



Wilmac's Voice Archive Management Series:

Continuity Automated

Many owners of telephone contact centers would like to analyze their recorded audio in order to gauge customer satisfaction, agent effectiveness, and other performance metrics. "Speech analytics" software engines can ingest recorded audio files (e.g. WAV or MP3 files) and then generate reports and analyses which can guide business and marketing decisions and allow for improved quality monitoring.

Speech analytics offerings vary widely and have evolved substantially over the past few years as big data and artificial intelligence applications have improved in their sophistication and accuracy. Earlier packages simply performed a speech-to-text conversion to enable keyword search. More recently, analytics packages have the ability to examine the audio directly for voice inflection and tone, customer happiness/anger, foreign languages, and speaker identification. The field is very competitive and major players include IBM, Clarabridge, Voci, Tethr, and CallMiner.

Most of the leading call recording vendors sell their own speech analytics engines, including NICE, Verint, Calabrio, and Genesys. But what if you are unsatisfied with their accuracy or reporting? The capabilities of the system you use are limited based on the vendor's design, meaning you're unable to plug any third-party engine into your recorder. Many recorders do not have an export mechanism, or if they do, the mechanism is either inefficient or requires an expensive license.

Wilmac has developed a unique capability to export audio directly from the archives of most major recording platforms. We then prepare the extracted audio for ingestion into any third-party analytics engine. Wilmac's Continuity Automated offering can process audio from most audio archives (hard disk, network file share, NAS, EMC, Hitachi, S3 and others), reformat and transcode as necessary, and then forward to the analytics engine of your choice. We can do it automatically on a regular basis (hourly, daily, or weekly), both on-premise or in the cloud.

Suddenly, you can be in full control of your own audio data and analyze it as you wish.