inContact

Cloud

inContact Speech Analytics Administration Guide 16.1

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Table of Contents

Introduction

Audience

This document is written for system administrators, managers, supervisors, analysts, and others who will use inContact Speech Analytics with inContact WFO in the cloud. Readers should have a basic level of familiarity with general networking, usage of a PC and its peripherals, the Windows operating system, inContact WFO, and speech analytics theory.

Goals

The goal of this document is to provide knowledge, reference, and procedural information necessary to configure and use inContact Speech Analytics. Information is presented in the following order:

- Overview of inContact Speech Analytics

- Configuration of inContact Speech Analytics for the user organization

- inContact Speech Analytics Reporting

This document is NOT intended as a specific system or network design document, nor does it provide guidance or best practices for implementing speech analytics.

Assumptions

This document assumes that inContact WFO has already been deployed and configured, and calls are being recorded correctly.

Need-to-Knows

inContact Speech Analytics uses the inContact WFO database and inContact WFO Web Portal. You may find it helpful to refer to the *inContact WFO User Manual* if you have questions about Web Portal usage.

inContact WFO allows administrators to customize field names and terminology in the inContact WFO Web Portal to fit your unique environment. Therefore, screen examples and field names used in this manual may differ from those seen in your implementation.

Some inContact WFO features use menus and other windows that may be considered as "pop-ups" by some browsers. inContact recommends that you configure your browser to allow pop-ups for the inContact WFO site.

inContact WFO supports standard Windows methods for selecting multiple items in a list: press and hold the Shift key while clicking to select consecutive items or press and hold the CTRL key while clicking to select non-consecutive items.

In some cases, inContact WFO provides more than one way to accomplish a task or access a feature. The procedures in this manual explain the primary method, but also note the **Alternative** where applicable.

inContact Speech Analytics Overview

inContact Speech Analytics is a phonetics-based speech analytics solution that identifies phonemes (that is, the smallest unit of sound) in call recordings. United States English speech consists of 40 phonemes. United Kingdom English speech consists of 44 phonemes. The five phonemes "g r ei d ei" sound like "Grade A" or "Grey Day". Speech analytics compares the phonemes to search key words and phrases and generates reports based on the search results.

Languages Supported

The appropriate language packs and audio models are installed during the deployment process. Valid language codes are:

- 1033 – U.S. English

- 2057 – U.K. English

- 2058 – Mexico Spanish

- 3084 – Canadian French

Index files using US English are named as *audiofilename*.idx. All other index files are named as *audiofilename.countrycode*.idx.

Analytic File Storage

An index file is a phonemic transcript of the call audio and is approximately one-third the size of the original WAV file. Depending on your configuration, index files can be searched again whenever new tag phrases are added.

WAV and index files used by the speech search engine are securely stored with your call recordings in the inContact cloud. Data stored for speech analytics is included in the data storage charge.

Encryption

Speech Analytics stereo WAV and index files are encrypted along with other recording files if there is an active encryption key.

Blackouts

If your organization uses blackouts to protect sensitive data, these blackouts are also applied to the stereo WAV files created for Speech Analytics and audio in blacked-out periods is not analyzed. For more information on blackouts, see the *inContact WFO User Administration Manual* or talk to your administrator.

User Permission Settings

Many of the tasks related to inContact Speech Analytics are limited by permissions. Permissions are managed through the inContact WFO Web Portal. If you need to perform a task and are unable to do so, see your supervisor or inContact WFO administrator.

Auditing

Auditing is managed through the inContact WFO Audit Report. See the *inContact WFO Reporting Manual* for additional information.

Exception Reporting

Speech Analytics can identify what is said and, through exception reports, what is not said. Exception reporting can generate a lot of data depending on the number of speech tags and phrases used and whether agents do or do not use the tags. An accurate estimate of the potential size of the data collected is impossible. Therefore, exception reporting is not enabled by default and should be enabled only after consulting with an inContact WFO Solution Engineer.

This scenario illustrates the difference in data collected. A customer has 1,000 calls per day. The customer uses 30 tags.

- 3 tags are found in each call

- 27 tags are not found in any calls.

- Without exception reporting 3,000 tag records are created. With exception reporting an additional 27,000 tag records are created for exceptions.

Indexing and Searching Configuration

The indexing and search settings in Speech Analytics control which calls are analyzed, as well as the words and phrases for which the speech engine searches. All of these tasks are performed in the inContact WFO Web Portal.

Analytics Criteria Overview

The speech search engine uses analytic criteria expressions to identify call audio files for indexing and searching. The list criteria are compared against call records in the inContact WFO database, and the audio files associated with the selected records are translated and indexed. Call records are checked to be indexed only once.

All calls will be indexed and analyzed if no criteria are specified.

Ineffective call selection criteria can fail to identify all calls that should be analyzed or analyze calls that are not relevant to your effort. This situation can cause:

- Inaccurate (too low or too high) numbers reported for compliance, process improvement, and agent assessment.
- Missed opportunities for improvement or discovery.
- Unnecessarily slow indexing and searching of calls and generation of reports.

Call selection criteria can be based on:

- Language.
- Client (if your organization has multiple internal or external clients, some may want information tracked or monitored while others do not).
- Purpose or function such as compliance, security, or quality training.

Call selection criteria and the number of criteria expressions depends on how agents are organized and how calls are directed over your telephony network. For example, all Mexican Spanish calls may be received via one queue or telephone number, or calls for a client that requires a script may be directed to specific agents.

One criteria expression can be created and the expression text edited to select all needed call audio files. This approach can avoid the problem of having to check multiple expressions to see if the desired calls are being analyzed. Some users find it easier to manage multiple expressions based on language, client, or purpose. The number of expressions is one of many factors that affect indexing speed; there is no simple way to determine what effect the number may have on processing.

Create an Analytic Criteria Expression

To create or edit an analytic criteria expression:

1. Click the **Administration** tab and then click the **Add-Ons** sub-tab.

2. Expand **Analytics** in the left navigation menu and click **Analytic Criterion List**.

3. Click **Add**.

4. Type a meaningful **Name** for the list (you may have lists to identify calls for specific clients, products, or languages).

5. Select a **Language Code** from the drop-down list. This field is required.

6. Using **Available Identifiers**, type your criteria expression and then click **Save**.

Edit or Delete Analytic Criteria Expressions

Once created, expressions appear on the Analytics Criteria list. List items can be edited or deleted as needed, and the changes are applied to the call selection process after the change is made. Calls that were already checked for selection are not rechecked using the new criteria.

To edit or delete an analytic criteria item or criteria expression:

1. Click the **Administration** tab and then click the **Add-Ons** sub-tab.

2. Expand **Analytics** in the left navigation menu and click **Analytic Criterion List**.

3. To edit, click **Edit** for the desired expression and make the necessary changes, then click **Save**. To delete, click **Delete** and then click **OK**.

Available Fields Reference

The following fields are supported for use as identifiers in analytic criterion and criteria expressions:

- **Recordid**: Identifier that represents the call record in the inContact WFO database.

- **Agentid**: Identifier that represents the agent in the inContact WFO database.

- **Agentingroup:** Identifier based on inContact Groups. You must use the ID number assigned to the group by inContact WFO (for example, agentnotingroup(50)), which can be seen on the Groups Administration screen or obtained from your inContact WFO administrator.

- **Agentnotingroup:** Identifier based on inContact Groups. You must use the ID number assigned to the group by inContact WFO (for example, agentnotingroup(50)), which can be seen on the Groups Administration screen or obtained from your inContact WFO administrator.

- **DeviceID:** Voice Port in the inContact PBX.

- **Devicealias:** Agent ID in the inContact PBX.

- **ANI:** For inbound calls only, this is the number of the calling party as provided from the telecommunications carrier (also known as CallerID).

- **DNIS:** For inbound calls, this would be the number the caller dialed to reach you. For outbound calls, it would be the number your agent dialed.

- **Sgroup:** Skill Name in the inContact PBX.

- **Gate:** inContact allows you to optionally map this field to a custom filter created in inContact Studio. Ask your inContact WFO administrator if this field is used by your organization.

- **User1-User15:** These identifiers are the custom terms specified on the Terminology page. Values specified on that page do not appear in the identifiers list, so you must know what terms match which user#. For example, if your system is configured to include a customer number in User8, and you want to build an analytic criteria expression that uses that customer number, you would include "User8" in your expression.

When ANI or DNIS are used, the numerical value must be in quotes to make it a string comparison (**dnis=="6207")** instead of an integer comparison (**dnis==6207**). Otherwise, if the DNIS is too long, the analytics engine may stall and generate errors while trying to store the integer.

Conditional Operators Reference

Conditional operators can be used to combine multiple identifiers in analytic criteria expressions. For example, `deviceid!=0` would index all audio files. Similarly, `gate==1` would index all audio files for calls that came through Gate 1. An expression can be no more than 255 characters.

The following table identifies the operators supported in inContact Speech Analytics.

Conditional Operators		Boolean Operators	
==	Equal to	&&	Boolean AND operator
!=	Not equal to	||	Boolean OR operator
>	Greater than	( )	Parenthesis used for grouping and precedence
<	Less than		
>=	Greater than or equal to		
<=	Less than or equal to		
' or "	Both single and double quotes can be used to signify strings in expressions.		

Analytic Tag Groups Overview

The Speech Category Summary and Speech Category Trending reports use **Analytic Tag Groups** to search for and organize data. Other reports use analytic tag groups to organize how tags appear on reports. Tag groups are managed from the **Analytic Tag Groups** list.

Manage Analytic Tag Groups

To view the **Analytic Tag Groups** list:

1. Click the **Administration** tab and then click the **Add-Ons** sub-tab.

2. Expand **Analytics** in the left navigation menu and then click **Analytic Tag Groups**.

To create a tag group:

1. Follow the procedure to view tag groups and click **Add**.

2. Type a **Name** for the new group.

3. Click **Save**.

To edit or delete an existing tag group:

1. Follow the procedure to view the tag group list.

2. Click the Edit ✏ icon for the group, edit the group name, and click **Save**. To delete a group, click the Delete 🗑 icon.

Deleting a group does not delete or otherwise affect the individual tags in that group. However, if a report is based on a group, then that report will no longer get data.

Analytic Tags Overview

Analytic tags specify the words and phrases the speech search engine will search for in index files. The search process is continuous as long as new calls and index files are created. Once created, analytic tags can be enabled/disabled and copied.

The total number of tag phrases is one factor that can affect the speed at which the speech engine processes and searches calls. Customers with 3,000 or more phrases have reported slower processing speeds. Speech engine performance depends primarily on the amount of call audio hours processed and the analytics server's CPU.

Analytic tags also appear in the Analytic Tag Cloud in the inContact WFO Call List. If you create a large number of call tags, or one particular tag occurs very frequently, the Tag Cloud may not display correctly.

Analytics Tags						[Any Criteria] ▾	[Any Group] ▾	Show All ▾	Add
#	Name	Effective Start Date	Effective End Date	Criteria	Group	Phrases		Enabled	
4	Geography	5/9/2012	5/13/2013	[None]	[None]	Ohio;Pennsylvania;New York;California		✓	📄🗑
5	Product Name	5/7/2012	7/16/2015	[None]	[None]	Discover;Clarity;Fusion		✓	📄🗑
6	Script Adherence	2/11/2013	2/8/2019	[None]	[None]	Is there anything else I can help you with		✓	📄🗑
7	Lead Source			[None]	[None]	How did you hear about us		✓	📄🗑
				5	▾ Items Per Page			Go To Page: 1	/1

The **Analytic Tags** list allows you to see information about tags in your system and perform a number of routine tag management tasks. In the Enabled column, enabled tags display a green check mark; disabled tags (when displayed) show a gray check mark. You can use the drop-down lists at the top right to filter the list by:

- **Criteria: Any Criteria** is the default view.

- **Tag Group: Any Group** is the default view.

- **Status**: **Enabled**, **Disabled**, or **All**. **Show Enabled** is the default view.

Create an Analytic Tag

To create a tag:

1. Click the **Administration** tab and then click the **Add-Ons** sub-tab.

2. Expand **Analytics** in the left navigation menu and then click **Analytic Tag List**.

3. Click **Add**.

4. Configure the **Analytic Tag Settings** and then click **Save** (for details, see Analytic Tag Settings Reference).

Enable/Disable an Analytic Tag

To change the status of a tag from enabled to disabled (or vice versa):

1. Click the **Administration** tab and then click the **Add-Ons** sub-tab.

2. Expand **Analytics** in the left navigation menu and then click **Analytic Tag List**.

3. Change the Status filter if necessary to see the tag.

4. In the **Enabled** column, select (or clear) the check mark for the tag.

Copy an Analytic Tag

Copying enables you to refine tags by changing the confidence level, match position, and phrases. You can retain both the original and the new tag to compare search effectiveness. If one is no longer needed, it can be disabled or deleted. You can also copy tags to apply them to different criteria expressions.

When you copy a tag, inContact WFO opens the Add Analytics Tags page with most settings pre-populated to match the original. Effective Start Date is set to the current date, Effective End Date is blank, and tag Status is set to Enabled. You can change these settings if desired.

To copy a tag:

1. Click the **Administration** tab and then click the **Add-Ons** sub-tab.

2. Expand **Analytics** in the left navigation menu and then click **Analytic Tag List**.

3. Change the **Status** filter if necessary to see the tag.

4. Click the Copy icon and change the tag settings if applicable, then click **Save**.

Delete an Analytic Tag

inContact recommends you do ***not*** delete tags in most cases. Deleting a tag deletes from the database all the phrase records generated using that tag. This action can drastically affect reporting. Reports that depend on historic information and comparisons will be unreliable. Generally, tags should be disabled rather than deleted.

If the tag is needed sometimes but not always, it should be Enabled/Disabled.

If a tag must be deleted, best practice is to disable the tag, wait one day and then delete that tag. The wait will allow the tag to clear the system and not be attributed during the delete process causing a reporting error.

Tag deletion can cause performance issues for both reporting and speech analytics. If the engine is deleting tags, it is not indexing or searching. The number of tags that can be deleted at one time varies depending on the number of tag records generated for reports. If a tag was found 10,000 times, deleting it causes that number of records to be deleted from the database. As a precaution, delete tags when the engine is not processing as many audio files, such as the early morning.

To delete a tag:

1. Click the **Administration** tab and then click the **Add-Ons** sub-tab.

2. Expand **Analytics** in the left navigation menu and then click **Analytic Tag List**.

3. Click the Delete icon for the tag and then click **OK**.

Analytic Tag Settings Reference

The following settings must be configured for each analytic tag:

- **Name:** Names should reflect the search words or the purpose of the search.

- **Effective Start/End Dates:** Enter Effective Start/End Dates to have the engine search in index files for phrases in calls that occurred during an interval of time. For example, a client may have a timed promotion and wants calls for that promotion analyzed. The Start Date can be prior to the current date. It should not be earlier than the oldest retained index file. For example, if today is July 31 and index files are retained for 30 days, then the Start Date should be no earlier than July 1. If no Start Dates is specified, the engine tries to search all index files ever created even if t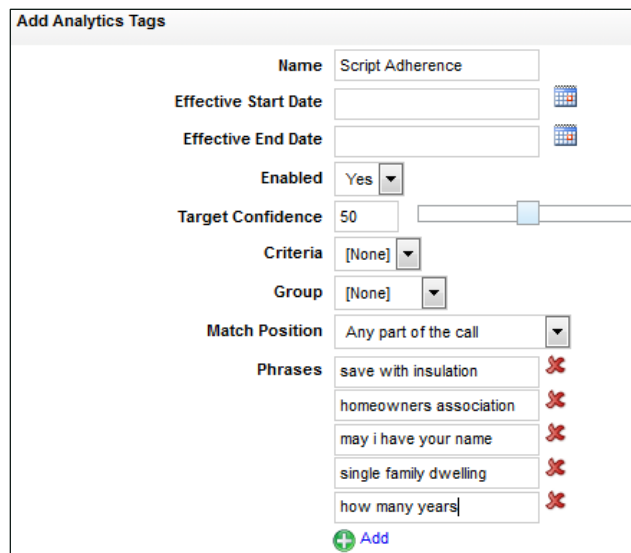hey have been deleted. This behavior can cause delays of days or weeks in indexing and searching. If no End Date is specified, the engine searches future calls for the tags. If you do not know how long your index files are retained, contact inContact WFO Support.

- **Enabled:** As an alternative to setting Start/End Dates, you can select the desired status from the drop-down list. If no End Date is entered, the tag can be enabled/disabled forever.

- **Target Confidence:** Confidence level is a numeric percentage that represents the likelihood the phrase identified actually matches the searched-for phrase. The speech search engine assigns a confidence level to every phrase it finds. If a phrase's confidence level is below the target, it is not included in the results. You can type a number in the field or drag the slider bar.

- **Criteria:** Optional field. If no criteria are specified from the drop-down list, the tag will be applied to all calls analyzed. For more information, see Analytics Criteria.

- **Group:** Optional field. Select a group from the Tag Groups to associate this tag with other tags. If no group is specified, the tag will not appear on some reports. For more information, see Analytic Tag Groups.

- **Match Position:** Optional field that allows you to specify the part of the call in which a phrase occurs. From a drop-down list, you can select **Any part of the call**, **Seconds from the beginning**, or **Seconds from the end**. When you select either of the latter two, a field appears in which you can type a number of seconds.

- **Phrases:** Type a search phrase. Click **Add** to type phrases or click the red X to delete a phrase. This field, including all phrases and spaces, is limited to 255 characters. In this screenshot, there are five phrases with a total of 98 characters (including spaces) that count toward the 255-character field limit. If you need additional phrases, you must create additional tags. You may want to first type your phrases in Microsoft Word, and then use its word count functionality to identify the number of characters.

Analytic Classification Rules Overview

Analytic Classification Rules add speech tags to user fields in call recording records. Users can then search for these call records in the inContact WFO Web Portal.

Rules can be used to classify calls by:

- Product or service.
- Marketing campaign or promotion.
- Resolution or non-resolution.
- Poor service.
- Compliance or non-compliance.

Classification rules:

- Can only be applied to new calls; calls that existed prior to a rule's creation cannot be classified.
- Do not indicate when a tag occurred in a call.

- Do not affect the inContact WFO Web Portal's tag cloud.

- Are not used in pre-built reports. Tags placed in user fields can be used in ad hoc call recording reports.

You can use analytic classification rules to insert, replace, or append data to user data fields 1-10, the ACD Group field, or the ACD Gate field. Consider the following when deciding what action your rule should take:

- User data fields have varying size limits. For example, the User1 field is limited to 20 characters. When you create the rule, inContact WFO will warn you if your data exceeds the field limit. However, if the rule could append data that would exceed the limit, inContact WFO will not append that new data.

- User data fields can also be updated by other means, such as inContact Studio scripting or manually in the Web Portal. The ACD Gate and ACD Group field are populated via your inContact PBX integration. Be sure that the field used in your rule is not already being used for another purpose, especially if you choose to replace existing data.

Create an Analytic Classification Rule

To create a rule:

1. Click the **Administration** tab and then click the **Add-Ons** sub-tab.

2. Expand **Analytics** in the left navigation menu and then click **Analytic Rules**.

3. Click **Add**.

4. Configure the classification rule settings and then click **Save** (for details, see Analytic Classification Rule Settings).

Edit/Delete an Analytic Classification Rule

To edit or delete a rule:

1. Click the **Administration** tab and then click the **Add-Ons** sub-tab.

2. Expand **Analytics** in the left navigation menu and then click **Analytic Rules**.

3. To edit, click the Edit ✏ icon for the rule, change the settings, and click **Save**. To delete, click the Delete 🗙 icon for the rule and then click **OK**.

Analytic Classification Rule Settings Reference

The following settings must be configured for analytic classification rules:

- **Name:** Names should be unique and relevant to the classification.

- **Enabled:** Select whether the rule is enabled or disabled from a drop-down list.

- **Target Confidence:** Confidence level is a numeric percentage that represents the likelihood the phrase identified actually matches the phrase in the rule. The speech search engine assigns a confidence level to every phrase it finds. If a phrase's confidence level is below the target, it is not included in the results. You can type a number in the field or drag the slider bar.

- **Criteria:** Select a criteria item from the drop-down list. For more information, see Analytics Criteria.

- **Recording Field:** From the drop-down list, select the field that should be affected by this classification rule. You can select from user data fields 1-10, the ACD gate, or the ACD group. For related information, see Available Fields Reference.

- **Recording Value:** Type the value that inContact WFO will populate into the selected Recording Field if the conditions of the rule are met.

- **Existing Data Mode:** This setting tells inContact WFO what to do if there is already data in the selected Recording Field. From the drop-down list, select one of these options: **Leave Unchanged**, **Append**, or **Replace**. If you select Append, and appending the data would exceed the field length, no part of the data will be appended.

- **Match Position:** Optional field that allows you fine-tune matches by specifying the part of the call in which they must occur. From a drop-down list, you can select **Any part of the call**, **Seconds from the beginning**, or **Seconds from the end**. When you select either of the latter two, a field appears in which you can type a number of seconds.

- **Phrases:** Type a search phrase. Click **Add** to type phrases or click the red X to delete a phrase. This field, including all phrases and spaces, is limited to 255 characters. See Analytic Tag Settings Reference for additional information.

Speech Analytics Reporting

inContact Speech Analytics includes a number of printable reports and also supports the creation of ad hoc reports. See the *inContact WFO Reporting Manual* for additional information. To view available reports:

- Click the **Reporting** tab and expand **Printable Reports** in the left navigation menu, then click **Analytics Reporting**.

The **Analytics Reporting** page lists the types of reports you can create. The Date Created column shows the date that the template for the report type was created.

Reporting Criteria Reference

Reporting criteria specify data for a report; not all criteria apply to all reports.

- **Start/End Date:** Searched calls will have occurred during this date range.
- **Category List, Tag List, Tag Categories:** Tag groups
- **Tag Category, Speech Tag, Speech Tags/Tags:** Speech search tags
- **Tag/Tag Text:** Phrases in analytic tags.
- **Tag Status:** Enabled/Disabled.
- **Agents**
- **Agent Status/Status:** Active/Inactive.
- **Groups:** inContact Groups.
- **Skill Group/Skill Group List**
- **Gates**
- **Caller's Phone#**
- **Dialed Phone#**
- **Reporting Interval:** Daily, Weekly, Monthly or Yearly intervals.

Analytics Speech Tag Frequency Report

This report shows the frequency that speech tag phrases/text occur over a time interval.

- **Tag Count:** Number of times a tag text/phrase was identified. Tag Count may be greater than Number (#) Calls because a tag may occur multiple times in a call.

- **# Calls:** Number of calls in which a tag phrase occurred at least once.

- **Observed Percentage:** Percentage of calls during the specified time frame in which the tag phrase occurred.

- **Daily Occurrence:** Average number of times a tag phrase occurred per day in the specified time frame.

- **Average Confidence:** The speech search engine records a confidence level for each tag it identifies. This number averages the confidence for each tag record.

Analytics Speech Tag Frequency
For Monday, July 25, 2011 to Thursday, August 25, 2011

Tag Name	Tag Text	Tag Count	# Calls	Observed Percentage	Daily Occurance	Avg. Confidence
Script Adherence	homeowners association	5497	5497	100.0%	171.78	78.96
Script Adherence	single family dwelling	3349	3349	60.9%	104.66	78.01
Lead source	service magic	2205	2205	40.1%	68.91	80.01
Scheduling	weekend	2192	2192	39.9%	68.50	59.06
Scheduling	morning	1101	1101	20.0%	34.41	53.62
Lead source	coupon	1101	1101	20.0%	34.41	56.83
Product Interest	free insulation upgrade	1101	1101	20.0%	34.41	50.34
Product Interest	save some money	1101	1101	20.0%	34.41	78.70
Geography	pompano beach	1101	1101	20.0%	34.41	59.33
Script Adherence	thank you for calling	1100	1100	20.0%	34.38	67.48
Property information	total square footage	1047	1047	19.0%	32.72	62.36
Scheduling	Saturday	1047	1047	19.0%	32.72	50.29
Lead source	online form	1047	1047	19.0%	32.72	51.29
Product Interest	injection foam	1047	1047	19.0%	32.72	100.00

Speech Category Summary Report

This report shows an overview of the frequency with which a speech tag group or category's speech tags appear in a time interval.

- **Tag Category:** Tag Group.
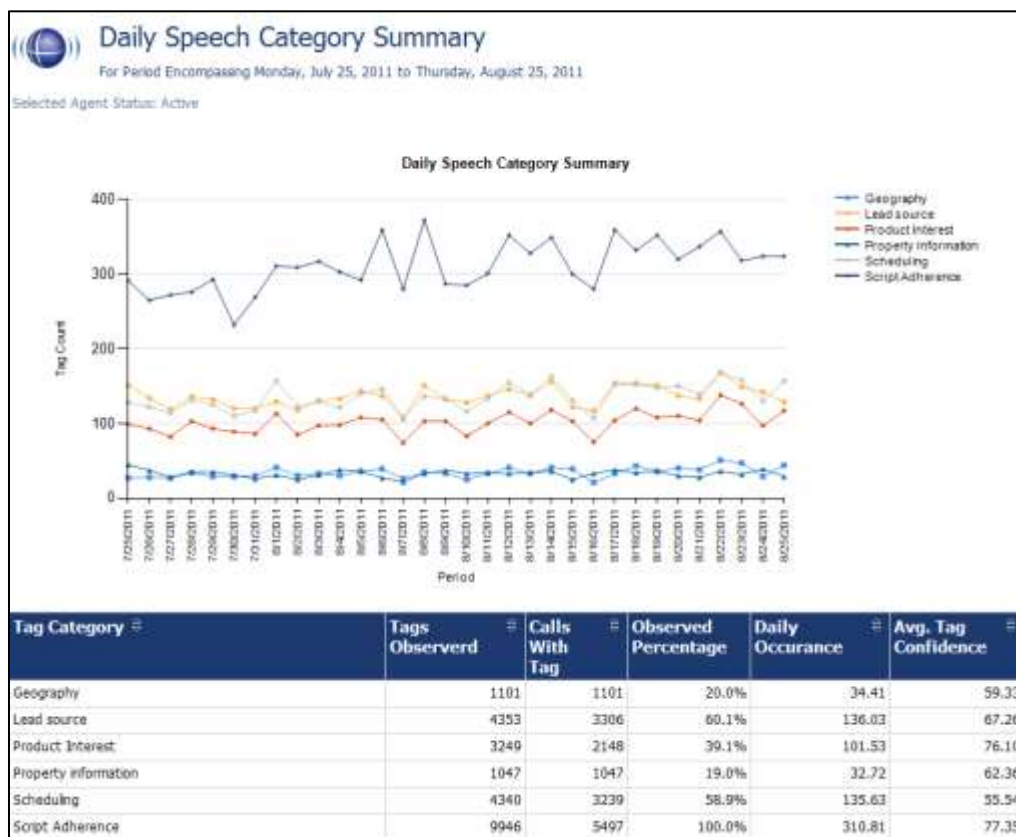
- **Tags Observe:** Number of times a tag was identified. Tag Count may be greater than Number (#) Calls because a tag may occur multiple times in a call. In the sample report shown, Script Adherence tag occurred 9946 times. In the Analytics Speech Tag Frequency sample report, Script Adherence tag phrases occurred 5497 ("homeowners association"), 3349 ("single family dwelling"), and 1100 ("thank you for calling") for a total of 9946 occurrences.

- **Calls with Tags:** Number of calls in which a tag phrase occurred at least once.

- **Observed Percentage:** Percentage of total calls selected for indexing during the specified time frame in which the tag occurred.

- **Daily Occurrence:** Average number of times a tag occurred per day in the specified time frame.

- **Average Confidence:** The speech search engine records a confidence level for each tag it identifies. This number averages the confidence for each tag record.

Daily Speech Category Summary
For Period Encompassing Monday, July 25, 2011 to Thursday, August 25, 2011
Selected Agent Status: Active

Tag Category	Tags Observerd	Calls With Tag	Observed Percentage	Daily Occurance	Avg. Tag Confidence
Geography	1101	1101	20.0%	34.41	59.33
Lead source	4353	3306	60.1%	136.03	67.26
Product Interest	3249	2148	39.1%	101.53	76.10
Property information	1047	1047	19.0%	32.72	62.36
Scheduling	4340	3239	58.9%	135.63	55.54
Script Adherence	9946	5497	100.0%	310.81	77.35

Speech Category Trending Report

This report shows, by category and by time period, the frequency with which speech tags occur.

- **Period:** A day, week, month or other period.

- **Tag Count:** Number of times a speech tag occurred in analyzed calls for that period.

- **Total Calls Tagged:** Number of calls selected for speech analytics indexing for a time period.

- **Observed Percentage:** Percentage of total calls selected for indexing during the specified time frame in which the tag occurred.

Weekly Speech Category Trending Report
For Period Encompassing Monday, July 25, 2011 to Thursday, August 25, 2011

Tag Category: Geography			
Period	Tag Count	Total Calls Tagged	Observed Percentage
10/10/2011	293	1275	23.0%
10/10/2011	253	1267	20.0%
10/10/2011	226	1204	18.8%
10/10/2011	239	1184	20.2%
10/10/2011	203	1068	19.0%
	1214	5998	20.2%

Tag Category: Lead source			
Period	Tag Count	Total Calls Tagged	Observed Percentage
10/10/2011	768	1275	60.2%
10/10/2011	759	1267	59.9%
10/10/2011	711	1204	59.1%
10/10/2011	698	1184	59.0%
10/10/2011	669	1068	62.6%
	3605	5998	60.1%

Speech Tag Detail Report

This report shows details of the calls in which particular speech tags appear.

Speech Tag Exception Detail Report

This report shows a list of calls in which specific speech tags did *not* occur, and can be useful for script adherence or policy compliance.

Speech Tag Exception Summary Report

This report summarizes the number of calls that did and did not have specified speech tags. This report is useful with other exception reports for tracking script adherence or policy compliance.

- The blue bar represents the number of calls with the speech tag.

- The amber bar represents the number of call without the speech tag.

- The red bar represents the percentage of calls with the speech tag.

Speech Tag Exception Summary
For Period of Monday, July 25, 2011 to Thursday, August 25, 2011

Speech Tag Name ⇕	Number of Calls ⇕ Tagged	Number of Calls ⇕ Untagged	Percent of Calls ⇕ Tagged
Geography	1101	4396.00	20.0%
Lead source	3306	2191.00	60.1%
Product Interest	2148	3349.00	39.1%
Property information	1047	4450.00	19.0%
Scheduling	3239	2258.00	58.9%
Script Adherence	5497	0.00	100.0%
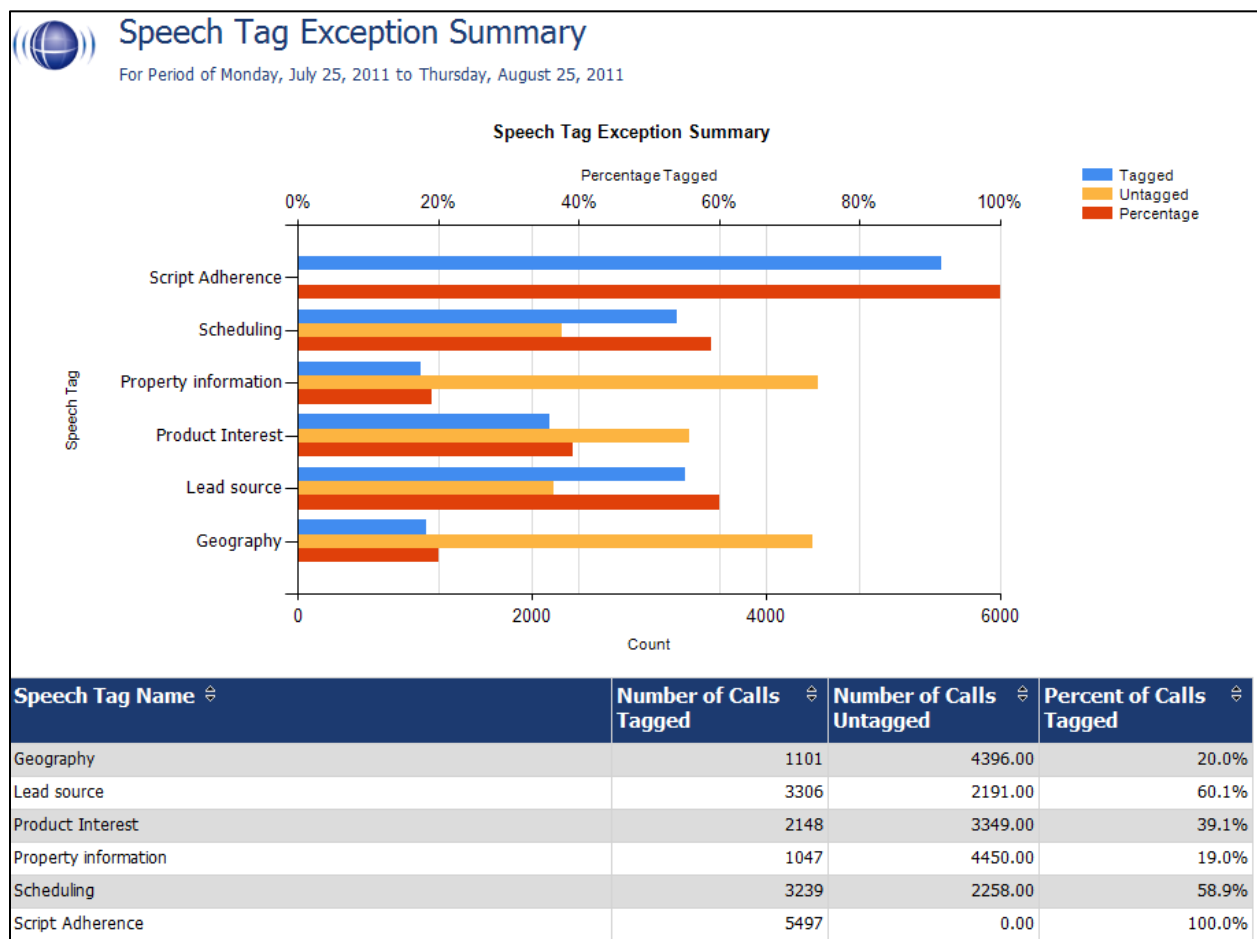
Speech Tag Frequency Summary Report

This report shows the frequency with which speech tags appear over a time interval.

- **Tag Category:** Tag group

- **Speech Tag:** Speech tag

- **Tags Observed:** Number of times a tag was identified. Tag Count may be greater than Number (#) Calls because a tag may occur multiple times in a call.

- **Calls with Tag:** Number of calls in which a tag phrase occurred at least once.

- **Observed Percentage:** Percentage of total calls selected for indexing during the specified time frame in which the tag occurred.

- **Daily Occurrence:** Average number of times a tag occurred per day in the specified time frame.

- **Average Confidence:** The speech search engine records a confidence level for each tag it identifies. This number averages the confidence for each tag record.

Daily Speech Tag Frequency Summary

For Period Encompassing Monday, July 25, 2011 to Thursday, August 25, 2011

Selected Agent Status: Active
Selected Tag Status: Active

Tag Category	Speech Tag	Tags Observed	Calls with Tag	Observed Percentage	Daily Occurance	Avg. Tag Confidence
Geography	Geography	1101	1101	20.0%	34.41	59.33
Lead source	Lead source	4353	4353	79.2%	136.03	62.70
Product Interest	Product Interest	3249	3249	59.1%	101.53	76.35
Property information	Property information	1047	1047	19.0%	32.72	62.36
Scheduling	Scheduling	4340	4340	79.0%	135.63	54.32
Script Adherence	Script Adherence	9946	9946	180.9%	310.81	74.80
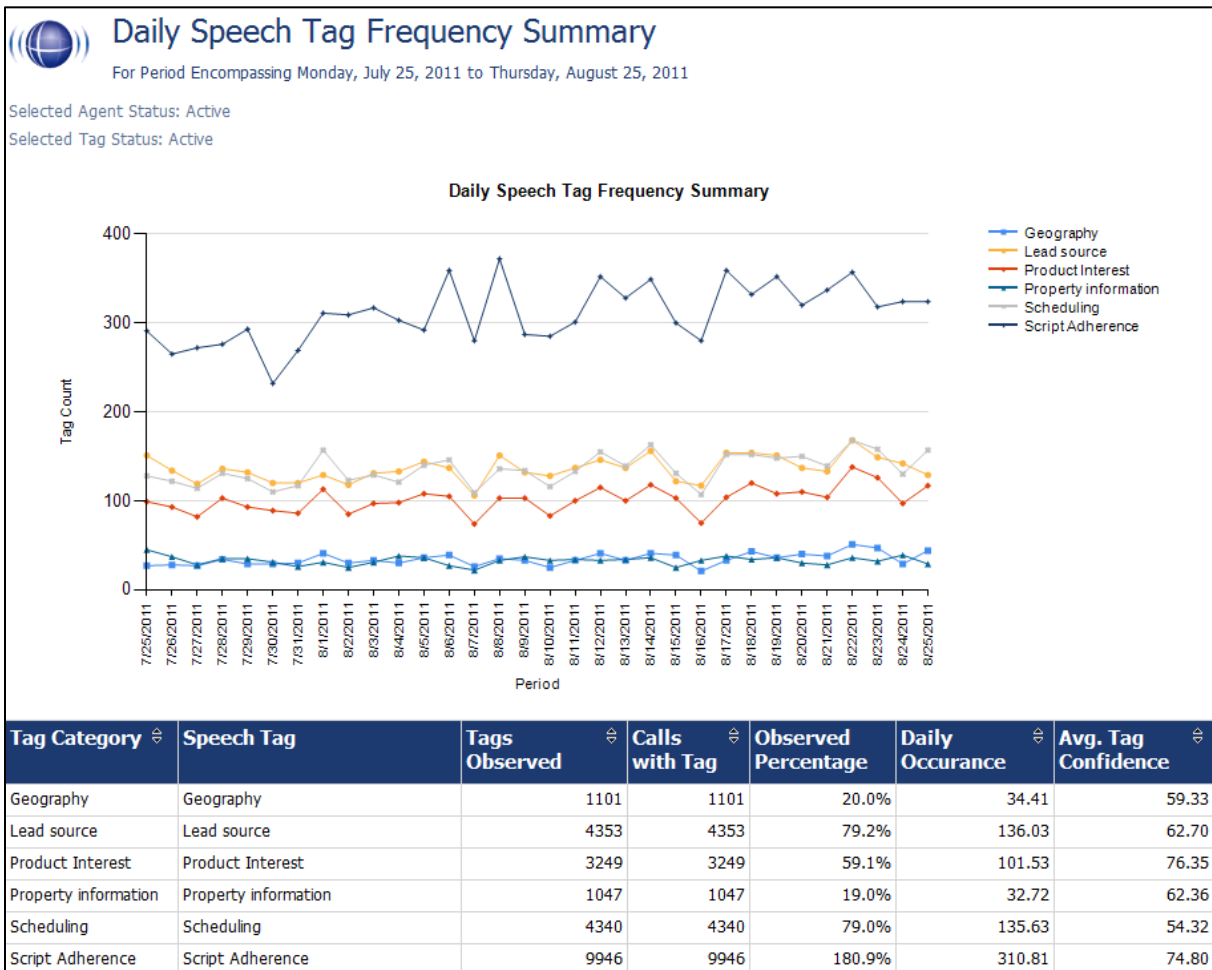
Speech Tag Trending Report

This report shows the speech tag counts for a selected category and how they change over a time interval.

- **Period:** A day, week, month time period.
- **Tag Text:** Text/phrases specified for a tag.
- **Calls Tagged:** Number of calls with the specified speech tag phrase/text.
- **Total Calls:** Number of calls selected for speech analytics.
- **Observed Percentage:** Number of calls tagged/Total Calls.

Weekly Speech Tag Trending Report
For Period Encompassing Monday, July 25, 2011 to Thursday, August 25, 2011

Category:	Geography					
Tag Name:	**Geography**					
Period	**Tag Text**			**Calls Tagged**	**Total Calls**	**Observed Percentage**
Test	Geography			55	283	19.4%
Test	Geography			51	291	17.5%
Test	Geography			59	301	19.6%
Test	Geography			55	299	18.4%
Test	Geography			68	323	21.1%
			Total:	**288**	**1497**	**19.2%**

Category:	Lead source					
Tag Name:	**Lead source**					
Period	**Tag Text**			**Calls Tagged**	**Total Calls**	**Observed Percentage**
Test	Lead source			167	283	59.0%
Test	Lead source			168	291	57.7%

Document Revision History

Revision	Change Description	Effective Date
0	Initial version for this release	2016-03-01