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## PRESS RELEASE

### For Immediate Release

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### **Guild Insurance takes business compliance and CX to the next level with Conversation Analytics**

*Melbourne, May 2019* - Guild Insurance, Australia's leading provider of insurance for businesses and professionals, adopts Conversation Analytics technology to help identify problems and opportunities from each voice interaction with their customers.

Using Call Journey's proprietary AI-powered solution – Emotive Voice Streams (EVS), Guild is now able to drill down into their sales and services call cues to analyse customer sentiment, identify root-causes of customer churn and monitor each agent's performance.

"Guild and Call Journey both believe that the key to business growth and success is to provide the best customer experience while maintaining high levels of compliance. To be able to do that, we need to listen to what customers are actually saying," Paul Humphrey, CEO of Call Journey, said. "We are an Australian-born company, so our technology is built to comply with the strict data privacy requirements we have here and to cater for the wide and varied English languages spoken in Australia. Our technology enables Guild to drill down into their complex voice conversations securely and mine invaluable business insights"

Ian Moses, Head of Regional Operations at Guild Insurance said, "Since we've implemented Call Journey's Conversation Analytics technology, it has already helped us securely gain rich insights about our customer interactions. Through these insights, we can develop improved products and services to serve our customers better."

[Guild Insurance](#) is a Genesys Pure Cloud and QPC Customer. The partnership between [Genesys](#), [QPC](#) and [Call Journey](#) enables Guild to analyze their phone call recordings



without leaving the Genesys ecosystem, assuring data sovereignty compliance and ease of call processing. Guild can also feed voice data straight to their preferred business intelligence and analytics platform to enhance their omnichannel data insights strategy.

### **About Call Journey**

We are all about Voice data. We help businesses achieve a complete customer view by integrating Voice into the Enterprise data mix. Our speech experts bring together Natural Language Processing and Artificial Intelligence to create the best-of-breed speech analytics engine in the market. Using this engine to harness the power of voice data, we are helping organizations find answers to some of their biggest challenges, delivering insights that directly impact customer experience, business performance, and compliance.

### **About Guild Insurance**

Guild Insurance has over 50 years of experience in providing only the best insurance policies for businesses and professionals, with over 80,000 customers across Australia. The company is also considered one of Top 100 Most Innovative Companies in Australia and New Zealand in 2017 and 2018 by AFR Most Innovative Awards.

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