SESTEK

Conversational Automation Company

AUTOMATED QUALITY MANAGEMENT

DATASHEET



SESTEK AQM

Reduce Your Quality Management Process Time to Minutes

SESTEK AQM collects, monitors and scores 100% of customer-agent conversations (call, chat, and video) according to script adherence, acoustic indicators, and emotional features. This enables supervisors to score and maximize agent performance with tangible feedback objectively. Equipped with a hybrid approach, the product improves efficiency by using automation to score performance, and supervisors can manually make granular adjustments if necessary.

BENEFITS

EVALUATE 100% of INTERACTIONS

All customer-agent conversations (call, video, chat) are evaluated according to script adherence, acoustic indicators, and emotional features.

IMPROVE AGENT PERFORMANCE

With the ability to see individual scores for every single interaction, you can support your agents with detailed feedback and train them with sample calls from your best agents.

OPTIMIZE QM EFFORTS

Let automation do the heavy lifting for your supervisors so they can focus on their agents. Intelligent Forms, historical scoring, smart rule creation provide simplicity and efficiency for QM processes.



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DIFFERENTIATORS

1. Full Coverage

100% of the interactions monitored, including calls, text and video.

2. Hybrid Approach

Agent performances scored with a combination of Knovvu evaluation engine and supervisor scoring.

3. Maximum Flexibility

Intelligent Forms, historical scoring, smart rule creation features provide flexibility when criteria revision is required.

4. Statistical Comparison

Easily pinpoint what your best-performing agents are doing correctly so that you can support agents in need effectively.

5. Enhanced Training

We analyze the interaction data better to give your supervisors better training tips.

6. Fast Adaptation

SESTEK AQM is designed to minimize the product adaptation cycle and support your supervisors from Day 1.

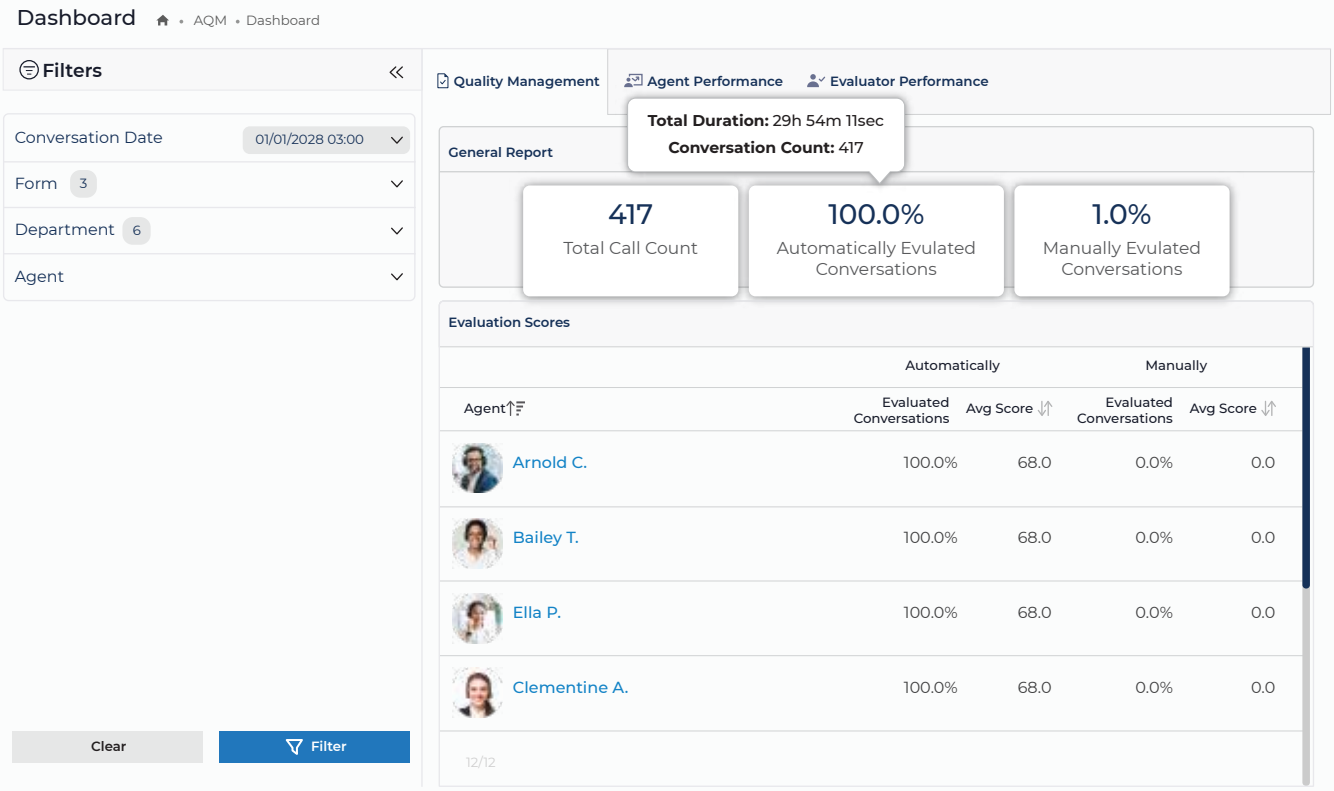


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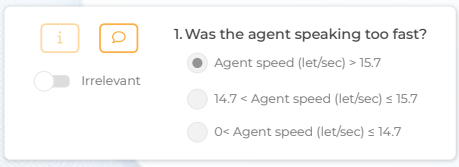
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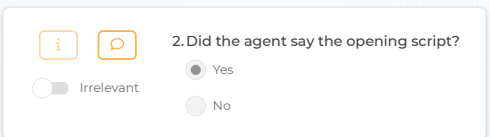
1. Best of Both Worlds: Hybrid Evaluation

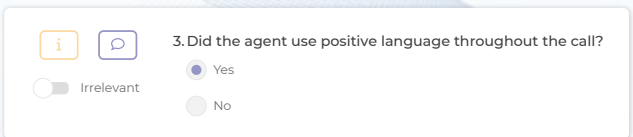
a. The solution can automatically evaluate the agent's performance in a conversation by considering script adherence, acoustic indicators, and emotional features such as monotonicity and tension. System calculates the standard values for each acoustical parameter in an evaluation form and assigns scores to the agent for each interval.



b. Evaluation forms can include both automatic and manual questions. Only the manual questions must be evaluated by the evaluator during the evaluation. The rest is handled by the solution immediately.



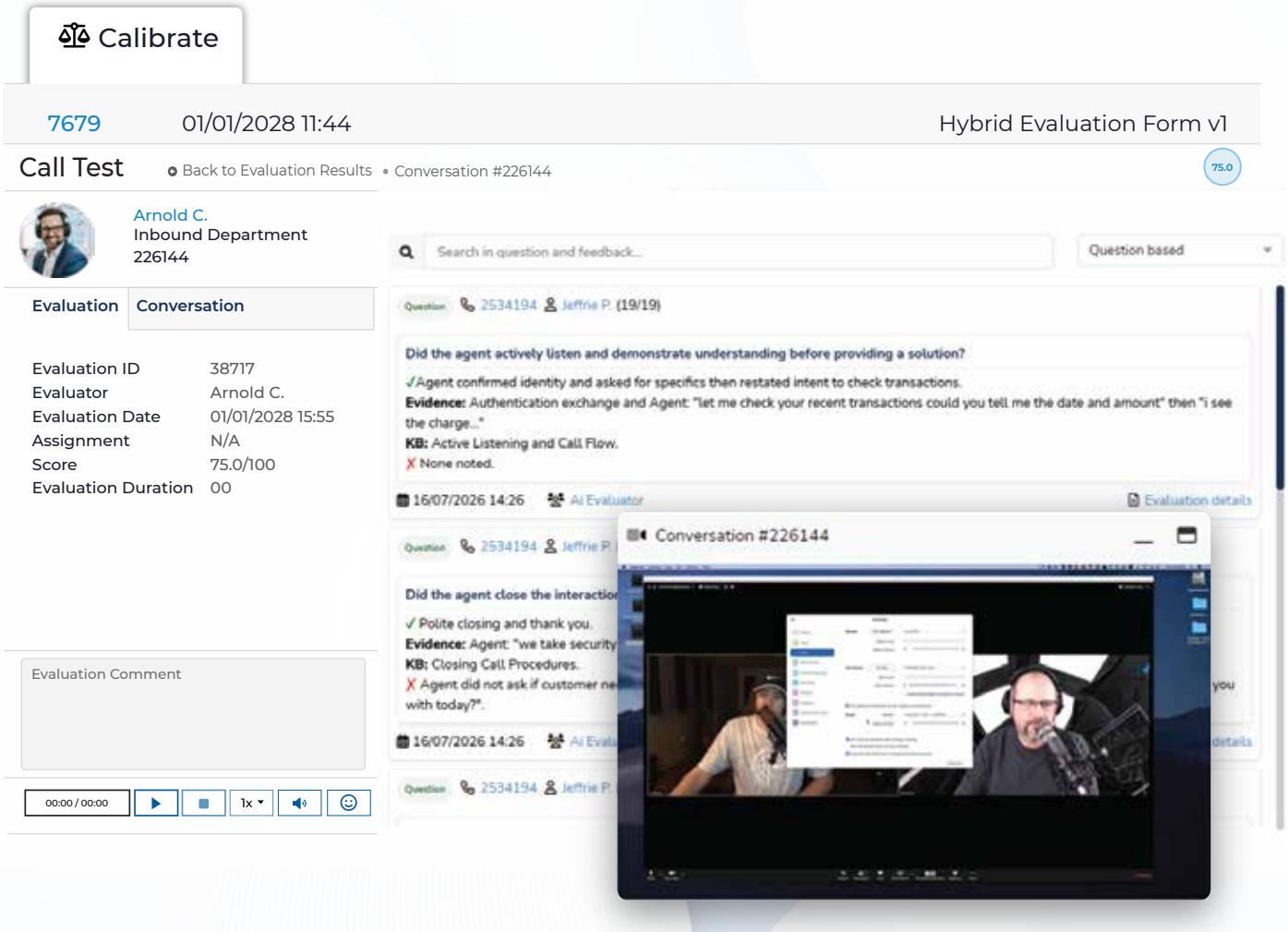




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2. Objection and Calibration





Any evaluations can be reevaluated by another QA specialist to calibrate and enhance QA processes. The agents are enabled to raise objections to their scores and request a reevaluation. Therefore, the performances of the QA specialists are also measured, considering calibrations and objections.

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3. Agent Performance Monitoring

SESTEK AQM enables QA specialists to monitor agent performances based on their interaction scores and observe their trends over a specific period. Additionally, it is possible to compare agents by their scores and conduct additional statistical comparisons to inspect and standardize the service offered.



4. Assignments

SESTEK Analytics enables QA specialists to focus on a specific set of interactions by creating assignments to get maximum value from the limited manual evaluation resource. Categorized interactions are the subject of the assignments, and QA specialists are no longer required to select random interactions among massive amounts of them.

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How CIGNA Call Center Increased Sales Using Analytics

"SESTEK's Speech Analytics analyzed 100% of all customer-agent calls and helped us identify areas of improvement for our agents. With the help of actionable insights, we achieved significant improvements in their performances."

— CHIEF OPERATING OFFICER CIGNA TR

THE CUSTOMER

Cigna TR is an insurance company offering health, life, and pension insurance formed through a partnership in 2012 between QNB Finansbank and Cigna Global.

THE CHALLENGE

Monitoring, analyzing, and scoring customer interactions is challenging due to the large volume of data. Cigna could only manually evaluate 5% of interactions, resulting in limited insight and difficulty in building an effective training strategy.

THE SOLUTION

Cigna utilized Sestek's Speech Analytics to monitor and evaluate all customer-agent interactions. The insights gained enabled customized training sessions and improved telesales operations.



↑48%
Increase in sales

↑90%
Increase in sales agent performance

↑23%
Increase in call quality

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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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