

Speech Analytics Effectiveness Workshop

DMG Consulting, a contact center and real-time analytics advisory and consulting firm, understands the challenges many organizations are facing with their speech analytics solutions. In response to a growing market need to make results more actionable, DMG has developed its Speech Analytics Effectiveness Workshop to help organizations obtain a better return on their speech analytics investment.

This 2-day hands-on interactive session combines training, brainstorming sessions, interviews, practice sessions, exercises, and group call reviews. The on-site portion is complemented by pre- and post-session conference calls for preparation and follow-up, to ensure that organizations are deriving the greatest possible value from their speech analytics applications on an ongoing basis.

In order to participate in the Speech Analytics Effectiveness Workshop, the organization must have implemented a speech analytics solution and have been trained to use it.

Workshop Overview

Project Kick-Off	The Speech Analytics Effectiveness Workshop kicks off with a conference call where DMG introduces the project team and walks through the steps of the engagement. Emphasis will be placed on the need to identify one to three essential business issues and the appropriate people to participate in the on-site portion of the Workshop, which will be scheduled during this call.
On-Site Session Preparation	In preparation for the workshop, the customer will create a list of potential business issues they would like to address using speech analytics. This will be submitted to DMG in a Word document two weeks prior to the on-site session.
On-Site Speech Analytics Effectiveness Workshop, Part I: Kick-Off	DMG will meet the management and project teams, and deliver a one-hour interactive presentation on the value, benefits, and high-level uses of speech analytics. (2 hours)
On-Site Speech Analytics Effectiveness Workshop, Part II: Business Issue Identification	DMG will meet with all relevant constituents to review the business issues for analysis and to identify the terms that they think will help surface the issues. The group will finalize its selection of their top one to three business issues, and compile a list of words/terms/phrases to identify each of these topics. (2 hours) Prior to the on-site visit, the client will capture 50 to 100 calls that address the top business issue. During the on-site session, the group will review the calls. DMG will coach the speech analytics project team on how to listen to calls and identify appropriate words/phrases/terms that accurately identify the issue. DMG will enhance the initial word/term/phrase list. (3 hours)
On-Site Speech Analytics Effectiveness Workshop, Part III: Making Speech Analytics Findings Actionable	DMG will work with the project team to discuss the best ways to apply the findings from Part II of the Workshop. This will be a highly tactical session. (2 hours) The team will discuss the organizational structure needed to make speech analytics successful, including best practices and reporting techniques that enable the customer to effect positive change and quantify the benefits of speech analytics. (2 hours) The team will review next steps and assign responsibilities to facilitate ongoing use of the speech analytics application. Customers will be invited to send DMG their monthly reporting package in preparation for a conference call to review and critique how they are applying their findings. The first post-Workshop follow-up session will be scheduled prior to concluding the on-site meetings.
On-Site Speech Analytics Effectiveness Workshop, Part IV: Post-Workshop Follow-Up	The post-Workshop follow-up consists of a series of three 1-hour conference calls. The customer will schedule these reviews with DMG and will send their speech analytics reporting package one week prior to each review session. DMG will review and critique the reporting package and planned actions, and provide detailed feedback and recommendations to help the customer better apply their findings.



For more information or to schedule your Workshop, please contact Debbie Navarra at (516) 628-1098 or via email at Deborah.navarra@dmgconsult.com