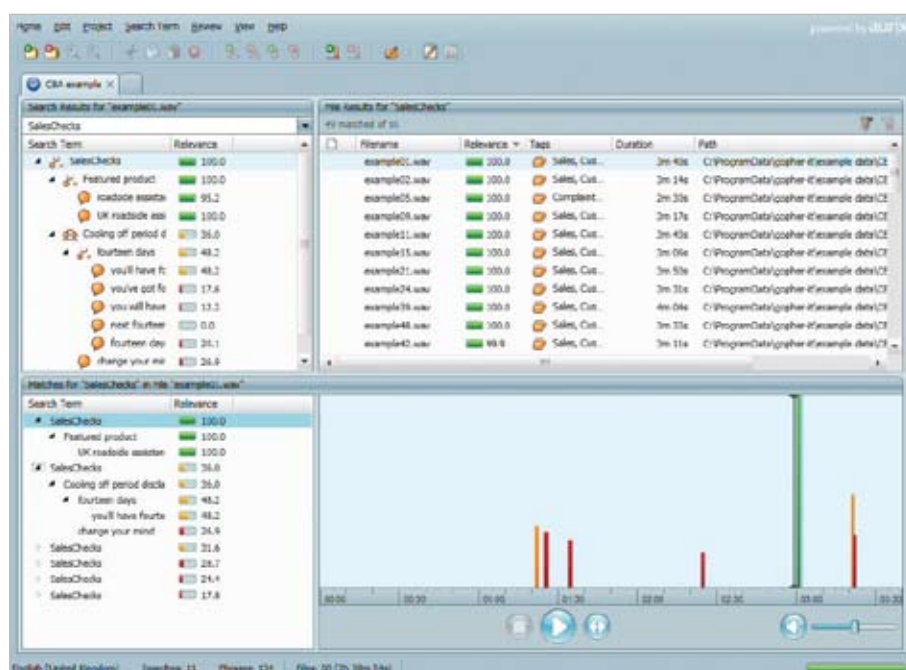


# SPEECH ANALYTICS SOLUTION

Many organisations in today's highly competitive business environment operate a part of their business on the telephone. This may be conducted through large scale contact centres, internal sales desks, customer service functions and other teams connected to the customer. During these conversations your customers are revealing information about their needs, expressing opinions on your products and/or services and providing intelligence about your competitors.

In addition, during these conversations, customers are exposed to an experience in dealing with your organisation, forming opinions on which they will base future decisions. Research shows that customers are significantly more likely to "churn" to a competitor based on a poor experience.

MX Digital's solution enables you to quickly analyse a set of call recordings for valuable market and competitive information. It can also efficiently, effectively and simultaneously minimise the risk of regulatory compliance breaches and ensure standards of corporate communications policy are met.



gopher-it® PRO 1.2 - fast and effective desktop speech discovery that's analytics ready using our Cloud Based Analyst plug-in.

# Speech Analytics **Solution**

Now even more efficient, gopher-it® PRO 1.2 provides the ultimate in desktop speech discovery. Making use of multi-core processors to speed up processing times, powerful results filtering using search phrases and tags to build rules increasing the efficiency of data tagging, to get you to the insights you need faster. The built in query strength meter and user interface enhancements make query specification even easier.

Using our new Cloud Based Analyst plug-in to connect to our analytics and reporting service, gopher-it® PRO 1.2 is “analytics ready”. PLUS we have extended the available out-of-the-box languages to include North American Spanish and German.

## Key Benefits

Significant improvements in efficiency over traditional speech search techniques, releasing value through increased coverage.

Increased business performance and service quality, through the identification of good and bad practice.

Enhanced protection of your brand by reducing the risk of malpractice, fraud and non-compliance.

Lowest Total Cost of Ownership (TCO) due to a small operational footprint, easy integration to other systems and easy to use interface allowing ‘expert-free’ operation.

## Features

Desktop speech search based on phonetic technology, providing speaker independent capability that doesn't require a database of dictionary terms.

Easy to use interface providing a simple and efficient way to create searches, review results and tag files of importance.

Plug-in interface to easily connect to third party tools e.g. Business Intelligence platforms.

Supports industry standard telephony audio formats, including: WAV (G711, GSM6.10), MP3 & WMA.

Support for up to 1500 hours of searchable audio plus save and reuse your projects searches, data filters and tag libraries.

## System Requirements

Windows® XP (SP2) / Windows® Vista (SP1) / Windows 7

Windows® Media Player 11

DirectX® 9.0c

Microsoft® .NET Framework 3.5 (SP1)

Adobe® Reader 9.0

Recommended minimum hardware specification: Intel® Core 2 Duo, 2.0GHz, 2GB RAM.