SESTEK

Conversational Automation Company

ANALYTICS

DATASHEET



SESTEK
Analytics

Understand Every Customer. Improve Every Outcome.

SESTEK Analytics analyzes 100% of customer conversations to uncover customer intent, sentiment, root causes, and emerging trends, helping your teams make faster, smarter decisions.



DIFFERENTIATORS

1. Total Coverage

Every voice, chat, and video conversation is analyzed, not sampled, so decisions are based on complete data, not a fraction of it.

2. Day-One Insights

Category distributions, sentiment, acoustic signals, and agent metrics are available from day one, without requiring months of historical data before teams can start acting on insights.

3. Works Across Your CX Stack

Analyzing conversations handled by human agents or any AI agent through one consistent framework.

4. AI You Can Trust

Every AI insight is transparent, explainable, and backed by human review workflows, giving organizations confidence in every decision.

BENEFITS

TOTAL VISIBILITY

Instead of reviewing only a small sample of conversations, understand every customer interaction and uncover issues before they become trends.

BEYOND THE WORDS

Words tell only half the story. AI analyzes acoustic signals like tension, hesitation, and silence, flagging risks such as churn so teams get insights they can act on.

REVENUE IMPACT

Turn customer conversations into measurable business outcomes by identifying churn risks, missed sales opportunities, and the operational issues affecting revenue.

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SESTEK Analytics

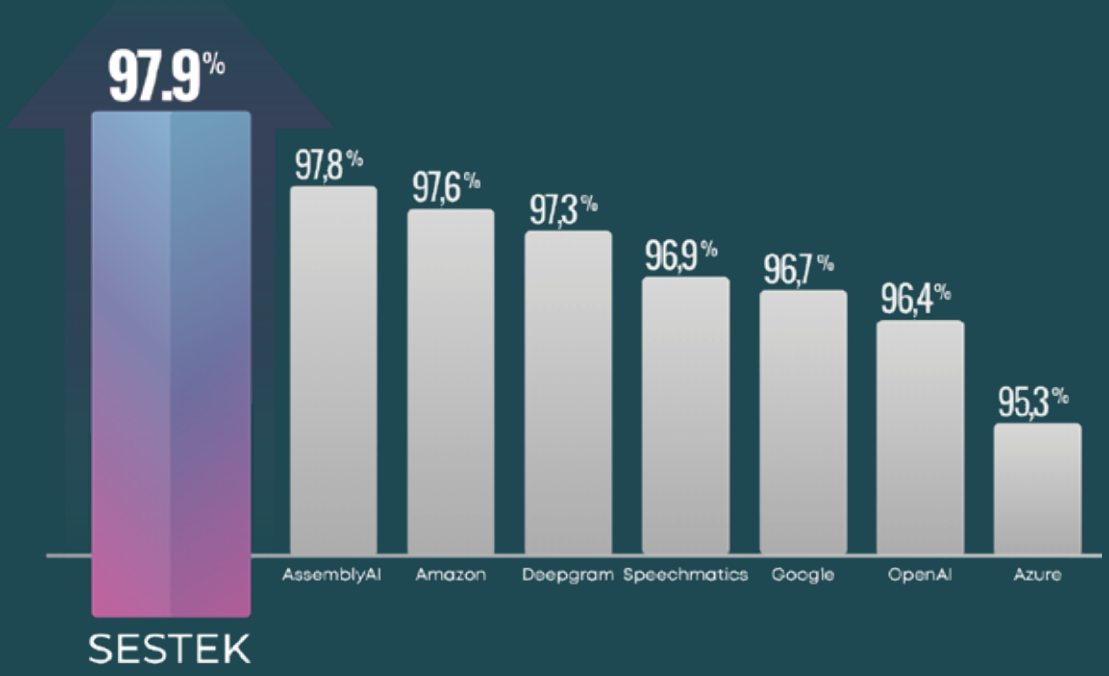
1. Transcription

Core Tech

The solution relies on sophisticated Large Vocabulary Continuous Speech Recognition (LVCSR) technology. Typical speech-to-text software converts phrases into phonemes, matching them with a limited index of words. SESTEK's LVCSR goes several steps further by analyzing an entire conversation against a language model, converting it to text at much higher accuracy.

Market-leading Accuracy

SESTEK Analytics offer higher accuracy than the competition by transcribing agent and customer channels separately. Our speech recognition accuracy is measured as >97%. Knovvu Analytics transcribe all customer communications and present a large amount of automatically indexed and easily searchable conversation data for users.



For our test, we used 1-hour Call Center records in English from 2 different industries, transcribed them into text, and calculated final word-error rates within the data set.

Customized Language Model

For market-leading accuracy, SESTEK Analytics use a customized language model that combines acoustic modeling, text normalization (matching non-standard word forms to standard forms), and contextual/statistical modeling (calculating the weighted score of words in their context).

Automatic Multilingual Transcription

SESTEK Analytics recognizes and transcribes multiple languages, even when the customer switches languages in a single conversation. To achieve this, SESTEK presents its Mixed Language model developed by its in-house AI team.

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AI Features (LLM-Powered)
All AI features are available through both online and offline Large Language Models (LLMs), enabling flexible deployment options.

Multilingual Translation Engine
Translate call transcripts between 20+ languages with high accuracy. All features—including sentiment, topics, and AI insights—run on translated text, enabling seamless multilingual call center operations.

AI Insights
Automatically generate actionable insights per call, including: Actions, Non-FCR Risk, Conversation Summary, and Conversation result. Transform every conversation into a decision-ready insight.

Ask GenAI: Pattern Discovery
Send grouped calls to GenAI to uncover common behaviors and trends. Perfect for surfacing hidden pain points or service quality gaps across large datasets.

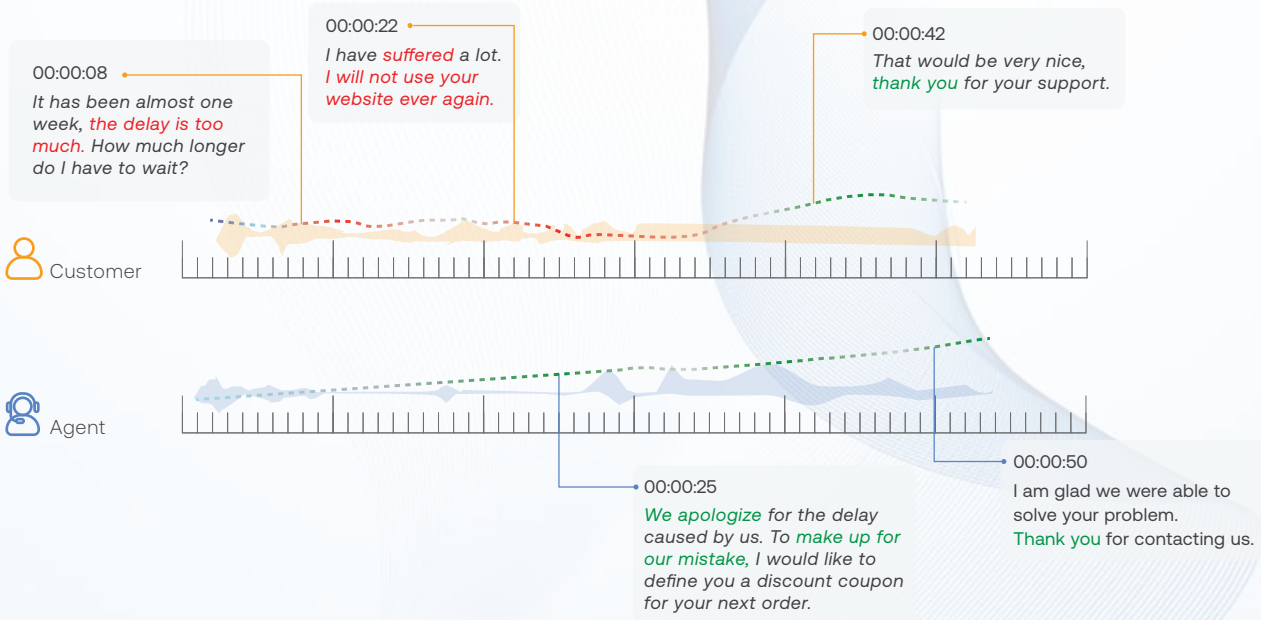
GenAI Yes/No Smart Filters
Ask AI direct yes/no questions like “Is there churn risk?” and instantly group matching calls. Streamline categorization with AI-driven logic tailored to your business needs.

2. Emotion Analysis

SESTEK Analytics automatically detect customer emotions throughout the conversation by examining variations in pitch or tone. By identifying things like interruptions, overlaps, periods of silence, anger, and monotony, the solution enables users to discover moments of customer dissatisfaction within a conversation seamlessly.

Acoustics Analysis Visualization

The outputs of sentiment analysis, which show the emotions of the customers and the agents according to the phrases used, can now be graphically visualized.

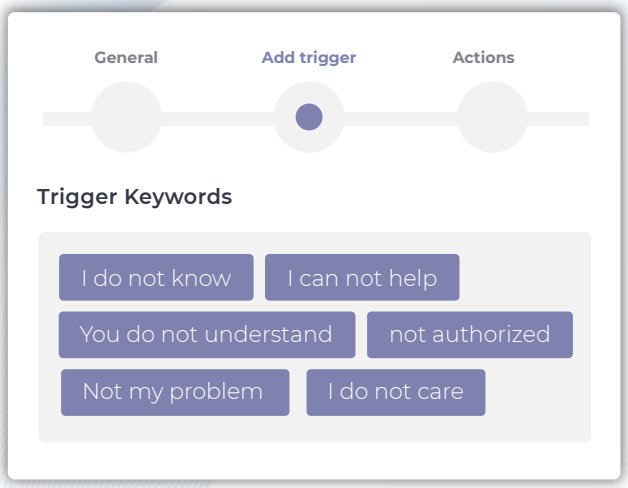


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3. Real-Time Action

With SESTEK Analytics real-time notifications module, call center managers can take action instantly. When the solution detects problematic conversations requiring supervision, the system can trigger alerts in real-time for an intervention. The module also allows supervisors to coach agents online. For the agents, the module automatically identifies specific conversational topics to assist them with the necessary information.



Prohibited words, urgent customer inquiries or regulatory issues can easily be added to notify supervisors in real time.

4. Discovery of Events

The manual and AI-based topic identification features evaluate the content of customer calls, and classify them based on specific categories. This makes organizing conversations much easier, as supervisors can immediately separate urgent and important calls from irrelevant ones.

5. Root Cause Analysis

Statistical Comparison

The statistical comparison feature presents fundamentals for root-cause analysis of contact center interactions. Once the user sets text and acoustic parameters for analyzing calls, this feature helps them compare dates, agents, agent groups and queries.
This can be used to pinpoint what the best-performing agents are doing differently than the rest.



The best way to recognize your best-performing agents, compare performances and support your agents in need effectively.

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FCR Analytics

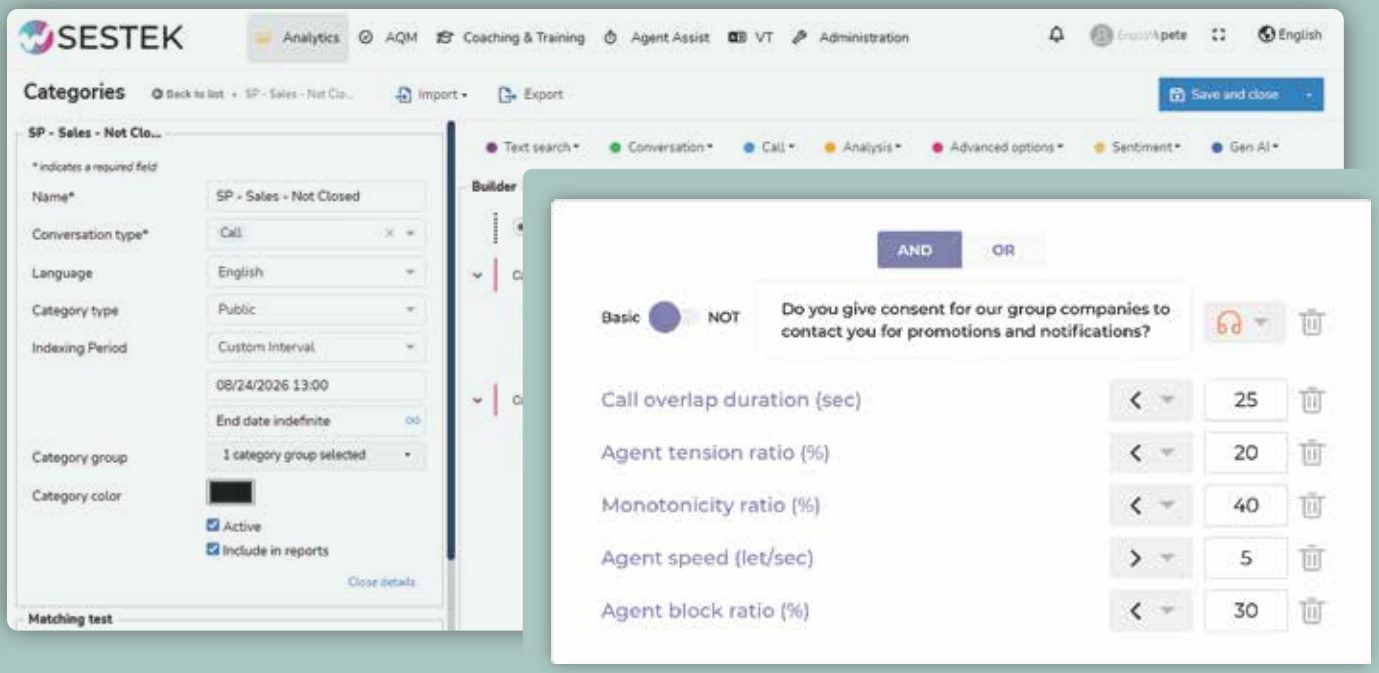
First-Call Resolution (FCR) indicates the rate at which customer problems are resolved on their first call. If the same customer calls again within a set time frame (or, optionally, if they discuss the same topic as a previous call), Analytics can identify this as a non-FCR call. This gives call center managers insights on customer satisfaction, the performance of agents, and the overall efficiency of the call center.

Trend Analysis

By pinpointing the most frequently used words and phrases, Analytics discover trends in customer conversations. In addition, this data helps track changes in customer perceptions and expectations over time. With a guided search feature, supervisors can easily find out what's happening in their contact centers .

6. Advanced Quality Evaluation

SESTEK Analytics automatically evaluate 100% of customer-agent communications, allowing quality assurance managers to track agent performances over time. The analysis includes metrics like script adherence, emotional parameters, and adherence to rules regarding hold or silence duration. Regarding metrics such as empathy and active listening which are better to be measured contextually, the solution also offers manual evaluation tools.



Script adherence, acoustic indicators and sentimental features can be measured and scored objectively.

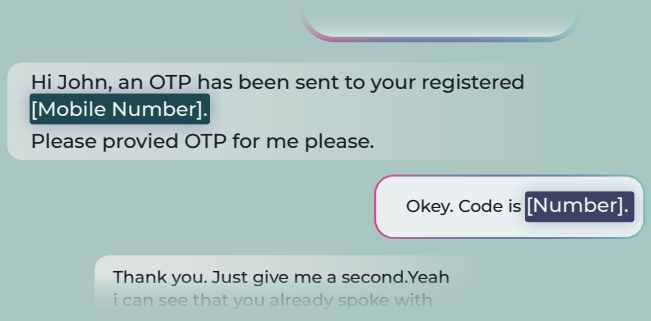
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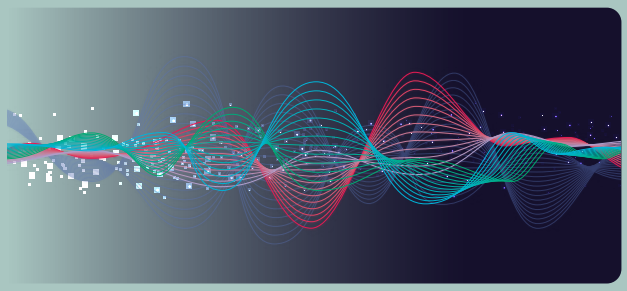
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Privacy Features

Masking

Automatically hide sensitive data such as phone numbers and passport IDs within conversations. Ensure compliance with data privacy regulations while maintaining analysis integrity.





Voice Morphing

Alter voice recordings to prevent speaker identification. Protect customer and agent privacy without losing audio analysis capability.

User Anonymization in UI & Reports

Hide user identifiers across dashboards and exports to reduce evaluator bias.
Facilitates fair and objective quality monitoring and auditing.



7. Comprehensive Reporting

SESTEK Analytics automatically generate comprehensive reporting on interaction data on a daily, weekly, or monthly basis. The solution can send reports to specified users or departments via e-mail that has a direct hyperlink to the relevant set of interactions. The reports include information on interaction counts by group topic, trending queries, word analysis, daily interaction volume, and more. The solution can be easily integrated into Power BI, Tableau and other reporting tools.



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KEY DIFFERANTIATORS

01

High Performance

Faster response time

All-channel focused analysis (voice & text)

Faster query results

02

Advanced QM

Hybrid evaluation (manual + automated)

Automated scoring for each conversation

Responsive and ease of use

03

Flexibility

Single Installation for multiple divisions

Multi-tenant for different teams and business units

Supports DevOps for autoscaling

04

Simplicity

No-code visual query design

Automated category tagging

All queries indexed for better navigation

05

More Real Time

Real-time sentiment analysis

Real-time notifications to users

Real-time triggers via APIs

06

Efficient Reporting

Near real-time reporting

Reporting single view of customer across all channels

Reporting with hyperlinks

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Concentrix Increases Call Quality With Speech Analytics

"Customer calls hold important insights. Creating the right action plan through them, requires objective analysis. Speech Analytics technology allows us to pinpoint areas that need improvement. And this has a direct influence on customer experience"

— CEO, Concentrix

THE CUSTOMER

Concentrix, one of the largest business process outsourcing companies in the world.

THE CHALLENGE

Concentrix was searching for a solution to monitor and evaluate 100% of calls to gain insights on how to increase call quality and agent performance.

THE SOLUTION

Using Speech Analytics, Concentrix gained objective and actionable insights to train agents for better customer experiences.



100%
Customer-agent interactions monitored

↓86%
Agent interruption rates decreased

↑7%
Call quality score increased

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SESTEK is a conversational automation company helping organizations with conversational solutions to be data-driven, increase efficiency and deliver better experiences for their customers. Sestek's AI-powered solutions are built on text-to-speech, speech recognition, natural language processing and voice biometrics technologies.

SESTEK is a part of **UNIFONIC**

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