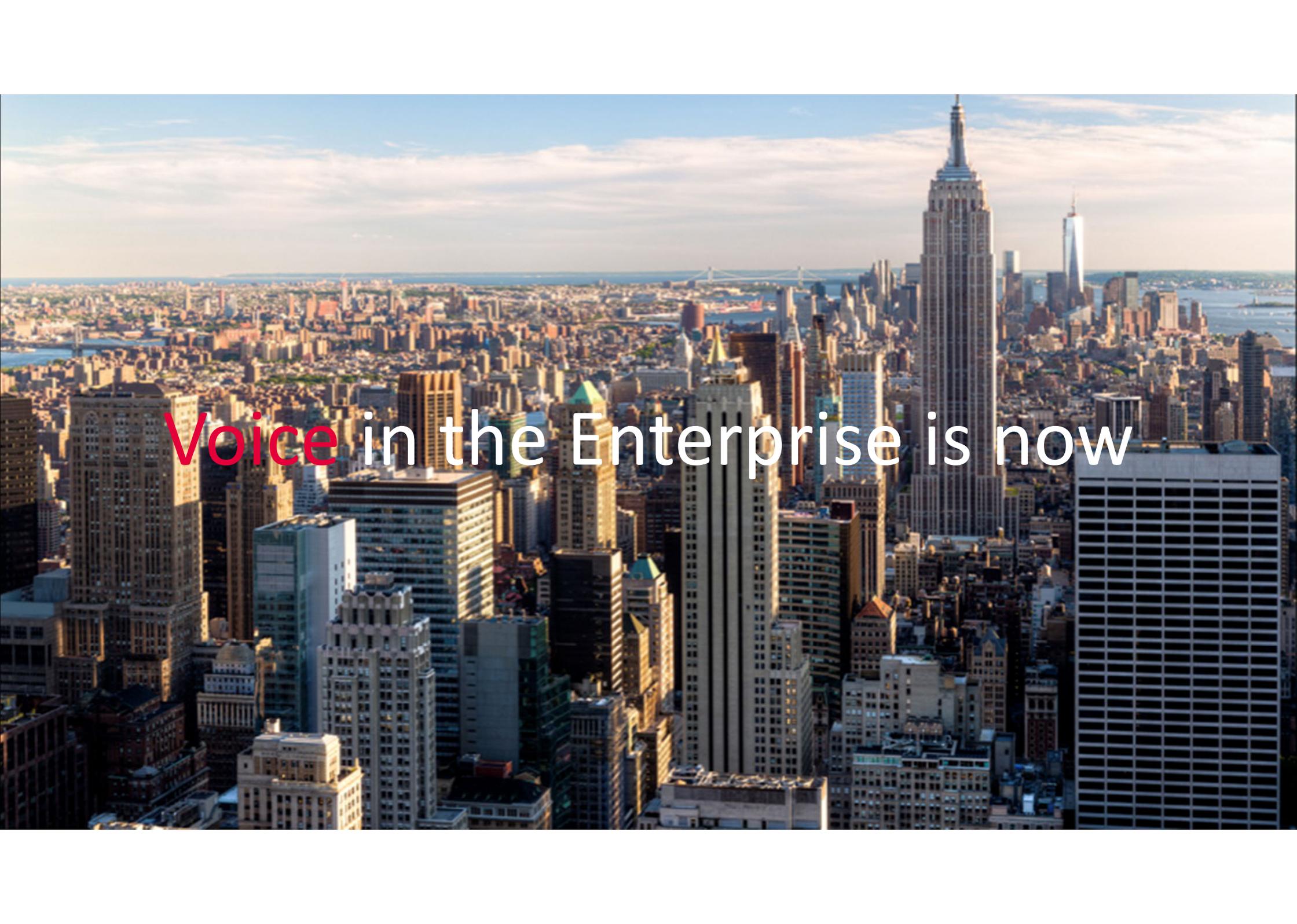
41% of people using Voice search only started in the last 6 months



Speech to text is up to 20 times faster than typing



Voice recognition by machines has now reached human level accuracy



Voice in the Enterprise is now

Voice holds much more value than any other means of communication



**A unique rich set of attributes that convey context & sentiment, captured nowhere else in the enterprise**



**Sentiment analysis:**  
Language, tone, emotion, intonation & pitch



**Intent:**  
Insights into context



**Communication:**  
Resolving errors, misunderstandings & problems



**Actions:**  
Cause & effect

However, enterprise Voice data is locked in a complex mix of cloud and on-premise telecom systems and disconnected from the services which can maximise its value



TDM Turrets

IP Turrets

Cloud Turrets



Trading Floor



Wireless / Roaming

Digital Radio

Digital Dect

Cellular

IP

Analogue

Digital

VOIP

Cloud VOIP



Back Office

Contact Centre



Softphone

Digital

VOIP

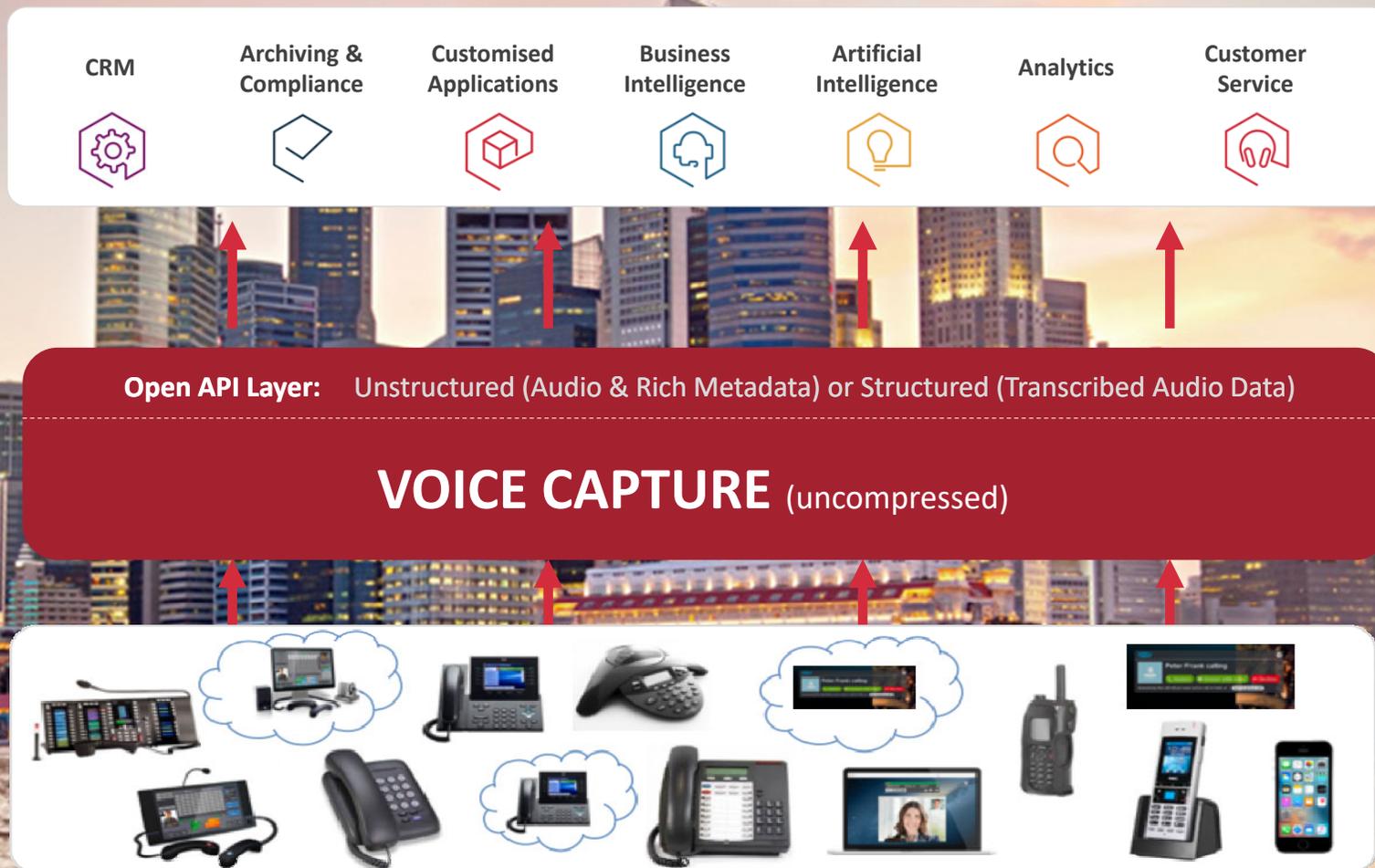
Cloud VOIP

**Challenge:** Extracting enterprise Voice data from complex environments, enabling you to connect conversations to the applications that can drive value and business outcomes



**Output:**

Unlock the power of Voice



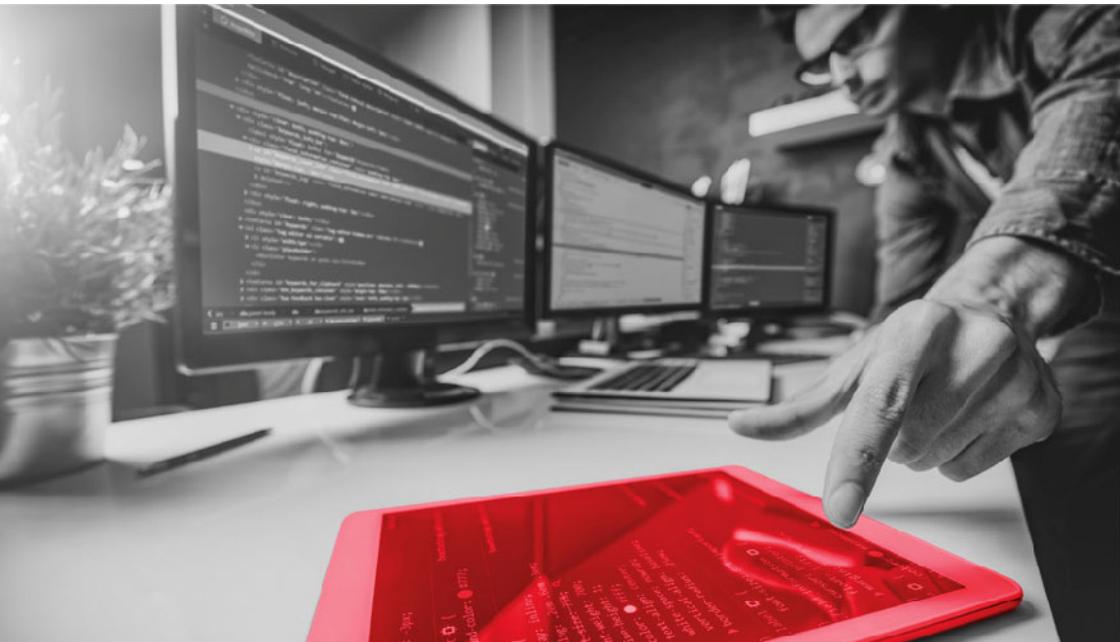
**Input:**

Guaranteed secure capture from any source

# We are seeing real game changers for Voice data



**Advances in Transcription, AI and ML combined with the Voice data, provides organisations with significant business opportunities**



## **Allows a fresh approach to:**

- ✓ Optimising customer experience
- ✓ Security and fraud
- ✓ Data driven marketing that focuses on the individual
- ✓ Operational automation
- ✓ Enhancing employee engagement
- ✓ Realtime compliance & regulations
- ✓ Using artificial intelligence to save lives



# The Platform for Voice

We extract enterprise Voice data from complex environments, enabling you to connect to the widest choice of ecosystem partners



**Output:**  
Unlock the power of Voice



**Open API Layer:** Unstructured (Audio & Rich Metadata) or Structured (Transcribed Audio Data)

## THE PLATFORM FOR VOICE

**Input:**  
Guaranteed secure capture from any source



## Red Box Voice Data Controller Application



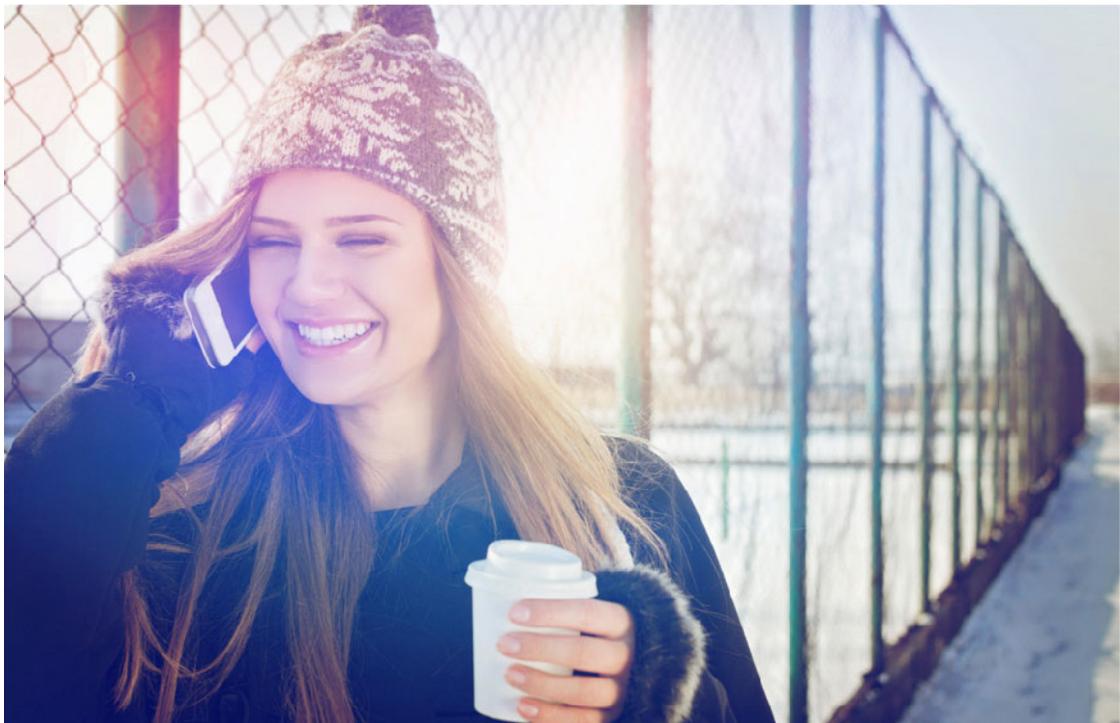
Fuels the best agent & customer experience by enabling secure and accurate mapping of voice conversations to contacts, accounts and leads within Salesforce<sup>®</sup>, ensuring complete visibility of customer interactions in a central location easily accessible by call agents, sales managers and compliance teams alike.



# Red Box Voice Data Controller Application



**A world where customers talk, Red Box captures and transcribes and Salesforce makes the best of that information**



-  Capture & align ALL calls to Salesforce® contacts, accounts & leads
-  Search for keywords in transcriptions  
Replay audio at the click of a button directly within Salesforce®
-  Analyse calls using native Salesforce® reports & dashboards

## **Einstein Integration**

- Sentiment and intent
- Automatic alignment from live conversations
- Predictive outcomes

## **ISV Integration**

- Coaching and Training
- Automatic Meeting Schedules

An aerial photograph of the London skyline at sunset. The sun is low on the horizon, casting a warm, golden glow over the city. The sky is filled with soft, white clouds. In the foreground, there are numerous buildings of various heights and styles, including a prominent church with a tall spire. In the mid-ground, several modern skyscrapers are visible, including the Gherkin (30 St Mary Axe) and The Shard. The background shows more skyscrapers and the city extending into the distance. The text "Use Cases of Capturing and Analysing Voice Data" is overlaid on the image in a white, sans-serif font. The word "Voice Data" is highlighted in red.

# Use Cases of Capturing and Analysing Voice Data

# Enhancing employee engagement



## Problem



*Manually inputting communication history into CRM platforms is known to be an arduous task, which leads to inaccurate forecasting, frustrated employees and managers, and on occasion a high turn over of sales agents.*

## Solution



*Voice conversations can be captured, whether made through call centre, f2f meetings, trading floors or from mobiles then transcribed and automatically populated into CRM platforms, aligning to customer, agent and sales records.*

## Outcome



*Employees work more efficiently by extracting data from conversations without having to take notes. By reviewing and validating calls using transcripts helps them forecast accurately and managers can monitor how their sales teams are performing and analyse calls to implement training. Customer information is also kept on record when a sales person leaves the business.*



# Optimizing customer experience



## Problem



*Working in customer service is like solving jigsaw puzzles. Every case has a different shape and colour. Taking too long to resolve an issue, lack of communication, or multiple people dealing with a request, all result in customers feeling very frustrated and potentially leaving.*

## Solution



*Capture all call centre voice conversations, transcribe and send data through to analytics engines to understand customer and agent sentiment, behaviour and Intent. Retain all conversations securely and search for calls in the event of dispute resolution.*

## Outcome



*Review all previous conversations, to avoid customers having to repeat themselves. Proactive analytics notifies the agent of customers intent in real-time, allowing for quick decisions and resolutions. Establish internal training requirements to improve customer service.*



# 360 degree view of the customer



## Problem



*Leading businesses are putting customers at the heart of their strategies and operations. But to do this effectively, they need accurate, actionable data. The unstructured nature of conversational text can make it difficult to use, making it harder to establish the true meaning and intent of a conversation.*

## Solution



*Capture all voice conversations, transcribe & export data into sophisticated advanced AI platforms to deliver industry-leading sentiment that significantly outperforms traditional methods, providing regional understanding, filtering sarcasm whilst evaluating relevance and sentiment.*

## Outcome



*Helping organisations mitigate risk, reduce churn, and dramatically improve products, services and staff performance using highly customisable net promoter score interfaces with a wide range of analysis tools.*



# Artificial Intelligence that saves lives



## Problem



*There are over 30,000 out of hospital cardiac arrests a year in the UK and over 360,000 in the US. Dispatchers need to help identify the problem and triage the patient on their own, but sadly a quarter of patients don't get identified as having a cardiac arrest during the call.*

## Solution



*The voice data gathered during the emergency call is automatically analyzed and compared to millions of historic calls to find important patterns, in both verbal and nonverbal communication, such as tone of voice and breathing patterns.*

## Outcome



*AI predicts the criticality of the patients situations based on symptom descriptions and signals gathered from voice and audio, delivering insight to the dispatcher as alerts and recommendations, enhancing decision making in real time*



At Red Box, we have a single purpose



**Our Platform empowers organisations to capture, secure and unlock the inherent value of enterprise wide Voice**



**We are the Platform for Voice**



**30 years experience**



**3,000 customers globally**



**2 billion+ Voice conversations p.a.**



**820+ Financial Services Customers**  
(Including 85% of Global IDB's, Tier 1 & 2 banks)



**2000+ Contact Centre Implementations**





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