



## First Data® Customer Care Organization Speech Analytics

### Collect valued insights from the people that matter most – your customers

Understanding your customers' expectations and loyalty to your brand are key to customer satisfaction. First Data's state-of-the-art call center technology helps you to understand how your customers perceive your products and services.

Your competitive edge also depends on anticipating and proactively addressing the needs of your customers, so you can improve their interaction with your brand. Nothing tells you more about your business than analyzing your customer service calls.

Our **Speech Analytics** software analyzes call data to provide insights about your customers' expectations — so you can work to meet, and exceed them.

### Benefits to Your Business

#### Optimize Customer Engagement



Turn every phone call into a “big picture” understanding of what your customers think, feel, and want from your business. Our analytic insights help you to reshape the customer experience, and drive your business in new directions.

#### Customer Retention



Identify your at-risk customers, and the reasons behind their dissatisfaction. Understanding your customers helps you identify opportunities to take action — eliminating customer friction points, and drive customer retention.

#### Analytical Insights



Our solution identifies call trends and root causes of call drivers. First Data provides ongoing Speech Analytics reporting, with consultative support when needed.

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## Additional Customer Insights

The importance of customer satisfaction can't be underestimated. First Data's Customer Care Organization provides additional resources for you to collect valuable insights about your customers.

## Voice of the Customer

Your customers' feedback about their engagement with your brand, or their expectations for your products and services provides a wealth of insightful information. First Data's Voice of the Customer measures satisfaction — from the customer's perspective.

Our Voice of the Customer (VOC) IVR post-call survey delivers multiple customer feedback mechanisms such as Net Promoter Score, resolution rate, and agent satisfaction.

Customer satisfaction builds loyalty, retention, and long-term customer relationships — which helps drive sales revenue to your business.

## Why Implement Speech Analytics?

Your competitive edge depends on anticipating and addressing customer needs. Speech Analytics provides you with how your products and services are perceived by customers, and the knowledge required to ensure you are taking the right actions to address.

Speech analytics is the most literal expression of your customer's voice and can serve as a foundation to providing an excellent customer experience.

## Deeper Understanding From Your Data

First Data's Speech Analytics technology provides a gold mine of insights about your customer satisfaction, customer churn, and competitive intelligence.

Our speech-to-text transcription of your customer interactions:

- Identifies trends and root causes
- Automatically categorizes calls
- Provides detailed trend statistics and insights by call category

## Call Categories

Speech Analytics categorizes your customer calls by specific call content. Our analytics utilize key words or phrases to identify the specific reason for the customer call — and the different kinds of experiences during a call.

First Data speech administrators create each call category by including keywords, terms, and phrases. The insights are then categorized to accommodate specialized words and industry terminology for your business. When these words are encountered in a call transcription, the call is marked as a match for the category.

**For more information, contact your Account Executive, or visit [FirstData.com](http://FirstData.com).**

**First Data**®