

# 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 a statistically valid sample set necessary for consistent and accurate scoring. To rely on just a few interactions among thousands invariably falls short of serving as a balanced measure for employee performance and/or compensation reviews. More significantly, when used to make business-critical decisions, random call sampling potentially results in even greater shortcomings both within and beyond the contact center.

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. Given the imperative to compete in today's marketplace based on superior service, it is therefore absolutely critical that your agent performance and customer engagement initiatives take full advantage of the valuable information contained in each and every voice recording. Yet, to a shocking degree, relatively few contact centers analyze every voice interaction using standard scoring criteria even though most have deployed full-time call recording.

## PRODUCT HIGHLIGHTS

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- *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*

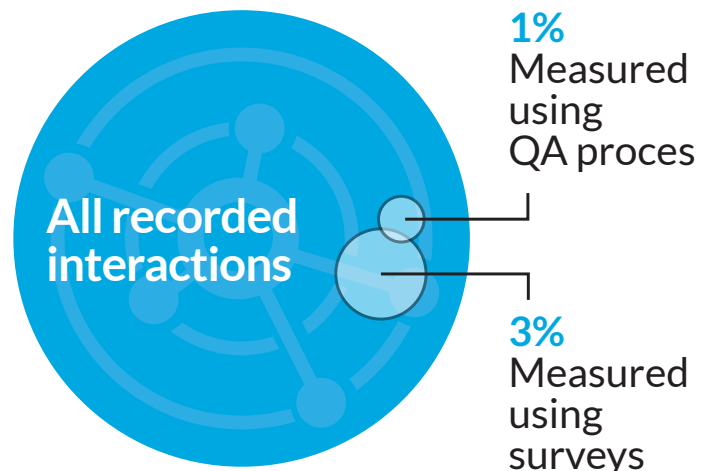
## Automatically Measure Agent Script Adherence and Skills Proficiency

Qfiniti AutoScore can automatically measure script adherence and degrees of skills proficiency across all recorded customer calls and apply consistent performance standards to the entirety of these 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.

AutoScore supplements traditional QA efforts and deploys measurement against an unlimited number of customer voice interactions. This supplemental information can potentially facilitate shorter manual score cards and shorter coaching discussions. Contact centers can use this time savings to:

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

Using 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.



*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 AutoScore to instantly identify ongoing problems and validate coaching results, without even having to listen to additional calls.

**OPENTEXT Explore** | Project - System - All Data | Welcome Lorne Wood

Visualize Search **AutoScore** Automate Administrator

Autoscore Templates: 794 search results

Score	Type	Source	Date
60	👤	thank you so very much for calling open text technical support this is hannah how can I provide excellent service today hello hannah this is mary at acme and i have a ticket that I opened last...	2015-09-15 13:39:35 Team member: Hayes, Hannah
50	👤	thank you for calling open text elite support in canada this is william may i please have your name yes my name is jason james and i am having trouble logging onto the customer portal and i think i need...	2015-09-15 14:15:33 Team member: Smith, William
50	👤	good morning and thank you for calling opentext elite support you have reached the amazing jason how can i assist you today hi jason i hope you are amazing because I have a problem and i dont know what...	2015-09-15 14:18:23 Team member: Bourneau, Jason
50	👤	its an great day here at open text premire support this betty speaking and i see that you are calling about ticket number three five one seven nine four it looks like we are helping you with a request for...	2015-09-15 13:55:16 Team member: Davies, Betty
50	👤	im glad you called open text product support today you have reached adam and i will be happy to help you with whom am i speaking today hi adam this is tom in the dallas office and i could use some help...	2015-09-15 14:43:00 Team member: Levett, Adam

**49**  
Average Score

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.

## Augment Customer Experience Measurement

Because today’s 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:** Customer experience 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 language used by your customers during all recorded interactions and can automate the assignment of a customer satisfaction score to words that convey satisfaction, frustration, or even the indication that a customer might be likely to stop doing business with your company.

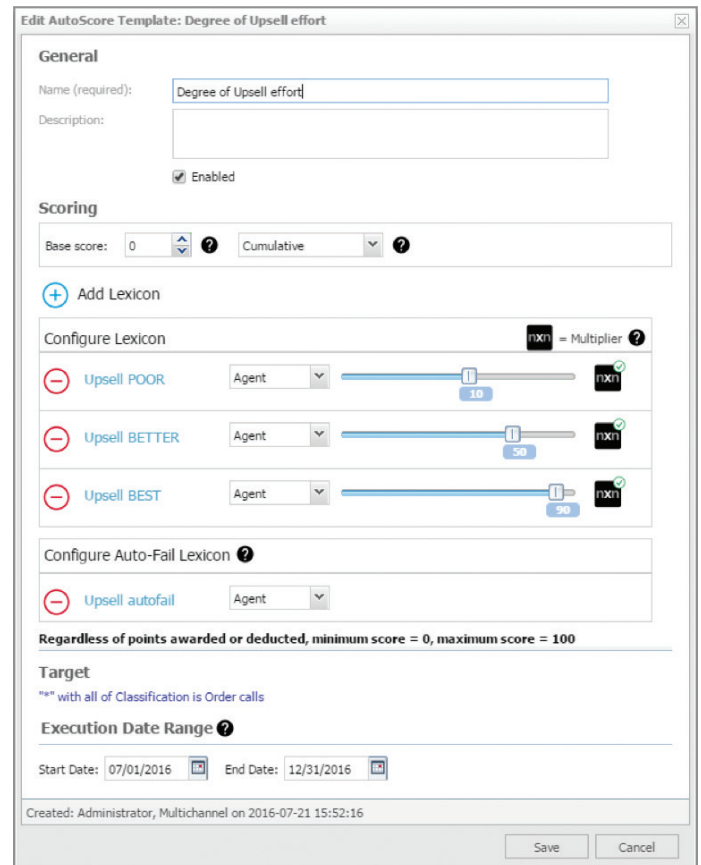
Using AutoScore to supplement other customer experience measurement tools and methods—such as survey results (NetPromoter, Customer Satisfaction, Customer Effort scores, etc.), KPI tracking (churn rate, first call resolution, etc.), or social media monitoring—can help shift the experience of your customers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

## Benefit From a Powerful Measurement Process

Qfiniti AutoScore provides significant visibility into contact center performance with additional insights not available through traditional measurement methods. This unique measurement process is easy to configure and highly flexible to meet 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, or etc.

Compared to competitive products, only AutoScore allows users to view and configure word lists for automatic scoring, score against lists of specific words or lists of related topics, and fine tune the analytics engine within the user interface at no extra cost and with immediate re-alignment of results. In addition, AutoScore allows analysts and supervisors to update scoring parameters in real time.



*Qfiniti AutoScore provides flexible scoring models for measurement of both agent and customer behaviors in real time and across all interaction touch points.*

## 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 misunderstandings on the part of the customer or the agent. 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, 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

INTERACTION RECORDING	DESKTOP CONTROL	PERFORMANCE MANAGEMENT	DESKTOP ANALYTICS	CUSTOMER SURVEYS	ANALYTICAL SCORING	WORKFORCE MANAGEMENT	ONLINE TRAINING	VOC ANALYTICS
Multichannel Capture PCI DSS Compliant	Muting & Masking Metadata Attach	Quality Monitoring Evaluation Planning	Application Monitoring Real Time Guidance	Multichannel Surveys Integrated & Actionable	Automated Scoring Speech Enabled	Scheduling & Forecasting Mobile Engagement	Integrated e-learning SCORM Compliant	Multichannel Connectors Centralized VoC
<b>Qfiniti Observe</b>	<b>Qfiniti ICE</b>	<b>Qfiniti Advise</b>	<b>Qfiniti Optimize</b>	<b>Qfiniti Survey</b>	<b>Qfiniti AutoScore</b>	<b>Qfiniti Workforce</b>	<b>Qfiniti Expert</b>	<b>Explore Analytics</b>
<b>OpenText Explore</b> Voice of Customer - Multichannel Analytics								
<b>Qfiniti On-Premises</b> Modular WFO Suite					<b>Qfiniti Managed Services</b> Managed WFO Appliance			

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. [opentext.com/qfiniti](http://opentext.com/qfiniti)

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