Contexta360™

CORE

Advanced interaction analytics that enables customer contact centres to truly understand, improve and automate high-value voice and text data.

## Analyse millions of voice and chat interactions

Contexta360 CORE leverages your current technology to deliver an omnichannel interaction platform that provides advanced insights and actions, fuelled by the latest AI and NLP technology.

Out of the box, CORE delivers 4 pre-templated use cases for compliance, quality monitoring, sales and business optimisation, with a total of 16 metrics and 12 KPIs. Add CORE to your contact centre to enhance the value of your conversations.

Automate and improve business processes

Capture actionable intelligence every time your customers interact with you. Turn that data into meaningful insights that will optimise and transform your business, with a key focus on people, process and automation.

Contexta360 Core delivers business use cases and defined metrics to drive increased revenue and better customer experience, while ensuring brand and regulatory compliance and reducing costs.
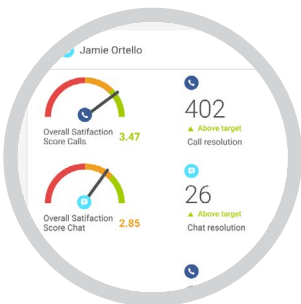
Better conversations through greater understanding

Understand your sales interactions and why your customers are calling. Know if your competitors are mentioned on the call and whether the sales team is on track. Identify customer needs, challenges and objections.

World-class, multi-language speech-to-text technology that is tuned to business and industry lexicons, built from the ground up and coupled with the latest in AI, NLP and NLU, is key to uncovering actionable insights across all contact channels. Pre-templated KPIs enable you to manage your agents and ensure they are equipped to deliver the best customer experience.

Uncover hidden insights to effect change

Use specific metrics based on topics, sentiment, questions, and silence detection, to gain understanding of all interactions, to identify key topics, trends and root causes, and to effect business process changes and transformation.

Manage brand and regulatory procedures and specific compliance performance indicators to protect your business and your customers, by leveraging insights from conversational data, word cloud and advanced topic detection.

Out of the box – 4 use cases, 16 metrics, 12 KPIs

Average call-handling time
Average handling time is a key measure to enable contact centres to learn how long customer interactions take.

Silence detection
Silence detection can help identify agents that have significant or frequent pauses when speaking to customers.

Overtalk
Identify agent and customer frustrations. Are the caller and agent talking over one another? This could highlight a lack of understanding, sentiment and training.

Competitors
Highlight when competitors are mentioned. Understand price or product threat, and if your customers are looking to churn.

Call reasons
Enable users to track specific terms found in marketing campaigns, reasons why your customers are calling, churn, confirmation of conversations or topics, and so on.

Agent script adherence
Contact centre agents who fail to follow a mandatory script or business process can create issues that affect customer satisfaction and cause brand damage.

First contact resolution
Ensure you are staffed adequately with trained agents. Can they answer questions and provide information without having to transfer or escalate the call?

Agent problems
Score and coach agents based on their performance. Know when it is an agent that is not performing rather than events outside of their control, for example system issues.

Sales qualifiers
Gain a better understanding of how well your sales strategies and marketing campaigns are performing, and how successful your sales team is at converting leads.

Discounts
Ensure that your agents are mentioning discounts at the right point in a sales cycle. Is it the agent or the caller that is asking about discounts? Ensure consistency within your team.

Call avoidance
Understand broken processes. Should a call have been passed to a live agent or could it have been handled by a self-service agent? Ensure IVR, scripts and call routing are correct.

Statements
Ensure that agents follow brand and regulatory compliance in order to maintain customer experience and mitigate business risk.
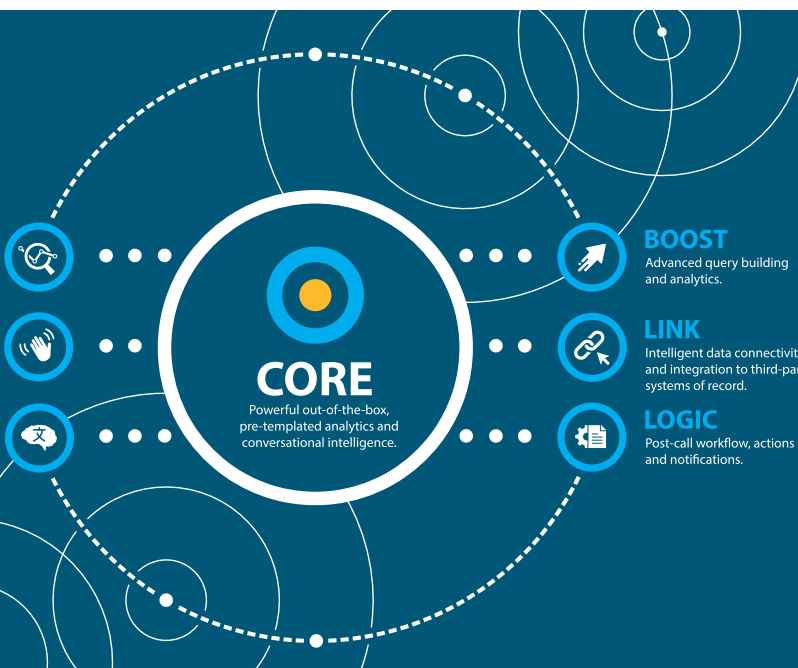
MATRIX
Toolkit for data scientists and analysts.

HELLO
Automatic speaker verification and caller identity management.

BRAIN
NLP driven auto topic detection, summarisation, trend spotting and surveys.

CORE
Powerful out-of-the-box, pre-templated analytics and conversational intelligence.

BOOST
Advanced query building and analytics.

LINK
Intelligent data connectivity and integration to third-party systems of record.

LOGIC
Post-call workflow, actions and notifications.

Key features
- Out-of-the-box design that is easy to implement with immediate ROI.
- Cost-effective and scalable, from 20 agents to 2,000+.
- Simple and flexible agent-based pricing.
- Ability to integrate with your current contact centre solution.
- Customisable dashboard UI.
- In-house speech-to-text engine, tuned to your data.
- Cloud or on-prem deployment options.