

CX 2020

SECONDA EDIZIONE

18.10.2018

18 OTTOBRE 2018 📍 **PALAZZO STELLINE MILANO**

Converting language into a digital asset

ASR and voice-based solution.

When voice become a new data asset in your strategy

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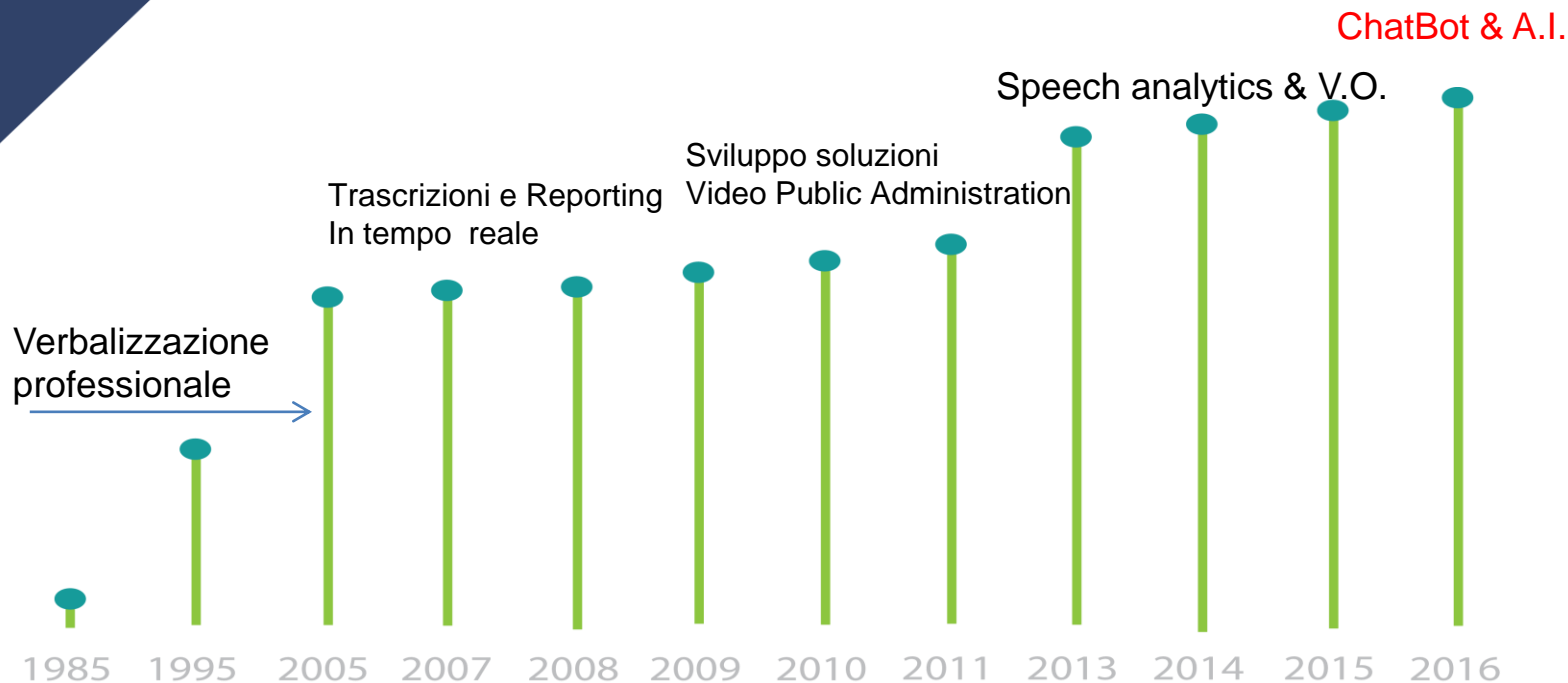
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INTERVIENE: **PIERPAOLO BARNABA**

Cedat 85 Group
Sales Director

Cedat85 Milestone



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Our solutions



mediamonitor
POWERED BY +VOCE

TV - Radio Broadcaster,
Media companies, Press offices

ADSCRIBE

Legal affairs and compliance
offices

+VOCE™

Innovation Depts,
System Integrators

**DIGITAL
DEMOCRACY**

Government, Public Institutions,
Municipalities



SMART CALL

Contact centers, marketing departments,
Customer Service Operations

The voice transformation into a Digital Asset

Cedat85 is Named in Gartner Competitive landscape 2018 for Speech-to-Text Applications.

Considered in the top 11 world-wide players for Speech to Text applications and in the top 5 in Europe.

(y2017)
processing
3,5M+ of
hours of
Natural
Language
Spontaneous
Speech

What's going on



Cedat 85 ASR

21
billions
and 600
millions
of words



2,9 billions



25,9 billions



WIKIPEDIA
The Free Encyclopedia

- ASR with this available languages



The voice transformation into a Digital Asset



TV/Radio – Contact centers – Conference – Devices – Automotive – Chat Bots – Industry 4.0 – Smart homes - Security



Voice as mean for interactions



Voice as source for analytics



Voice as knowledge base repository

Speech to text technologies have to face new compelling challenges and profound business model innovation / renovation, considering areas of applications where they never played before

We face an ever changing environment

•“By 2020, 40% of users will be interacting with primarily new applications that support conversational UIs with artificial intelligence (AI).”

- Gartner’s Competitive Landscape 2018 – Speech to text Applications -

- STT applications can be stand-alone or embedded within a larger suite of services of conversational platforms, including automation equipment and natural-language processing (NLP).
- STT technology is fundamental, and broadly useful, as part of a broader AI technology stack.
- This potentially disruptive situation often leads to highly customization, flexibility and adaption to different applications’ requirement.
- Not a product but a platform

The transformation of ASR technologies

From an **innovative** and **emerging technology** to an ever improving **commodity**

- Lot of players not a market **leader**
- Big players heavily invest and **evangelize** the market
- The rise of the **consumers**
- Still big differences between **B2C** and **B2B** voice applications will function as an essential part of companies' omnichannel strategies. Therefore, this data cannot exist in a silo; companies putting their voice data to best use will apply it to all aspects of the consumer journey.
- Voice into text as a digital asset in **Big Data** and Analytics strategies
- Voice as integral part of modern **A.I. solutions**

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Modern ASR
technologies



- D4D
- Mediamonitor
- BeSmartCall
- AdScribe

Modern solutions built on consolidated ASR technologies

Voice based digital asset transformation provided by Cedat85 solutions



- Customer Centers
- Voice ChatBots
- Virtual Assistants
- Verbal Orders
- Medical and Health
- Government and Public Administrations
- Publishers – Broadcasters – Media and Advertising agencies
- Public Safety
- Interview Recording
- Legal and Justice Administrations
- Conferences and webcasting
- Board of directors

We are working on..

- Vocal Order Validation
- Out of the Box solution for on-premise transcriptions
- Court Reporting Solutions
- Market Research Solutions
- Security Solutions
- New language models
- Call Centers Platforms Integration Certifications
- Interactions/Integrations with Virtual Agents

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**How Voice and STT applications
become a new data asset
in your A.I. strategy**






Features description


Channels

   ——— Chat, Voice

Integrations


   ——— Avaya, Cisco, other call centers, ASR, TTS, Chatbot technology, other application via API's

Implementations

 ———

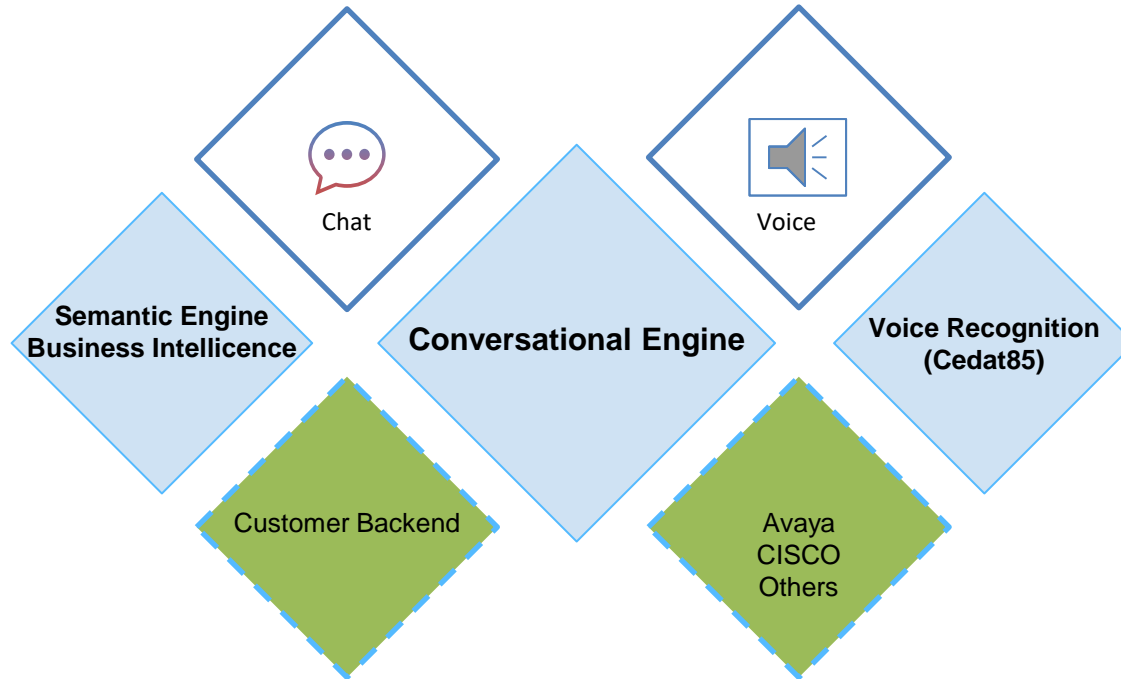
- General transcriptions
- Vocal order validations
- Speech analytics
- Voice based interactions

Functionalities

 ———

- Automatic process from collection to transcription and TTS
- Web chat, phone channel
- Modern ASR support with full customizations, accents, languages model, business process, business intelligence, analytics, reporting
- 24/7 Services

– Cedat85 integrations



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Case studies

Use Case # 1

BeSmartCall

Speech

Analytics

100% OF CALLS
MONITORED

24/7/365

COST REDUCTION

REAL TIME
MONITORING

- QUICK
RESPONSE

- IMPROVE
EFFICIENCY

UNDERSTANDING
CUSTOMER
NEEDS

- HIGHLIGHT
CRITICAL
CALLS

- REDUCE
CHURN

MONITORING
AGENTS TRAINING

- FOCUS
COACHING ON
CRITICAL
ASPECTS

- IMPROVE
EFFICIENCY

IDENTIFYING NEW
OPPORTUNITIES

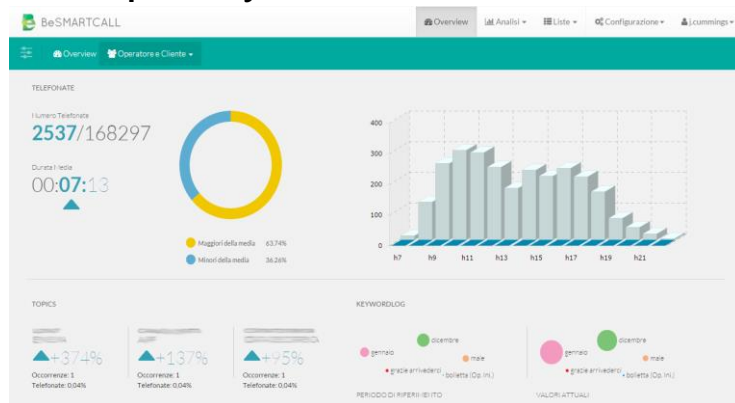
- CUSTOMIZE
OFFERS

- GROW
REVENUE

Use Case # 1 BeSmartCall

KEY FEATURES

- **DASHBOARD:** Instant analytical report with customizable update frequency

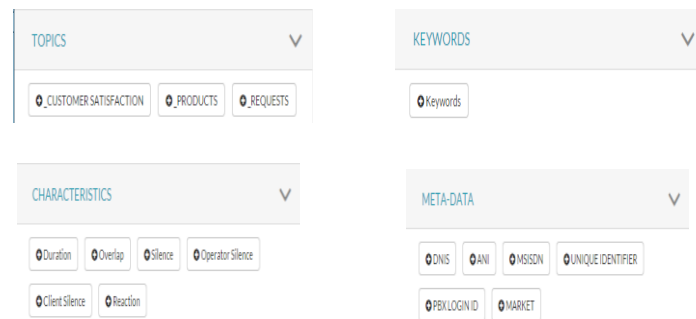


- **TRENDS:** Customizable Reports including statistics, graphics
- dynamically and automatically calculated on data subsets

Use Case # 1 BeSmartCall

KEY FEATURES

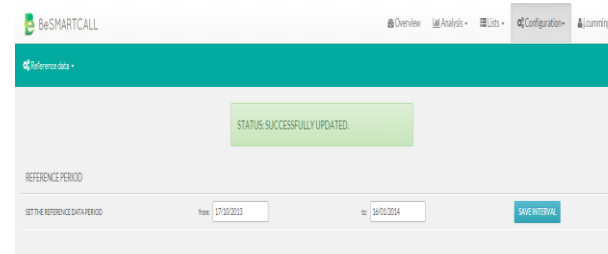
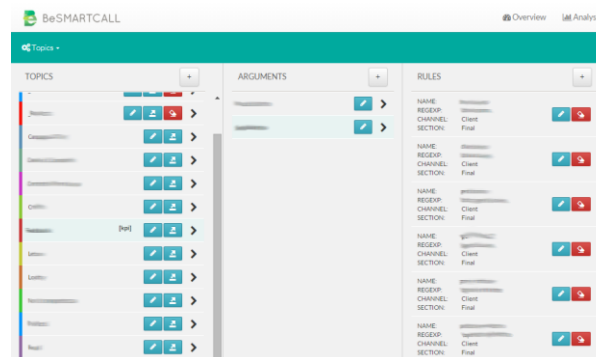
- **FILTERS:**
- Calls can be filtered by topic, type, silence, etc.
- **STATISTICS**
Real time statistics



Use Case # 1 BeSmartCall

EXAMPLE

- **CONFIGURATION:**
- Easy Web Interface configuration.
Customizable analysis for specific needs
- **ANALYSIS:**
- 100% of the calls are analyzed and transcribed



KEY POINTS and RESULTS

Over 2
millions/year of
recorded calls

Use Case # 1 BeSmartCall

Listen the customer voice through analysis and transcription of direct calls allowed to:

- Identify unsatisfied customers for a better handling and service
- Create new business opportunities, up selling, cross selling
- Reach better quality in customer services
- Get time reduction and problem solving

Use Case #2

Vocal Order Validation

OBJECTIVE

Reduce to minimum potentially “Zero” the manual verification of Vocal Orders.

THE PROJECT

The project had the scope to **Classify, verify Vocal Orders** with compliance check with contractual rules and contract contents, such as: correct customer contact detail, sales terms and conditions and other relevant data. Each recording that is below the quality value set by the company are taken apart for a «Manual» auditing by qualified employees.

Use Case #2

Vocal Order Validation

KEY FEATURES

- **V.O. acquisition** –
- The V.O. are uploaded in a database for script download and audio-files analysis.
- **Manage of script sections** –
- Scripts are organized in sections so that can be specify additional information such as:
 - Type (Vocal or Pre-Vocal)
 - Level of attendance (OK or NOT-OK)
 - Keywords

Use Case #2

Vocal Order Validation

Example of Validation

Elenco Sezioni				
Confidence	Copione	Operatore	Cliente	
100%	Signora [redacted] se acconsente procediamo con la registrazione per fornire le informazioni precontrattuali nel rispetto del Codice del Consumo	signora [redacted] se acconsente procediamo con la registrazione per fornire le informazioni precontrattuali nel rispetto del Codice del Consumo	si	<input checked="" type="radio"/> OK <input type="radio"/> KO
100%	Possiamo procedere	possiamo procedere	si	<input checked="" type="radio"/> OK <input type="radio"/> KO
100%	Signora [redacted] ora le fornirò alcune informazioni che è importante lei abbia prima di aderire al contratto con [redacted] società del gruppo [redacted]	signora [redacted] le fornirò alcune informazioni che è importante lei abbia prima di aderire al contratto con [redacted] società del gruppo [redacted]		<input checked="" type="radio"/> OK <input type="radio"/> KO
100%	[redacted] di cui le ho parlato è un' offerta di Gas del mercato libero per uso abitativo	[redacted] di cui le ho parlato un offerta di gas del mercato libero per uso abitativo		<input checked="" type="radio"/> OK <input type="radio"/> KO
98%	e prevede un prezzo della componente a copertura del corrispettivo variabile relativo alla commercializzazione per il [redacted] Euro/smc non comprensivo di IVA e imposte	e prevede un prezzo della componente a copertura del corrispettivo variabile relativo alla commercializzazione per il [redacted] non comprensivo di IVA e imposte		<input checked="" type="radio"/> OK <input type="radio"/> KO
100%	Le condizioni del pacchetto assicurativo salute e benessere le saranno fornite unitamente al contratto di fornitura decorsi i [redacted] condizioni del pacchetto assicurativo decadono automaticamente in più potrà trovare il regolamento della operazione a premi sul sito di [redacted]	le condizioni del pacchetto assicurativo salute e benessere le saranno fornite unitamente al contratto di fornitura [redacted] mesi le condizioni del pacchetto assicurativo decadono automaticamente in più potrà trovare il regolamento della operazione a premi sul sito di [redacted]		<input checked="" type="radio"/> OK <input type="radio"/> KO



- AZIONI**
- Convalida
 - Invalida

The manual validation is the confirmation or the rejection of each single call.

- Reduction of validation time
- Increasing of confirmed V.O. by the operator

Use Case #2

Vocal Order Validation

KEY POINTS and RESULTS

Costs reduction

Manual verification

Normally on 10% of

Vocal Order is checked



Dedicated Team for manual verification of Vocal Order

Vocal Order Management

The system is now able to validate 100% of Vocal Orders with the same team

Now is possible to accurate fine tuning between allocated resources and % of validated Vocal Orders



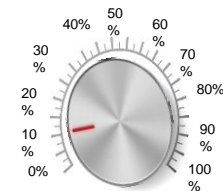
Same team allocated for checking Vocal Orders



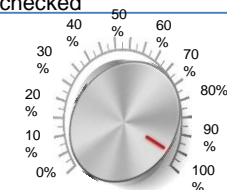
Team reductions

Dedicate operators

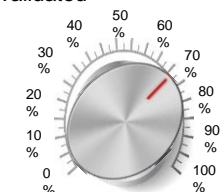
Vocal Order validated



Only 10% of Vocal Orders is manually checked



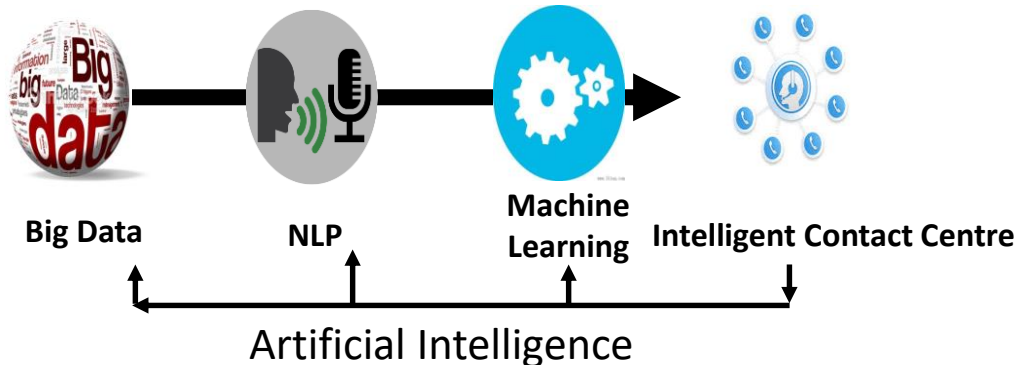
100% of Vocal Order validated



Percentage of validated Vocal Order depending on incumbent needs

The contact centres of the future

- ✓ **big data:** finding the patterns in large amounts of varied, fast moving data
- ✓ **natural language processing**: allowing computers to parse language as spoken and written by humans (as in Gartner Top trends for 2017 analysis)
- ✓ **machine learning**: allowing computers to effectively program themselves by adapting to changing circumstance and data (as described by Harward Business Review)





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Cedat 85 Group

Pierpaolo Barnaba

Director Sales & Mktg

Grazie!