

# Voice sentiment analysis by Alcatel-Lucent Enterprise and Unsaid

## Measure your customer satisfaction

The Alcatel-Lucent Enterprise and Unsaid voice sentiment analysis solution helps small, medium, and large enterprises accurately and authentically understand customer responses and interpret reasons for satisfaction or dissatisfaction. The solution allows customer relationship centre managers to quickly assess, from anywhere in the world, the level of customer satisfaction for each call centre. It provides information about which products or services customers are feeling positively or negatively about, enabling businesses to act proactively, retain customers, and improve sales.

The voice sentiment analysis solution offers an API service or a dedicated Unsaid interface with customer satisfaction voice indicators. The solution provides an API to integrate with voice recorders or CRM applications. The technology extracts audio data from customers to build personalised indicators based on your activity and provides the data required to proactively take the right operational actions for your customers, marketing, and sales departments.

The speech-to-text service provides detailed telephone conversation content. The speaker diarisation process makes it possible to differentiate between two speakers to separate the two dialogues in the text transcriptions.

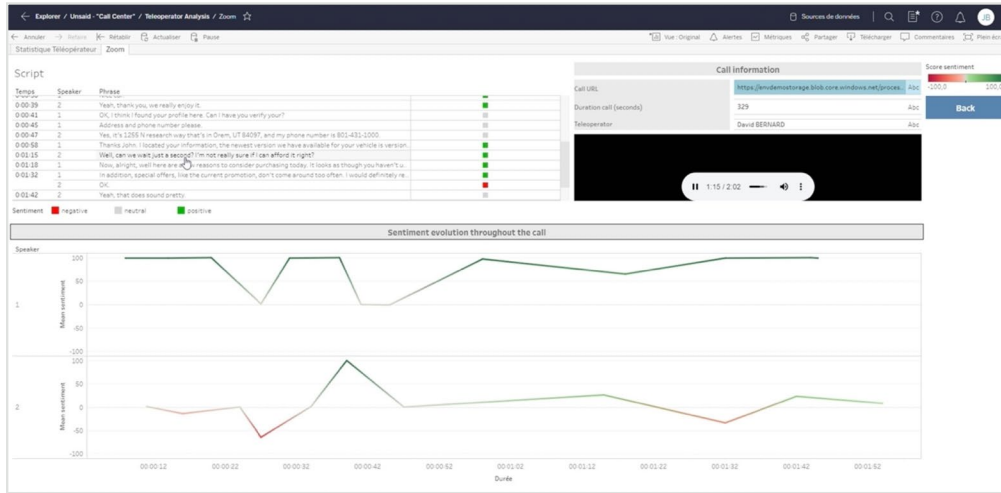
'Difficult' call tags allow you to react quickly to address dissatisfied customers and take actions to reduce customer loss rates and help build customer loyalty over the long term.

The solution is integrated into the telephone and/or CRM system.

## Customer benefits

- **Monitor customer satisfaction** level with 24/7 availability anywhere in the world
- **Provide instant visibility** into customer satisfaction/dissatisfaction
- **Easy to use** with a customisable interface
- **Notification** after a dissatisfied customer call
- **Effective communication** between managers, using the Unsaid interface

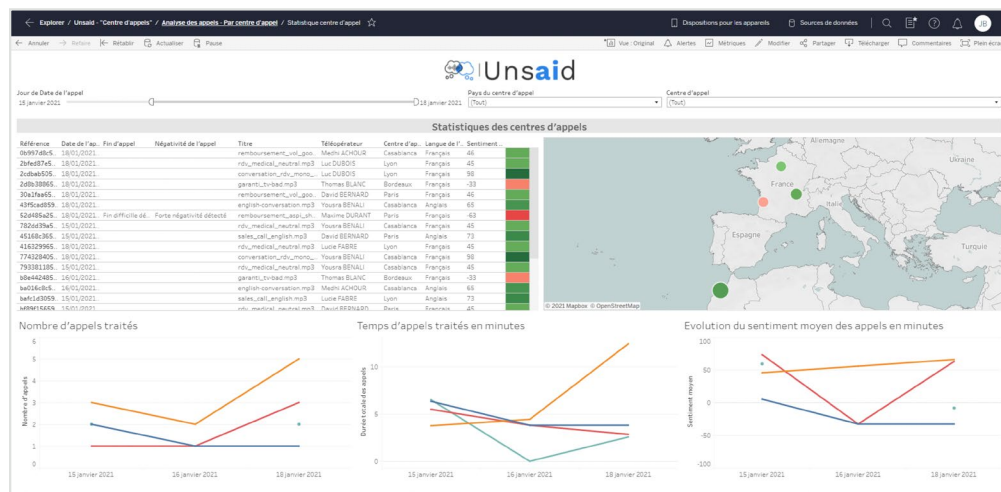
Figure1. Detailed view of a call



## Key features

- **Simple user-friendly integration** with your phone system and/or CRM
- **100% of customer interactions and direct access** to each customer sentiment indicator
- **Simple Key Performance Indicators (KPIs)** provide valuable information, which complement historical satisfaction metrics (including NPS, CSAT, customer effort)
- **Email** alerts
- **Automate, update satisfaction indicators** and share automatically within the user community
- **Real-time** audio streaming sentiment analysis service (project in progress)

Figure 2. Dashboard - Modular interface per client or per call centre



## Datasheet

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- **Export indicators** to PowerPoint, PDF, Excel files, among others
- **Dashboard** by call centre, region, country, continent or global level
- **API integration** into your business tools (CRM)
- **Pure cloud** solution based on Alcatel-Lucent Enterprise cloud infrastructure – Unsaid

Figure 3. Full transcript of the telephone conversation

| Temps   | Speaker | Sentence   | Sentiment |
|---------|---------|--|-----------|
| 0:00:08 | 1       | Thank you for calling Nissan. My name is Lauren. Can I have your name?             | positive  |
| 0:00:11 | 2       | Hannah name is John Smith.   | neutral   |
| 0:00:14 | 1       | Thank you John. How can I help you?  | positive  |
| 0:00:16 | 2       | I was just calling about this, see how much it would cost to update the map in my. | neutral   |
| 0:00:20 | 1       | Car, I'd be happy to help you with that stay. Did you receive a Mailer from us?    | positive  |
| 0:00:24 | 2       | I did, do you need the customer number?  | neutral   |
| 0:00:27 | 1       | Yes please.  | neutral   |
|         | 2       | Okay, it's 15243.  | negative  |
| 0:00:31 | 1       | Thank you and the year make and model of your vehicle.                             | positive  |
| 0:00:34 | 2       | Yeah I have a 2009 Nissan Altima.  | neutral   |
| 0:00:38 | 1       | Miss...  | neutral   |

Sentiment: ■ negative ■ neutral ■ positive

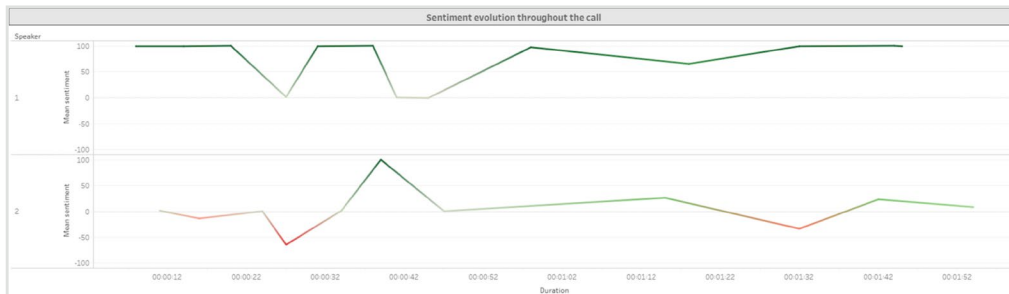
Figure 4. Integrated audio player to monitor the phone conversation

Call information

|                         |  |                 |                 |
|-------------------------|--|-----------------|-----------------|
| Call URL                | https://envdemostorage.blob.core.windows.net/proces... Abc | Score sentiment | -100,0 to 100,0 |
| Call duration (seconds) | 329  | Abc             | Back            |
| Teleoperator            | David BERNARD  | Abc             |                 |

0:03 / 2:02

Figure 5. Voice sentiments graphs: Understand the precise reasons for dissatisfaction/satisfaction



| Key features   | Benefits   |
|--|--|
| Simple integration                                     | Simple integration using the Unsaid web portal.  |
| No application to download                             | You do not have to download anything to connect your organisation, the web link uses the browser capability (Chrome, Internet Explorer 11, Edge, Mozilla Firefox, Safari). |
| Visualisation of analyses based on a defined time slot | Direct visibility of results and filter for a specific date or period.   |
| Web interface  | Visual and intuitive management.   |
| User interface   | Centralised and secure application with staff authentication for access to analytics.  |
| Filter management                                      | Filter by day and hour for phone call analysis.  |
| Statistics   | Dashboard by customer, call center, teleoperators or personalised.   |
| Exporting results                                      | Export in .csv format, xls, pdf, ppt, jpg, or png.   |
| User notification of sentiment alert tags              | Email sent to staff to notify the user of a difficult call or dissatisfied customer. Set the sentiment threshold between -100 (negative) and +100 (positive).              |
| High availability                                      | The cloud solution monitors and ensures high-availability of the service. The solution is geo-redundant.   |
| Options  | API for synchronisation with a third-party application (CRM / Audio Recorder).   |

## Technical specifications

### Architecture

- Cloud-based solution that can be easily integrated with ALE tools
- Access results in minutes with the graphic interface
- Data stored, redundant, and secured on servers in the country of your choice

### Supported systems

- Web browser: Chrome, Internet Explorer 11, Edge, Mozilla Firefox, Safari
- Mobile app: Tableau

### High-availability and resiliency

- Serverless technology in the cloud
- Service and data redundancy

### Services and support

- Customise dashboards to adapt to specific customer use cases
- Customisation options (CRM connector, additional input data)

### Pricing and ordering

- Pricing is based on the duration of the analysed calls and the number of phone calls
- One Unsaid license is required per user as well as one license for the Alcatel-Lucent OmniPCX® Record API module
- Deployment price: Alcatel-Lucent Enterprise Professional Services can provide a quote for solution customisation and options

## Contact us

- For more information, please contact: [professional.services@al-enterprise.com](mailto:professional.services@al-enterprise.com)
- For more information, please contact: <https://businessportal.al-enterprise.com> (**Professional Service Offer Request** section in the **Quick Access** menu).