

Simplifying Advanced Analytics



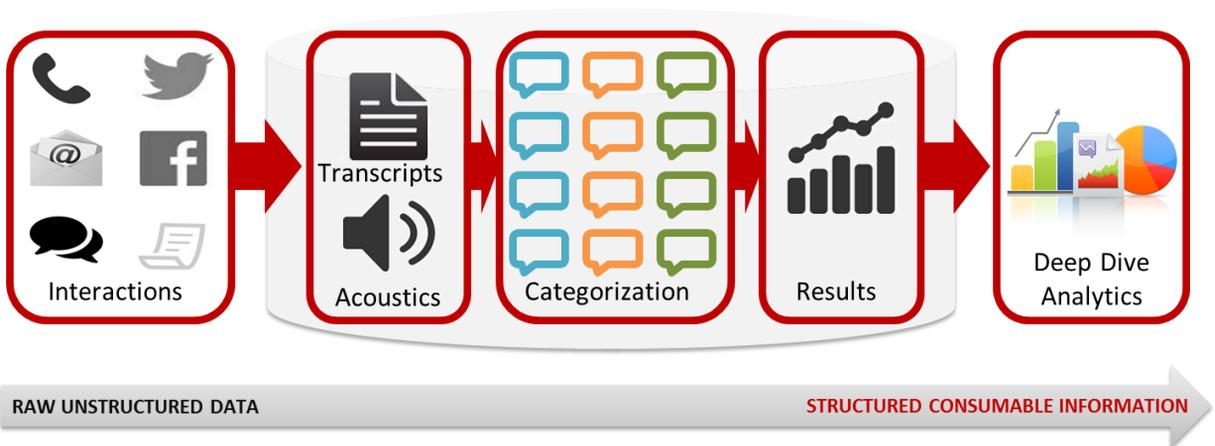
Smartly Analyzing Speech

Offering Speech Analytics Services

Measure | Analyze | Succeed

Our Services

MK'S SMART SPEECH, powered by Voci is an **all-inclusive speech analytics solution** that allows our clients to **visualize** their **audio or text interactions** using **state-of-the-art speech recognition, transcription and text analysis technologies**, transforming raw unstructured data into structured information, ready for intelligent decisions.



For telephonic interactions, it automatically **transcribes the audio into searchable text**, then **organizes and archives the data** to be examined through an **intuitive web interface**. The information is stored in a database where the audio can be searched and analyzed for **compliance, customer insights, & agent performance**. Text Analytics features allows **analysis of text-based customer feedback** generating **insights for various business challenges & customer concerns**. Our solution is primarily for use in contact center environments so that organizations can **make more informed decisions based on their customer interactions**.

SPEECH ANALYTICS COVERAGE

VOLUMETRIC ANALYSIS



TARGETED MONITORING



OPERATIONAL/KPI MANAGEMENT



COMPLIANCE CHECKS



Features & Benefits



BENEFITS OF USING MK SMART SPEECH

Metrics & KPI Improvement

- ✓ Improve Handle Time
- ✓ Improve First Contact Resolution
- ✓ Improve Sales Conversion / Collections
- ✓ Increase Customer Retention

Improve Customer Experience

- ✓ Utilize Collective Voice of Customers
- ✓ Root Causes of Customer Frustration
- ✓ Sentiment Detection
- ✓ Deep dive with Omni-Channel interactions

Enhance Value Proposition

- ✓ Call Driver Analysis
- ✓ Drive Change Management
- ✓ Marketing Campaign Performance

Performance & Risk Management

- ✓ Increased QA Monitoring Coverage & Efficient Monitoring
- ✓ Risk Management & Regulatory Compliance

FEATURES AND HIGHLIGHTS OF MK SMART SPEECH

CUSTOMIZABLE WEB INTERFACE

Customize interface with visualizations and targeted extracts from customer interactions

INTELLIGENT DASHBOARDS

Analyze multiple focus areas through integrated dashboards

TREND BASED REPORTING

Analyze trends over time to assess emerging issues for quicker action and control

NEW HIRE TRAINING/ ASSESSMENT

Perform new hire proficiency assessment and identify training needs based on voice interactions

EMOTIONAL INTELLIGENCE

Perform assessment of customer emotions & sentiment for better grasp of customer experience

PCI DSS COMPLIANT

Automatically identify and redact credit card info and other PCI DSS /PII sensitive information

CLOUD OR ON-PREMISE

Option to host over the cloud or on-site thereby asserting more physical control as needed

GENDER/ IDENTIFICATION

Segregate conversations based on gender to determine unique gender preferences

SILENCE/ TALK OVER METADATA

Integrate valuable metadata for silence & talk-over information

Our Products

MK SMART SPEECH PRODUCT OPTIONS

Smart Analyze

INGEST AUDIO RECORDINGS | CONVERT INTO TEXT TRANSCRIPTIONS | ACCESSIBILITY TO JSON FILES (FOR EDW INTEGRATION) | BASIC SELF SERVE ANALYTICS DASHBOARD

CONTACT FOR PRICE

Smart Consult

FOCUSED ANALYTICS PROJECTS (PLATFORM INDEPENDENT) | SPEECH CONSULTING SUPPORT (DEDICATED PODS TO EACH CLIENT)

POD STRUCTURE: 1 SR. ANALYST , 2 JR. ANALYST , 2 CALL LISTENERS, SHARED SR. MANAGER

CONTACT FOR PRICE

Smart Benchmark

PARTNERSHIP MODEL FOR DATA COLLECTION | ACCESS TO COMPARATIVE MARKET ANALYSIS PERIODICALLY | FREE INDUSTRY BENCHMARKING REPORT

CONTACT FOR PRICE

WHAT OUR CLIENTS HAVE TO SAY

“Speech analytics is very cool and a very good idea to know and gauge if any new changes are being adopted by centers. It can tell you instantly if information on new changes have flown to agent level. It is also provides a very impressive turnaround time in providing the required data”

– Director (Contact Center Management) of a Computer Hardware Company

“We did nine different projects with Speech Analytics, and took different areas we wanted to focus on as kind of a test run. It gave us some valuable data to make changes.”

– VP (Sales & Services) of an Insurance Company

Meet the Team



MattsenKumar leadership are vastly experienced global BPO professionals who have launched and successfully managed several successful global BPO firms



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COO



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