

## OVERVIEW

### Nexidia Discover

Automated Intelligence from Contact Center Data



#### NEXIDIA PRODUCTS

The Nexidia product suite is a set of powerful and scalable customer interaction analytics solutions that enable contact centers to quickly extract deep and meaningful business intelligence directly from their captured interactions. The individual products bring tremendous value on their own, but are designed to work in conjunction with one another to provide a well-rounded understanding of customer intent and experience. Nexidia uses patented phonetic technology to analyze 100% of recorded calls – as well as other interactions such as e-mail and chat. This unlocks the voice of the customer, translating the interactions into valuable information that can be used to improve contact center operations and transform your business.

#### NEXIDIA DISCOVER

Nexidia Discover, a component product within the Nexidia suite, automatically mines agent-customer interactions and identifies the most significant issues and trends. Nexidia Discover is designed to help contact centers gain immediate visibility into the critical issues driving customer interaction behavior. Working straight “out-of-the-box,” with no advanced setup required, Nexidia Discover simplifies customer interaction analytics for rapid implementation and immediate

business results. The whole process is performed automatically, with no user input, and is updated as new phraseology comes into use.

By combining new techniques in language analysis with its highly scalable, accurate, and patented phonetic indexing and search process, Nexidia Discover automatically identifies potential issues or trouble spots in customer and business behavior that merit further investigation:

**Relevant Topic Identification:** The challenge with other automated analysis approaches is the volume of information returned. What’s needed is a way to uncover information that is relevant and meaningful, without providing thousands of results that have no merit and result

in “analysis paralysis.” Nexidia Discover ensures that the data presented provides relevant business intelligence that can be acted upon to improve results—quickly and efficiently.

**Trending Reports:** Findings are “trended” so that a company can see if phrases are increasing or decreasing in frequency. This allows for the identification of the most relevant issues affecting customers.

**Topic Relationship Reports:** The trending reports are combined with topic relationship reports to show which topics are most closely aligned with each other. This provides a complete picture of what is taking place within the contact center. And the actual audio, or other interactions, are available for review.

*See at a glance which topics are driving customer interactions.*



**Forensic Search:** For those who wish to do a little further investigation, Nexidia’s ad-hoc forensic search capabilities are available in Nexidia Discover. These powerful, accurate, time-based Boolean searches allow companies to search across large bodies of interactions to find the ones most relevant to the business challenge at hand.

**Interaction Comparison:** Nexidia’s Enterprise Analytics feature brings even more ways to interpret and use the information uncovered by Nexidia Discover. It boasts improved ways to cut through the chatter and get to the information you need most. Enterprise Analytics allows you to:

- **Compare interaction drivers by type:** Want to know if the same topics are driving calls as are driving emails or chat messages? Filter and compare/contrast by channel.
- **Leverage metadata:** Are customers with high impression scores concerned with different areas of your business than those with low impression scores? Did the marketing campaign with message “A” drive more calls than the campaign with message “B?” Do billing related interactions peak around the end of the month? Use virtually any metadata field associated with your interactions to identify, correlate and make sense of emerging topics so that the findings can be shared with the appropriate department and acted upon quickly.



*Compare and contrast interaction drivers and uncover their relevance to your business challenges.*

**FLEXIBLE, EASY DEPLOYMENT OPTIONS**

Nexidia’s ability to quickly search and analyze interactions without requiring complex implementations and infrastructure ensures that global organizations have the easiest, fastest path to the benefits of analytics. Getting started is faster and more affordable than ever— beginning with a complimentary Proof of Concept analysis using your own call center data.

Nexidia’s low-risk 90-day QuickStart program and hosted OnDemand service provide access to the full scope of capabilities in the Nexidia product suite.

Quickly gain insight into your customer’s experience without the time and expense associated with software or hardware installations.

Additionally, Nexidia’s professional services team brings rich call center and consulting experience to every engagement. With strong execution experience and unique methodologies, Nexidia’s technology and implementation experts deliver “best in class” service to match its “best in class” analytics solutions.

For more information, please contact us at [info@nexidia.com](mailto:info@nexidia.com).

**Nexidia – Headquarters** +1 (866) 355 1241  
3565 Piedmont Road NE, Building Two, Suite 400, Atlanta, GA 30305, USA

**Nexidia – UK** +44 (0)20 8973 2440  
Gainsborough House, 2 Sheen Road, Richmond TW9 1AE, United Kingdom

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