OpenText™ Qfiniti AutoScore

Automate the identification, scoring, and tracking of agent behaviors and customer experiences in all recorded calls using advanced speech analytics

Using random sampling of recorded calls to conduct one-on-one agent coaching has long served as an effective method to improve contact center performance. For reporting purposes however, the number of reviewed calls is extremely small and therefore cannot include every type of interaction. This traditional quality assurance (QA) model cannot represent the statistically valid sample set necessary for consistent and accurate scoring. To rely on just a few interactions among thousands fails to provide a balanced measure for employee performance and/or compensation reviews. More significantly, when used to make business-critical decisions, random call sampling can result in even greater shortcomings—both within and beyond the contact center.

OpenText Qfiniti AutoScore addresses the limitations of random sampling using advanced speech analytics to analyze every single recorded call and then identify, score, and track agent behaviors and customer experiences. Contact center analysts and supervisors are no longer restricted by such a small sample of calls to inform their agent coaching process or understand customer behaviors. To compete in today's marketplace with superior service, it's critical that your agent performance and customer engagement initiatives take full advantage of the valuable information contained in each and every voice recording. Yet, relatively few contact centers analyze every voice interaction using standard scoring criteria, even though most have deployed full-time call recording.

PRODUCT HIGHLIGHTS

- *Measure agent and customer behaviors with unprecedented accuracy and in real time across all voice interactions*
- *Leverage unparalleled flexibility to define behaviors and uncover their impact within specific business contexts*
- *Calibrate and tune scoring models within minutes instead of days*
- *Improve scoring outcomes using built-in capabilities to train the speech recognition process*
- *Link OpenText™ Qfiniti AutoScore results to questions in an evaluation form for auto-answer*

opentext™

Automatically measure agent script adherence and skills proficiency

Qfiniti AutoScore can automatically measure script adherence and degrees of skills proficiency across all recorded customer calls, and apply consistent performance standards to all voice interactions in a highly calibrated manner. Script and skills standards can be customized per project, line of business, or agent group, or can be configured to measure all agents against a universal standard.

Qfiniti AutoScore supplements traditional QA efforts and measures an unlimited number of customer voice interactions. This information can facilitate shorter manual scorecards and shorter coaching discussions. Contact centers can use this time savings to:

- Focus on certain agent behaviors that Qfiniti AutoScore may not easily detect
- Address operational and customer opportunities more effectively exposed by Qfiniti AutoScore
- Provide additional help and coaching to those agents identified as at-risk
- Configure, validate, and calibrate Qfiniti AutoScore settings
- Free up QA staffing for additional projects

Using Qfiniti AutoScore search, contact center leaders can filter results by topics, agents, teams, products, and interaction outcomes, and then drill down to the most relevant and critical calls without having to wait for manual evaluations to be completed.

All recorded interactions

1%
Measured using QA process

3%
Measured using surveys
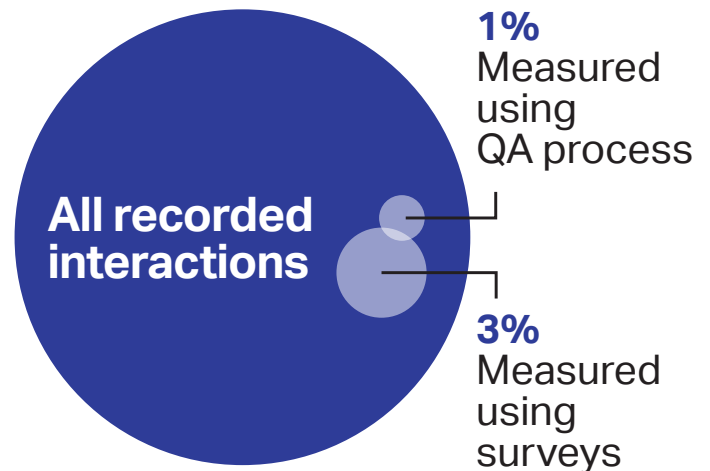
Most contact centers do not measure quality or customer satisfaction for the vast majority of customer interactions.

Instead of taking days or weeks to recognize agent performance trends, contact centers can use Qfiniti AutoScore to instantly identify ongoing problems and validate coaching results, without having to listen to additional calls.

From a high-level view of interactions, analysts and supervisors can drill down to the most relevant calls automatically identified by Qfiniti AutoScore as indicative of specific agent or customer behaviors.

ENTERPRISE INFORMATION MANAGEMENT

Augment customer experience measurement

Because customers are more connected than ever to one another, they have come to expect exceptional service and are eager to share their opinions with others. For this reason, customer experience (CX) measurement is a contact center imperative for three primary reasons:

1. **Organizational engagement:** Contact centers with a structured means of collecting customer information are better able to inform the organization regarding the needs and values of the customer.

2. **Customer satisfaction:** CX measurement provides a more efficient means of assessing satisfaction drivers so that efforts can be focused on improving the customer experience.

3. **Program effectiveness:** Consistent customer experience scoring provides the means to effectively measure the success of ongoing improvement initiatives.

Qfiniti AutoScore can monitor customer language in all recorded interactions and can automatically assign a customer satisfaction score to words that convey satisfaction, frustration, or even indicate that a customer might be likely to stop doing business with your company.

Using Qfiniti AutoScore to supplement other customer experience measurement tools and methods—such as survey results (NetPromoter, Customer Satisfaction, Customer Effort scores, etc.), KPI tracking (churn rate, first call resolution, etc.), or social media monitoring—can help shift customer experience from good to great, thereby helping you achieve a significant advantage over your competition.

Benefit from a powerful measurement process

Qfiniti AutoScore provides significant visibility into contact center performance plus additional insights not available through traditional measurement methods. This unique, flexible measurement process is easy to configure and meets a variety of business needs.

1. **User-configured lexicons:** Create lists of words and phrases which, when spoken by the agent or customer, indicate that a specific performance or CX objective has been completely, partially, or not at all met.

2. **Flexible scoring model:** Configure how the use of word groups spoken by the agent or customer will affect the score of each call for that category.

3. **User-defined call selection:** Define any group of calls to measure using criteria determined for the category.

4. **Open analytics configuration:** Validate results and quickly tune the measurement engine to ensure the highest possible degree of accuracy.

5. **Advanced filtering:** View scored results for all calls by team, agent, site, type of call, line of business, etc.

6. **Scorecard integration:** Use Qfiniti AutoScore to score questions in OpenText™ Qfiniti Advise, reducing the time needed to complete a manual scorecard.

Compared to competitive products, only Qfiniti AutoScore allows users to view and configure word lists for automatic scoring, score against lists of specific words or related topics, and fine-tune the analytics engine within the user interface at no extra cost and
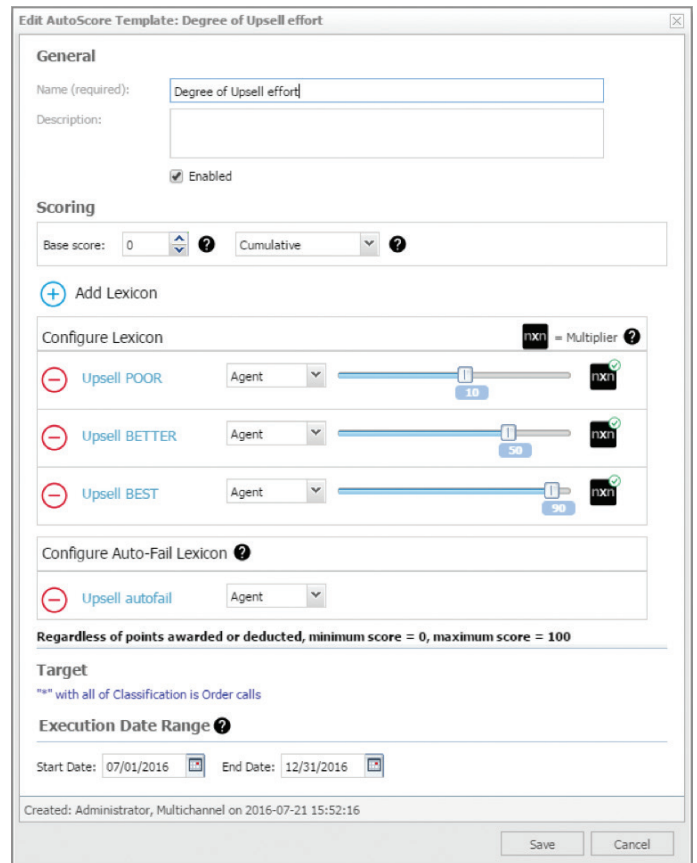
Qfiniti AutoScore provides flexible scoring models for measuring both agent and customer behaviors in real time and across all interaction touch points.

with immediate re-alignment results. In addition, Qfiniti AutoScore allows analysts and supervisors to update scoring parameters in real time.

Leverage analytics-enabled scoring for rapid ROI

Using advanced pattern-matching analytics to quantify and categorize language used by agents and customers in real time and at big data scale, Qfiniti AutoScore enables contact centers to achieve four common contact center objectives:

1. Reduce operating expenses

2. Provide outstanding customer experiences

3. Increase revenue

4. Reduce customer churn

Although it is sometimes difficult to estimate ROI savings and incremental revenue potential, contact center leaders understand the hidden costs of script non-compliance, such as lost sales opportunities, increased errors, and customer or agent misunderstandings. In many regulated verticals and BPO deployments, companies face financial penalties and increased legal exposure due to script non-compliance. Instead of relying on a time-consuming manual process to deliver an inadequate number of non-compliance notifications, Qfiniti AutoScore enables real-time notifications for all recorded voice interactions—potentially resulting in a higher, more rapid return on your investment.

OpenText Qfiniti AutoScore benefits
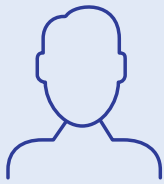
For the **customer**
- Higher level of service
- Better likelihood of first-call resolution
- Automatic voice in the improvement process

For the **agent**
- Script and skills feedback against all calls
- Consistent script, skills, and CX measurement
- Better coaching for all requirements

For the **company**
- Enhanced QA and CX measurement
- Reduced expenses
- Rapid ROI
- Decreased customer attrition
- Higher customer loyalty

OpenText WFO software portfolio

INTERACTION RECORDING	DESKTOP CONTROL	PERFORMANCE MANAGEMENT	DESKTOP ANALYTICS	CUSTOMER SURVEYS	ANALYTICAL SCORING	WORKFORCE MANAGEMENT	ONLINE TRAINING	VOC ANALYTICS
Multichannel capture PCI DSS compliant	Muting and masking Metadata attach	Quality monitoring Evaluation planning	Application monitoring Real-time guidance	Multichannel surveys Integrated and actionable	Automated scoring Speech-enabled	Scheduling and forecasting Mobile engagement	Integrated e-learning SCORM compliant	Multichannel connectors Centralized VoC
OpenText™ Qfiniti Observe	OpenText™ Qfiniti ICE	OpenText™ Qfiniti Advise	OpenText™ Qfiniti Optimize	OpenText™ Qfiniti Survey	OpenText™ Qfiniti AutoScore	OpenText™ Qfiniti Workforce	OpenText™ Qfiniti Expert	OpenText™ Explore Analytics

OpenText™ Explore
Voice of Customer (VoC)–Multichannel analytics

Qfiniti On-premises — Modular WFO suite | **Qfiniti Managed Services** — Managed and Cloud Services

Setting a new benchmark for workforce optimization, the OpenText WFO software portfolio includes the full suite of OpenText Qfiniti products, engineered to operate seamlessly together. They can be deployed as a single, comprehensive solution or as individual, standalone products to solve your most urgent contact center management needs. OpenText™ Explore delivers Voice of Customer, speech, and multichannel analytics; and OpenText™ Qfiniti Managed Services provides the entire Qfiniti portfolio on a managed, high density server system.
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