



## Industry Overview

Instantly tap into the voice of the customer and unleash the type of powerful intelligence that proactively drives business growth—all at speeds never before imagined.

nexidia 

## New Value, Amazing Possibilities with Speech Intelligence

Nexidia is the audio and video search company with patented technologies and breakthrough applications that enable customers to quickly gain new insight, build competitive advantage and realize amazing possibilities now discoverable in audio and video content.

### NEXIDIA TECHNOLOGY

Nexidia has helped some of the world's most dynamic organizations in various industries uncover the hidden value in their recorded contact center interactions. Some of the industries served include telecommunications, debt collections, financial services, healthcare, insurance, retail, utilities and technology. Customers in these industries have achieved a wide-range of goals including reducing average handle time, improving first call resolution and reducing operating costs while improving customer service.

### CROSS INDUSTRY CONTACT CENTERS

Recorded audio from contact center interactions provides organizations with tremendous customer and market intelligence. Obtaining insight into this information allows forward thinking organizations to integrate the voice of the customer into their business, enabling them to impact customer satisfaction, improve product offerings, reduce operational costs, identify and maximize revenue opportunities, and ensure adherence to internally or externally regulated processes. The Nexidia Enterprise Speech Intelligence (ESI) product suite delivers the only scalable speech analytics solution that instantly taps into the voice of the customer and unleashes the type of powerful intelligence that proactively drives business growth—all at speeds never before imagined.

### TELECOMMUNICATIONS

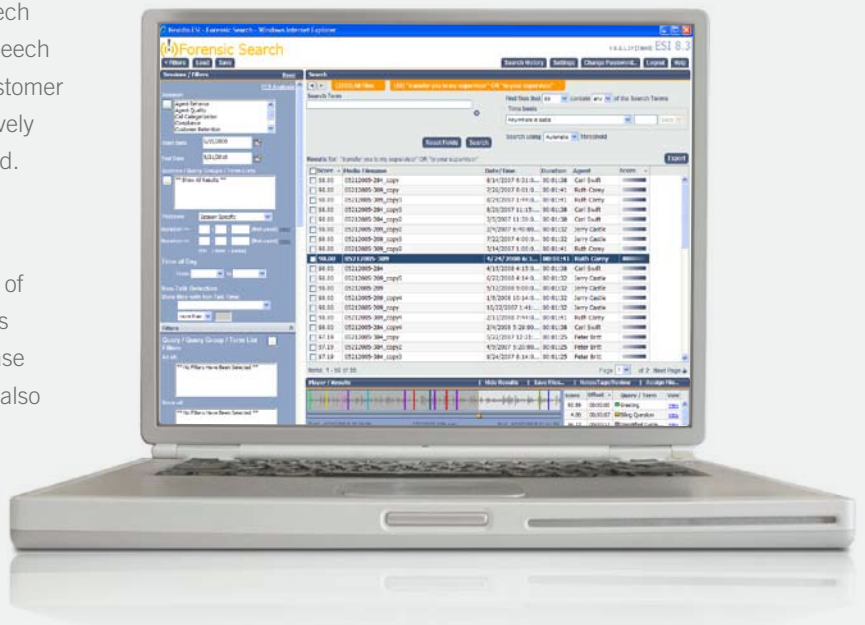
Deregulation of the telecommunications industry and a loss of subscribers have contributed to placing telecommunications organizations under increased pressure to retain and increase revenue from their existing customers. These organizations also

face internal issues of supporting the diversified interests of the new telecommunications model that bundles cable, telephone, Internet, and wireless services. The same agents must now respond to all four types of services when speaking to one customer. Key to gaining an advantage in this changing industry is the ability to analyze information generated from the interactions between customers and agents. Nexidia ESI enables these interactions to be analyzed for trends, identify potential problems and reports on key performance indicators critical to retaining customers and uncovering new opportunities.

### FINANCIAL SERVICES

Compliance reporting on audio files can incur sizeable costs and increased liability due to the inability to readily locate and access information. Retrieving specific information for the subject matter requested and submitting only these specific calls for auditing is both expensive and time consuming. To minimize liability and gain the

*Nexidia's phonetic indexing technology searches on the spoken word content contained within the media.*





benefits realized from Corporate Governance, it's important to find a highly accurate process that reduces the time and cost of finding every relevant telephone message or logged call. Nexidia ESI fulfills these requirements by providing a fast, accurate, automated auditing solution. Rather than spending valuable time actually listening to content, Nexidia ESI enables compliance management personnel to establish key words and phrases to be searched for automatically. These results are reported through Nexidia ESI, enabling trending, reporting and identification of questionable calls for further analysis.

#### INSURANCE

In the insurance industry, access to customer information is abundant, but having this information is just the first step toward improving service and increasing revenue. Given the increased staffing costs required to attract and train highly qualified agents, it is vital that insurance organizations maintain an up to date perspective on agent performance and customer satisfaction. In order to do this, insurance organizations need to continuously review their audio data for potential product issues, customer service quality standards, additional training needs, identification of new business opportunities, and further insight into the voice of the customer. Nexidia ESI can enable providers to quickly identify and analyze information in a more cost effective manner, generating quantifiable savings and benefits that quickly impact the bottom line.

#### HEALTHCARE

The ever-present potential for liability in the healthcare industry is a growing concern for pharmaceutical, medical and insurance corporations. With the advent of HIPAA regulations in 2002, this concern has reached new proportions. Corporations stand to lose a great deal if found in violation of HIPAA, but means ensuring compliance can be tedious, time consuming, and expensive. With Nexidia ESI, recorded interactions can easily be monitored,

mined, and tracked to ensure adherence to compliance standards. By identifying and reporting on calls out of compliance, Nexidia ESI gives healthcare organizations the ability to generate root cause analysis and identify training needs to ensure compliance standards are met. Furthermore, Nexidia ESI's patented phonetic approach enables the recognition of medical jargon, slang and words not found in the common dictionary.

#### OUTSOURCED CONTACT CENTER PROVIDERS

Delivering on the different standards and practices mandated by customers of an outsourced contact center is a big challenge. Additionally, there is also the need to be differentiated in a highly competitive environment. Nexidia ESI enables an outsourcer to automate auditing of service level agreements and script adherence as well as investigate root cause analysis of service issues, such as first call resolution and call duration. Nexidia ESI provides the outsourcer with the ability to generate informative market and business intelligence reports as a service to their customer and their management—all from the definitive source of data—the voice of the customer.

#### RETAIL

Retail organizations fully understand the value of analyzing audio intelligence on their consumers and markets. However, as the number of recorded interactions increase, the organization's ability to manually analyze the calls can degrade dramatically. They are faced with several alternatives: increase headcount, sample only a subset of the data gathered, or turn to technology. With Nexidia ESI, retail organizations can unlock valuable data contained in the voice of their customers, and gain comprehensive, multi-dimensional insights from all the recorded data, instead of just a random sampling.

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