

Nexidia accelerates the shift to cloud-based contact center analytics

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OVUM VIEW

Summary

Ovum is seeing evidence that analytics in contact centers is moving quickly beyond mere speech analytics towards parsing a vaster corpus of interaction data. As customer interactions have become more complicated, it has become harder for companies to understand the basic motivations and call drivers that move customers. As a result, they must find ways to better leverage call recordings, text (from emails, chats, and surveys), and other data sources – all at the same time.

Nexidia's latest offerings solidify this trend, and will likely accelerate competitive pressures to integrate multiple forms of data into contact center analytics, and to push deployments of those technologies into the cloud.

Persuading users of the value of analytics

Nexidia's formula for producing contact center analysis involves de-complicating much of the process for collecting and acting on the data that is collected in (and around) customer interactions. Speech analytics has traditionally made slow progress into most centers because it has been perceived (with some justification) as an expensive project that is time-consuming to deploy and hard to administer. Service departments have also seen it primarily as a way to boost agent efficiency, overlooking much of its value in helping manage the overall customer experience.

The latest releases of Nexidia's signature products, however, help the company cement the argument that analytics is a project worth taking on. In fact, judicious use of analytics can help a company truly differentiate its service and provide a much richer experience for customers. Nexidia has just unveiled new versions of its Interaction Analytics software and its Capture call recording tool. The company has also taken steps to make it easier for people to start using analytics (and quickly see the benefits) by

greatly expanding its on-demand offerings, creating vertically-oriented packages for industries such as healthcare, technology, and financial services.

Analyzing all interactions, across all channels

What is fascinating about the new Nexidia approach is how it so quickly does away with the idea that speech analytics is all about voice recordings and the implied quality monitoring aspects of call recording. Traditional call recording, whether for compliance or quality purposes, has always been driven by questions of cost and storage, and any analytics derived from that process had to suffer the limitations of the available data. Now, though, Nexidia is among the vendors encouraging centers to move to 100% call recording, and making it easy for that to happen by putting capture audio on a broad scale across multiple hardware platforms.

Moreover, Nexidia is melding that voice corpus with data that comes from other sources: ACD data from the switch; customer information in the CRM system; and vast textual resources coming from alternative interaction channels such as emails, text chats, and customer feedback surveys.

Working to eliminate data silos

Nexidia has built a series of innovative dashboards that make the analysis of data visible to different kinds of workers throughout an organization. In the past each stakeholder (marketer, customer care worker, business analyst) would have seen only their own data sources, tabulating their own metrics. Now, however, a centralized hub melds all the data sources, and each viewer sees a more nuanced picture of how they come together.

Eliminating data silos is a key objective for many enterprises, especially those that are struggling to better manage all aspects of the customer lifecycle, from customer acquisition through retention.

A high-value application that works in the cloud

Analytics and call recording are particularly well suited to on-demand deployment. Call recording equipment is relatively commoditized: the value in it for centers is how quickly and easily specific recordings can be accessed. This puts a premium on scalability and software prowess among the vendors. For its part, analytics is complex and under a great deal of innovative pressure, and the need to future-proof any deployment makes many centers wary of committing to a resource-heavy investment.

Nexidia has been ahead of its competitors in the speech analytics sector in terms of offering its tools as on-demand products for several years. Its new Analytics OnDemand program wraps together both call recording and high-value analysis in a flexible offering that allows users to scale a deployment up or down, and to have the costs known and baked into the process from the start.

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This model is a smart one for contact centers at both the low and high ends of the markets. It allows reticent purchasing managers to deploy a sophisticated analysis program with little risk, and then build an internal business case for the ROI based on a combination of increased efficiencies and more robust customer experiences.

Ovum's view is that over time more high-value service-related applications are going to move to the cloud. Analytics in particular makes sense in that environment because hosting is a quick way to deploy application integrations that tie together disparate arms of an enterprise and cut through the data silos that already exist.

It is likely that Nexidia's latest offerings foreshadow moves by some of its competitors in speech analytics, traditional quality monitoring, and agent performance management to shift cloudward and to integrate multichannel analytics into their existing speech offerings.

APPENDIX

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