

A woman with dark hair, wearing a black pinstriped blazer over a white top, is seated at a wooden desk. She is wearing a black headset with a microphone and is smiling while looking at a laptop. The background shows a modern office environment with glass partitions and a bookshelf.

**CHORUSCX**

# Conversational Analytics

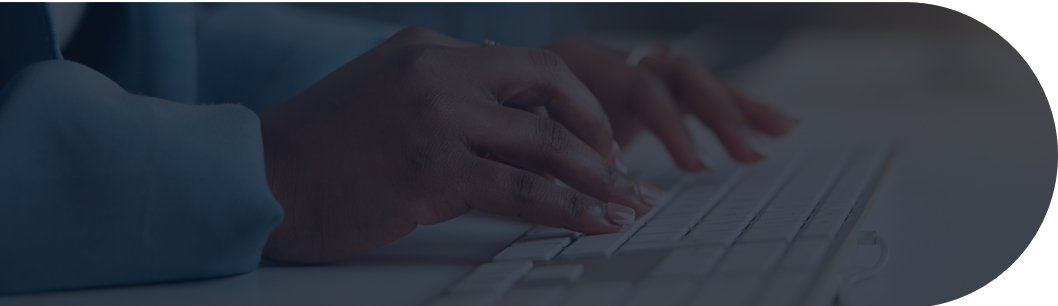
ChorusCX's AI-powered Conversation Analytics gives you complete visibility into what drives results and ensures compliance.

Coach smarter, convert more, and operate with confidence across your entire team.



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# Introduction

**Outsmart inefficiencies and challenge assumptions. Conversation analytics that delivers affordable, out-of-the-box insights for better business outcomes.**

## Understand the 'why'

Make better business decisions and understand 'the why' behind 100% of your contact center conversations. Made for revenue-generating teams - our AI-driven analytics - Conversation Analytics is simple to set up, cost-effective and provides sophisticated insights at the click of a button.



# Speed Up QA Processes With AI

Speed up your quality assurance and compliance processes with conversation analytics. Our AI technology transforms the way you evaluate voice interactions, saving time, providing insights and helping you meet compliance standards.

## Analyze 100% of your customer conversations so you can:

- Spot training opportunities quickly
- Understand which calls need attention using data
- Ensure calls are dispositioned correctly
- Make compliance checks easily, across everything
- Save time on quality assurance processes
- Provide data-driven feedback to team members



Buying Signal Detected

Objection Handled

Call Success

“As a business, we are very committed to AI and the value it brings. We’ve found a lot of use in conversation analytics, the speech transcription and summarization feature has been a massive help.”

—Karl Burke, Contact Center Manager



# Conversation Analytics for Teams

Empower your QA team with advanced tools designed for efficiency and accuracy. Our feature-rich platform puts the power of AI-driven analysis at your fingertips, making quality assurance faster and more effective than ever before

## Features Your QA Team Will Love:

- **Call Summary:** A quick overview of each conversation
- **Full Transcript:** Complete text transcription of every call
- **Search Across Transcripts:** Easily find words or phrases
- **Sync to Transcript:** Align audio with text for efficient reviewing
- **Export Transcript:** Share or analyze data externally

## As well as:

- Phase-level sentiment analysis
- Topic detection
- Customer & agent sentiment tracking

# Conversational Analytics For Sales and Collections

Unlock the full potential of your customer interactions with our powerful data analysis. Gain unprecedented insights into customer behaviour, market trends, and team performance to drive your sales and collections strategies forward.

## Gain insights into trending topics so you can:

- Identify customer issues and complaints quickly
- Understand common objections to improve sales strategies
- Adapt rapidly to market changes
- Make data-driven decisions for business growth
- Improve customer satisfaction and retention

**“Conversation Analytics will absolutely revolutionize the way we approach sales training and people’s individual performance.”**

—Karl Burke, Contact Center Manager





# Conversational Analytics For Data Driven Decisions

Harness the power of AI to transform your data into actionable intelligence. Our suite of analysis features gives you a 360-degree view of your sales and collections operations, enabling you to make informed decisions and optimise performance.

## Features You'll Love:

- **Comprehensive analytics:** Performance Data by User, Team, Campaign & more
- **Quick Look Topics:** Instantly understand conversation themes
- **Sentiment Analysis:** Understand changes in customer sentiment
- **Comparisons:** Benchmark performance across agents and set periods

## As well as:

- Filter by outcome codes, campaigns or users
- Export dashboards to share with the team
- Call summaries, transcriptions and keyword search

# Success Intelligence For Sales and Collections

Our AI doesn't just measure - it comprehends. It identifies key success drivers, categorises objections, and analyzes how top performers excel. Success Intelligence provides actionable insights to replicate excellence across your team.

## With Success Intelligence as a part of Conversation Analytics, you can:

- Redefine Auto QA beyond simple pass/fail metrics
- Align analytics with specific business goals
- Identify and replicate winning strategies across teams
- Improve objection handling and increase success rates
- Drive meaningful results through data-driven insights
- Unlock team potential with targeted coaching



# Advanced Intelligence For Team Performance

Experience the next evolution in sales and collections intelligence. Our Success Intelligence provides intelligent, actionable insights into your team's performance, objection handling, and overall effectiveness, giving you the tools to elevate your entire operation.

## Features You Won't Want To Live Without:

- **Objection Reasons:** Identifies and categories common objections
- **Objection Handling Effectiveness:** Measures success in overcoming challenges
- **AI Improvement Suggestions:** Get actionable insights to enhance performance
- **Benchmark for Best Practice:** Comparisons Across Users, Teams, Campaigns & more

## On top of:

- Performance Comparison
- Talk/listen ration, talk rate
- Silent Time and Monologue Analysis

# Conversation Analytics Architecture

## Quality & Accuracy

We've taken time to ensure that our large language models are trained on diverse UK accents and dialects. Our benchmark testing looked at WER (word error rate), diarisation and 'human-in-the-loop' evaluation, and we achieved 95%+ speech accuracy – exceeding market averages.

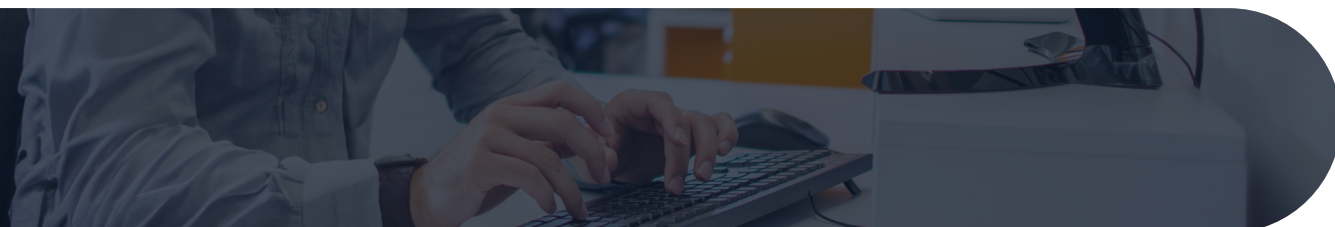
## Data and Security

Conversation Analytics by ChorusCX's speech data is processed entirely in the UK within Microsoft Azure and is a part of ChorusCX's stringent security protocols and environment; this helps mitigate the risk of data breaches and adheres to stringent compliance guidelines like GDPR, the Data Protection Act and follows FCA regulations. Robust encryption is used at all processing stages at rest and in transit. This means your data is protected. Our platform allows for full auditability of system, so we can track data access, model usage.

## Responsible AI

ChorusCX understands the power and responsibility associated with Artificial Intelligence (AI) and is committed to developing and deploying speech analytics solutions that are not only accurate and insightful, but also ethical, transparent, and fair. This is done by prioritising responsible AI principles throughout our development process by:

- Using diverse datasets to combat bias
- Using a human-in-the-loop evaluation process
- Ensuring explainability in our large language models
- Adhering to strict UK data privacy regulations like the GDPR
- Soliciting feedback from users and third-party experts to identify and address potential biases or ethical concerns.



# Our Solutions

With full integration with the ChorusCX Contact Center platform you can get started with actionable insights delivered from day 1, with pre-configured trending topics and phrase-level sentiment analysis.

## Out-of-the-box features:

- 100% calls transcribed
- Phrase-level sentiment analysis
- Topic detection
- Call summarization
- Customer & agent sentiment
- Objection Handling Effectiveness
- Access management
- Search and filter calls based on topics and sentiment
- Intuitive data dashboard for quick analysis
- AI Improvement Suggestions

## You will have the ability to:

- Add domain-specific language
- Add topics for detection

## Plus:

- No complex scripts to get speech analytics set up.
- Pay per user, per month or hourly models





[sales@choruscx.com](mailto:sales@choruscx.com)



0161 444 3333



[choruscx.com](http://choruscx.com)

**For more information on  
Conversation Analytics by  
ChorusCX, speak to our team**