

Sentiment Analysis with Calabrio ONE

In today's world, it's not enough to analyze and understand what customers say—you also need to understand what they feel. Yet organizations historically haven't done a great job of holistically ascertaining this type of sentiment. Tools such as surveys and focus groups only target a portion of the population and are unable to truly understand customer satisfaction levels.

With the rising tide and importance of voice-of-the-customer (VoC), contact centers are in a unique position to decipher both meaning and context from customer interactions. By understanding both aspects, you can help your organization more effectively improve customer satisfaction, grow sales, improve marketing strategies, and make better-informed product and operational decisions.

Calabrio offers an out-of-the-box Sentiment Analysis solution that enables organizations to accurately capture and interpret the VoC in its entirety. In this tech note, we explain how this solution can help you more accurately identify trends and shifts in customer attitudes, and utilize data to drive change within your business.

THE BUSINESS VALUE OF CUSTOMER INSIGHTS

Proactively identifying unhappy consumers enables a critical level of customer intelligence that: provides essential insight into customer perceptions of an organization's brand, product, operations and agent performance; delivers automated, straightforward and accurate analysis of customer attitudes; and enables organizations to promptly analyze root causes of concern and mitigate problems before they undermine the bottom line.

For example, contact centers can correlate sentiment with call metrics—such as duration, hold time and silence—to reveal previously undiscovered trends.

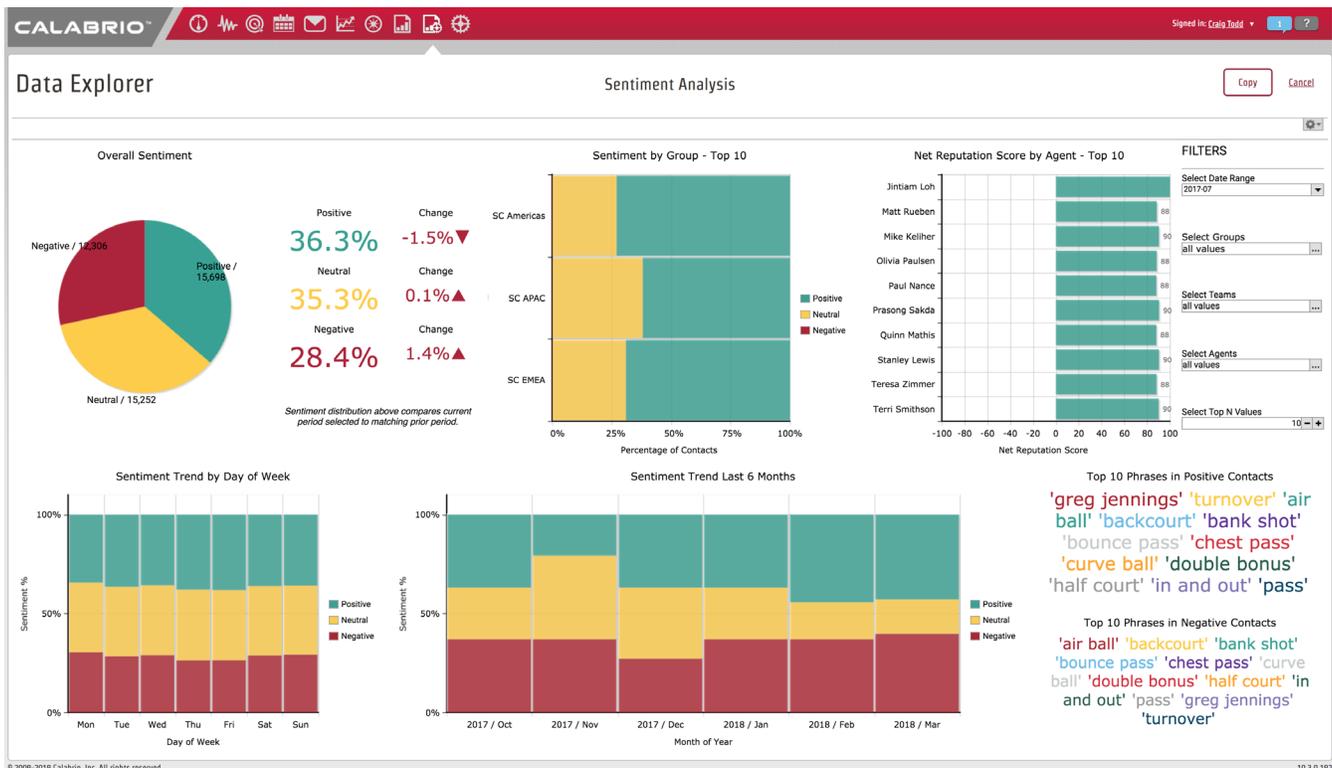
- Associate specific agents, groups or teams with consistently high or low customer satisfaction, then make necessary changes in process or personnel
- Supplement post-call surveys, focus groups and agent evaluation scores with a more comprehensive measure of customer satisfaction
- Monitor customer satisfaction and sentiment trends over time

Business teams can use Sentiment Analysis to more quickly hone in on business concerns. For example, marketing teams can discover the most effective marketing messages and campaigns, and develop product roadmaps that more directly meet customer needs.

- Amplify the VoC and more quickly secure business decision buy-in
- Learn how customer sentiment varies by product line
- Uncover how customers truly view the company's brand and why they feel the way they do

How It Works

Available as part of Calabrio Analytics, Sentiment Analysis delivers quick, accurate and meaningful customer engagement metrics via a comprehensive business intelligence solution. It detects, extracts and classifies sentiment expressed during all contact center customer conversations and automatically delivers a sentiment score for every customer voice interaction—whether positive, negative or neutral. With Calabrio Sentiment Analysis, organizations no longer need to manually monitor calls or study interaction transcripts to learn how customers feel.



Automatically deliver sentiment score—positive, negative or neutral—for every voice interaction.

With Calabrio Sentiment Analysis, you get:

- a fully automated solution that needs no manual examination to determine the sentiment of each call;
- out-of-the box functionality with no pre-configuration or setup necessary;
- the ability to view sentiment trends over time;
- drilldown analysis to view data details;
- filters to view sentiment by agent, teams or groups or apply to any other Calabrio Analytics reports.

HOW CALABRIO DECIPHERS NEGATION

While the phrases “That was a terrible response” and “I did not love that response” should result in similarly negative sentiment scores, other Sentiment Analysis solutions focus only on the words “love,” and “terrible,” resulting in a positive sentiment score inaccurately assigned to the second phrase. That’s why Calabrio’s holistic approach doesn’t limit Sentiment Analysis to a single word or phrase, and—as a result—accurately detects the negative sentiment of both statements.

And—unlike alternative offerings—only Calabrio Sentiment Analysis:

- **Is lexicon-based.** Driven to deliver accurate sentiment results in all industries, Calabrio enables analysis of every utterance in a conversation and presents precise assessment of sentiment for every single call.
- **Detects negation.** A top benefit of the Calabrio model is that it accurately detects “negation”—when a speaker uses a word or phrase that changes the sentiment of the statement from positive to negative, or from negative to positive.
- **Is bolstered by the strength of Calabrio’s transcription engine.** Calabrio’s speech-to-text analytics engine delivers cleaner, more precise transcription than competitors, which in turn improves the quality of the sentiment analysis performed upon the text.
- **Is easy to understand.** Calabrio delivers a straightforward assessment of each call, labeling it either “Positive,” “Negative” or “Neutral.”
- **Is contact center-focused.** The Calabrio Sentiment Analysis model was built by engineers possessing contact center domain

expertise and optimized so that it's specifically attuned to sentiments expressed within contact centers.

- **Delivers unrivaled accuracy.** In a 2017 statistical benchmarking of sentiment performed by Calabrio engineers, Calabrio's Sentiment Analysis delivered results that were above industry leaders, such as IBM.
- **Is vertical-agnostic.** Calabrio's analysis of customer sentiment remains accurate across all industries.

CALABRIO: THE MODERN, FRIENDLY ALTERNATIVE

Calabrio is revolutionizing the way enterprises engage their customers with Calabrio ONE, a unified suite—including call recording, quality management, workforce management, multichannel voice-of-the-customer analytics and advanced reporting—that records, captures and analyzes customer interactions to provide a single view of the customer, and improve the overall agent and customer experience. It is the only fully multi-tenanted cloud WFO solution on the market.