Executive Survey on Speech Analytics: Proven Value and Future Potential
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In a survey commissioned by Uniphore, Opus Research asked 500 influential executives in the contact center and customer experience domain about the perceived value of Speech Analytics and to ascertain the impact on plans to procure and deploy such resources in the future.

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Care was also taken for the sample to include respondents representing a mix of vertical industries that includes:

- Telecommunications
- Healthcare
- Financial Services
- Retail
- Pharmaceuticals
- Travel & Tourism
- Commercial Banking

Key Findings

- Implementation of speech analytics is poised for growth
- New, real-time applications create better customer experience
- Growth will be fueled by move to real-time and geographic expansion
- Findings attest to maturity of technologies, applications and options
  - More options for “real-time” analytics and processing
  - Support of multi-channel support strategies
  - Mix of premises, cloud and “hybrid” architectures
- Respondents see a bright future
  - Most expect to increase spending and investment
  - Easy to build a business case
  - The hype is over
About Uniphore:

Uniphore Software Systems, is headquartered in IIT Madras Research Park, Chennai. Uniphore was incubated in IIT Chennai, India in 2008 and currently has offices in India, Philippines and U.A.E with 100 employees spread across all locations. Uniphore’s investors include Kris Gopalakrishnan, IDG Ventures India, India Angel Network, Youneste Fund, Stata Ventures. Uniphore has worked with over 70 enterprise customers and served over 4 million end users. Uniphore was recognized by Deloitte as a Technology Fast 500 company in Asia Pacific in 2014 and was also ranked as the 10th fastest growing technology company in India by Deloitte Fast 50 in 2015. Uniphore’s Co-Founder & CEO, Umesh Sachdev was recognized with India edition of MIT Technology Review’s ‘Innovators Under 35’ for the year 2016.

About auMina:

With an accuracy rate of 95 percent – the highest in the market by far – Uniphore’s auMina Speech Analytics Software leads the field. auMina is a next gen, flexible and robust enterprise grade solution that improves back office productivity and effectively manages customer experience in an integrated fashion helping customers gain deep-insights in call characteristics. auMina enables hundreds of companies around the world to mitigate churn by analyzing the content and tone of each conversation in real-time, thereby enhancing the quality of every interaction for both agent and caller. auMina is well-aligned with the business needs of enterprises, taking a goal-based approach to resolving the challenges of their contact centers to deliver a high quality experience to more than 5 million callers around the world. Since auMina is available on the cloud, it is highly scalable, cost efficient, and easy to deploy for enterprises. auMina supports over 30 global languages and multiple dialects in each language.
About Opus Research

Opus Research is a diversified advisory and analysis firm providing critical insight on software and services that support multimodal customer care. Opus Research is focused on “Conversational Commerce,” the merging of intelligent assistant technologies, contact center automation, intelligent authentication, enterprise collaboration and digital commerce.  

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