

SPEECH ANALYTICS TECHNOLOGY

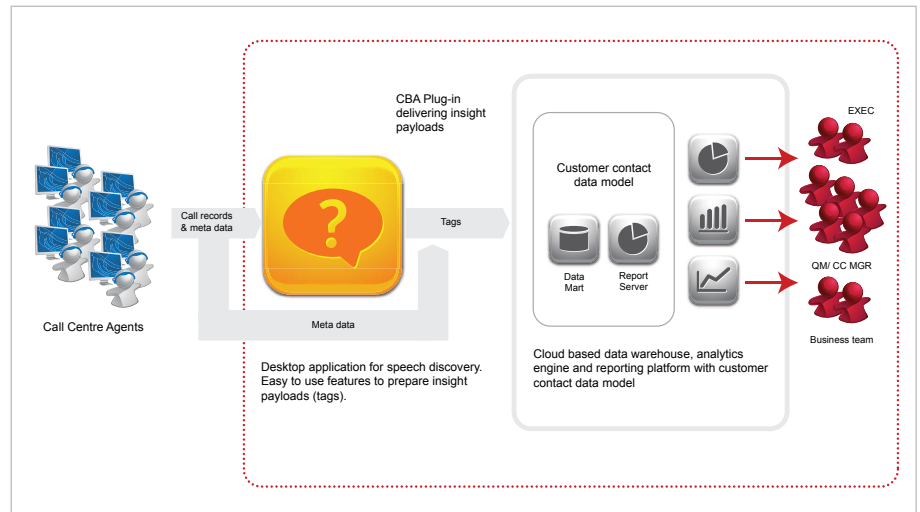
MX Digital provides a market leading phonetic audio search engine representing a significant advance over speech-to-text engines because our searches are based on matching phonemes - one of the building blocks for the way a word sounds - rather than the specific spelling and matching of a word.

True phonetic based audio search systems do not use a finite dictionary to produce a transcript that is subsequently searched. MX Digital retains the intelligence in the audio by creating a phonetic index of the audio stream. This makes possible a much wider range of applications to unlock intelligence in both real-time and recorded audio applications.

MX Digital technology is designed for rapid, cost-effective deployment. Our software development kit (SDK) contains a suite of tools and guides for the creation of custom applications using the Phonetic Audio Search Engine. The SDK is written in C++ with a C application programming interface (API), making for easy integration with your application.

Hook into the API to transfer words and phrases to be searched from your applications to the phonetic audio search engine. Results are returned directly to the partner application. The partner applica-

tion can conduct a search with a selection of words and phrases which can be combined with Boolean functions and other factors such as elapsed time to create complex search queries. The search terms can be submitted directly to the API, reducing the integration effort for such complex queries.



Speech Analytics **Technology**

Key features

- True phonetic audio search engine
- Enables non-dictionary words to be searched e.g. people, places, products and organisation names, plus jargon and slang.
- High capacity ingestion at speeds reaching 80x real-time
- Search at speeds of up to 80,000x real-time
- Easy integration via C API.
- Comprehensive support of industry standard audio and audio-video file formats

Corporate compliance

Locate non-compliant calls with maximum efficiency.

Identify those agents with training needs.

Monitor whether your customers are receiving a good service throughout their call with an agent.

Regulatory compliance

Track all mentions of restricted information to identify agents who potentially risk breaching regulatory standards.

Gain peace of mind by being able to demonstrate that best practice has been implemented.

Business intelligence

Identify the reasons customers are calling and take steps to ensure their needs are more efficiently met.

Know what competitors are offering to respond appropriately.

Know how customers are responding to marketing and promotions so that your ROI can be optimised.

Manage call centre resources so they are deployed to best effect and identify specific training requirements to improve overall performance.