



OVERVIEW

Nexidia Managed Analytic Services™



Interaction analytics is a powerful solution to help transform your company. The technology allows you to use your most valuable data asset – your customer interactions – to uncover the business processes and agent behaviors affecting customer satisfaction, and ultimately, your bottom line.

But sometimes the technology isn't enough. It merely identifies where a need for change exists. Technology alone can't prioritize your next steps. It can't develop the actions required to translate findings into enterprise change.

Nexidia's Managed Analytic Services fill that gap. Simply put, Nexidia's experienced team, knowledge and technology resources help you move beyond using speech analytics to using analytics for business transformation.

WHAT ARE MANAGED SERVICES?

Nexidia's Managed Analytic Services are unique in our industry. Our core team of subject matter specialists has extensive knowledge of multiple industries and verticals, as well as practical experience in the day-to-day operation of Nexidia's interaction analytics solutions. We've developed these skills from years of experience working across multiple verticals with Fortune 500 companies.

Nexidia's services empower your business to meet short term objectives, such as lowering handle time or improving sales rates, along with achieving long term goals such as customer retention. Our experienced practitioners work with you, guiding the process of collecting interactions, prioritizing subjects to study, conducting analysis and most importantly, developing plans that put the results of your analysis into action.

Nexidia's results go beyond the contact center – they align with the strategic direction of your business. When combined with our experience, proven methodology, and teamwork, our results address the critical factors required to produce measurable business change and help maximize your revenue, even while reducing your costs.

WHY NEXIDIA MANAGED ANALYTIC SERVICES

Using Nexidia Managed Analytic Services makes good business sense. You'll enjoy the benefits of faster results, lower costs and a faster returns on your investment than companies who choose to implement and run interaction analytics on their own. You will benefit from our Managed Services' four distinct advantages:

- **Technology expertise:** Our deep knowledge of speech analysis and multi-channel customer interactions results in a smooth implementation process. This allows you to quickly harness the full power of interaction analytics to uncover business issues and their root causes.

- **Industry knowledge:** Years of experience working across multiple verticals enables us to identify common business challenges associated with your market, then quickly determine the impact on your company and pursue fruitful analysis paths accordingly. You'll benefit from our carefully honed best practices and lessons learned on how to solve those challenges.
- **Leadership:** Nexidia brings a systematic method for implementing an interaction analytics program and applying its findings to your business. Our proven governance model brings the structure and rigor needed to collect relevant business information from your customer interactions. We work closely with you to help produce demonstrable change.
- **Better skill set to labor cost ratios:** We employ highly trained, highly skilled, highly specialized experts with experience in many industries, not just a single business. Our deep experience enables us achieve economies of scale in staffing that no single business can attain. We offer scarce, skilled resources and services at rates that cannot be beat – especially when you consider that they can be immediately effective. It's far more economical to use our services than hiring, training, and maintaining your own in-house team.

HOW MANAGED ANALYTIC SERVICES WORK

Whether deployed through Nexidia's hosted environment or an on premise license, each customer receives a team of analytics professionals. This team performs the critical tasks necessary for actively using the intelligence contained in customer interactions to make key business decisions.

It is the cultivated relationship between the Nexidia Managed Analytic Services Team and your company's executives that give our services their impact. Together, both teams establish how to use the analytic technology as part of the larger,

long-term aim of the business. Decisions can be operationally focused at the agent level within the contact center. They can also influence the enterprise as a whole, or do both. We work with you to interpret and communicate the facts and figures revealed by interaction analytics to your decision makers in format that encourages action.

Nexidia firmly believes in the agile methodology and we've adapted its concepts to our managed services processes. Our unique delivery method consists of two-week sprints. Every two weeks, the team conducts a series of analytic activities based on the customer's specific topics of interest. The conclusion of each sprint provides quantitative answers to each topic of focus. You always retain the flexibility to modify the direction and scope of the upcoming sprint, based on your needs and findings.

This agile delivery method avoids long, drawn out projects and overwhelming results by delivering clearly defined goals – with fast paced, yet flexible delivery dates. Nexidia has identified twelve main tactical objectives including outsourcer effectiveness, business process improvements and call driver analysis to help you get started. Our experience has shown that addressing these twelve issues quickly yields high returns, proving the value of Nexidia's interaction analytics solution.

YOUR SUCCESS IS OUR SUCCESS

Top line growth. Bottom line savings. These things drive your business success and these are the things that Nexidia Managed Analytic Services help you achieve. Unlike other analytics vendors, Nexidia doesn't walk away after presenting initial findings. We're your partner, working to ensure that the most crucial and relevant business information is uncovered, delivered and implemented as part of your company's strategic plan.

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