Prosodica's Technology Enables A More Proactive Approach To Customer Experience Management

Delivering better customer experiences is a top priority for companies everywhere. Post-contact measures, like customer surveys, social media monitoring and quality assurance reviews broadly outline trends that drive investment in training and analytics to improve experiences incrementally over time.

However, to a customer, an experience isn't a trend. Real customer experiences are personal, dynamic and an instantaneous product of the interaction each customer has with a company's representative.

Prosodica® is a new kind of technology that uses adaptive conversational analysis to detect, in realtime, whether or not a customer experience is continually satisfying, collaborative and efficient. The system analyzes every minute of each interaction, enabling a more proactive approach to customer experience management than ever possible before. Prosodica® provides an unbiased evaluation of every call, allowing you to see how performance develops by queue, by team, or even by employee throughout the day. Now you can answer questions like:

- How effectively does a contact center utilize handle time?
- Are contact center employees showing signs of fatigue?
- How are customers responding to new products or procedures?

Moreover, when problem patterns are spotted, or a call fails to meet performance guidelines, the system can trigger notifications to facilitate intervening actions before a call ends. The ProsodicAdvisor can subtly notify the employee or trigger an automatic supervisor escalation based on the severity of the problem. It's like having a supervisor there to assist in bringing every call to an optimal outcome.

PROSODICA®

ProsodicAnalytics
Patent-pending algorithms evaluate the quality of every call in real-time. A dashboard visually displays call center productivity and customer experience scoring for management to monitor.

ProsodicAlerts
Significant conversational shifts in live calls are signaled to employees and supervisors through a customizable web interface.

ProsodicAdvisor
The system supports automated behavioral coaching that develops employee soft skills by monitoring individual performance and by displaying personalized post-call analysis for every conversation.

The benefits of real-time conversational analytics are compelling. Our research reveals that improved conversational dynamics can reduce handle time by as much as 16% while simultaneously improving resolution rates and customer satisfaction by more than 10%. **Contact us to see how Prosodica can help you transform your customer experiences.**

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