Providing Accurate & Affordable Speech Solutions
in the Travel & Hospitality Sector

One of Yactraq's first customers is a company operating in the Travel & Hospitality sector across Canada; they had a distinct problem of obtaining speech solutions for a 15-seat call center that were both affordable and effective for the use cases they needed to ensure best-in-class service to their clientele. In order to meet these needs, Yactraq deployed Omnitraq, our speech analytics driven business intelligence solution. Omnitraq was launched in the Company's call operations environment to facilitate monitoring sales agent script adherence to ensure excellence in customer service and to increase sales effectiveness. Our solution was built upon a custom speech vocabulary specific to the phrases endemic to the Company's business and the specific sales and service speech patterns the company wished to monitor. Our Omnitraq deployment has and continues to achieve definitive success by meeting all the company's requirements and beyond, providing high-impact value through multiple results:

Quality Managers saw productivity gains of 400% using Omnitraq's diagnostic reporting features, being able to hyper-target which customer calls to audit and how to proactively handle areas identified for improvement

Given the massive savings gained by using Omnitraq as an automated system, our Omnitraq deployment paid for itself in less than 60 days, providing an unprecedented ROI for our customer – one which only Yactraq could provide

Providing a very successful Sales Script Adherence tool customized to the Company's unique business, allowing the Company to accurately monitor agent script adherence and quickly act to retrain on the basics where needed

Providing accurate Sales Analytics, clearly identifying which phrases and speech patterns lead to successful calls, and which didn't (providing a path-forward for retraining on low performing team members)

The Company was able to optimize its Sales Script by definitively learning which aspects worked well, and which caused friction or awkwardness with the customer, thereby creating a better overall customer experience

Our comprehensive system, which can index 100% of customer calls, provided a wealth of data to both identify in which areas the sales agents needed to be retrained, and which agents best exemplified how to construct a best-in-class call – leading to Omnitraq being used as an indispensable training tool

Achieving a running validated average key phrase identification accuracy well above 90% across thousands of calls

Delivering business insights with near 100% certainty through the cumulative effect of an accurate speech system that converts unstructured and unmeasurable call recording data into structured data – leading to clear, data-driven decision making

The Company was so pleased with the success of Omnitraq, they engaged for additional services, including monitoring Trial Close Metrics (such as 'would you like me to book this for you?', i.e. asking for the sale), and identifying actual dollar values in pricing quotes during calls (such as 'that will be $8,500'), while also reliably redacting secure numeric data (like credit card numbers)

The Company's Challenge – Obtaining Affordable Speech Technology for a 15-seat Call Operation

Providing excellent customer service is an integral part of the Company's values and business strategy, and there are core phrases around which the Company's vision is built upon. Our customer needed a way to ensure that these important phrases were being used consistently by their call center staff, thus they needed a way to identify calls where these phrases weren't being used, or were less used than would be expected by call type. This script adherence information would be very valuable for monitoring sales service levels, providing additional training where needed, and elevating the customer sales experience. Additionally, the Company had been looking for an effective solution that would allow them to maintain their high levels of customer service and easily identify their top sales agents in order to replicate success across their sales team.

Traditional manual methods of call monitoring could never provide the comprehensive level of business intelligence the Company wanted, yet the Company found there was a distinct lack of affordable speech technology options in the marketplace, particularly ones that made sense for a 15-seat call center. The only real speech technology options were based on inflexible legacy technology that carried hefty, enterprise level price tags. The Company needed a new solution, one based on modern and more efficient technology – and one that had a price point that made sense for their business and could be customized to their specific needs.

Yactraq's Solution – Omnitraq

Yactraq's answer to our customer's challenge was Omnitraq, our omnichannel business intelligence solution – a versatile application layer that leverages our award winning and patented speech technology platform, Coretraq. Omnitraq is a next generation speech solution that offers a multitude of accurate audio mining & speech analytics capabilities at a massive discount in price compared to legacy solutions, and with phenomenal improvements in speed and scale. In this use case for the Company, we built a custom vocabulary based on their specific core phrases so that we could very accurately track these phrases with a high level of confidence across all the Company's sales related phone calls. Additionally, our sales script adherence solution measures positive script adherence, identifying phrases the sales agents are trained to use that have positive associations, such as the words "happy" and "pleasure" in the phrases "we are happy to" and "my pleasure".

As Omnitraq indexes every minute of every call, the Company can now monitor sales agent script adherence with incredible detail and effectiveness, something that could never be achieved using the traditional means of manually auditing random calls (which typically reaches less than 2% of recorded calls). Not only could Omnitraq provide the Company with the technical solution they needed, it could provide that solution at an extremely competitive cost that was sensible for both the Company's business and budget. Omnitraq's cost structure can accommodate annual budgets in the 10's of thousands of dollars vs. annual budgets in the $1M+ range for legacy solutions, a 40X cost efficiency that makes Yactraq's advanced speech technology solutions affordable for businesses of nearly any size.

Delivering Success – Omnitraq's Results

Our deployment of Omnitraq as a sales script adherence solution was a stellar success, having more than met the Company's requirements, and ultimately led to a more comprehensive rollout that included additional services. In the initial acceptance testing, through monitoring over 20 multi-word phrases across more than 200 calls, Omnitraq achieved an average key phrase identification accuracy of 92% - with some phrases achieving greater than 99% accuracy. The more a phrase was customized to the Company's specific business, the higher the success rate; for instance, the Company has a unique name that is used in the greeting phrase for every call, a name that wouldn't even be recognized in a non-customizable legacy solution. This has helped deliver business insights with near 100% certainty through the cumulative effect of Omnitraq's accurate speech data.

Omnitraq was so effective that it began to bear fruit before technical acceptance testing had even finished - our reporting features provided clear insight that one of the custom phrases for which we were monitoring wasn't being used often, leading to a deeper investigation which discovered that specific phrase didn't fit effectively into the sales speech pattern. The Company quickly removed this phrase from the sales script, which led to a more effective and natural flow to the sales call, and a clearer sales experience for the customer. This kind of critical insight can only come from an automated solution like Omnitraq that indexes every minute of every call, surfacing insights on the 'whole picture' that manual call monitoring will inevitably miss. Omnitraq's affordable price point results in a very healthy return on investment for our customer as it provides effective functionality for automated quality assurance monitoring, an elevated customer sales experience, and valuable business intelligence – all in one flexible solution. The Company was very satisfied with Omnitraq's results, and upon completion of acceptance testing immediately added several additional Omnitraq services that were rolled out in the production deployment.

A Happy Customer & A New Benchmark

With the success of our Omnitraq deployment, our solutions have become an indispensable part of daily operations for our customer's business that continue to add high-ROI value and help move their business forward. Additionally, the Company is engaging with Yactraq to further build out their speech technology capabilities to address even more complex challenges and continue to increase the effectiveness of their sales efforts and the customer sales experience.

By providing highly accurate, effective, and affordable speech analytics solutions for a call center consisting of only 15-seats, Yactraq has set a new benchmark in the speech technology industry. One in where we aim to provide these high-value and much desired, and needed, speech solutions at a price point that is affordable to businesses of virtually any size.

More on Yactraq's Technology

In the world of audio mining & speech analytics, context is king. Without a speech vocabulary that is specifically customized to the nature of a businesses, that business won't be able to create the context necessary to identify and extract the information needed to solve the problem at hand. Coretraq, our award winning & patented speech based semantic computing platform uses machine learning techniques to build speech vocabularies that are customized to a client's specific business, can consist of tens of thousands of words, and can be built in a matter of weeks.

Coretraq lies at the heart of our Omnitraq business intelligence solution, and is a truly innovative next generation speech technology platform that approaches speech recognition & audio mining from a new angle, one that far surpasses the capabilities and cost effectiveness of legacy speech tech solutions. Coretraq is fully developed and proven in the marketplace, having processed several million minutes of customer data. Yactraq received a patent for automating the generation of language models in speech recognition systems, and this process includes using the linguistic data within a Natural Language Understanding (NLU) engine to robotically train the overall speech based semantic system. Yactraq anticipates being awarded additional related patents.

Contact us today for a free trial of Omnitraq at bizdev@yactraq.com and visit www.yactraq.com for more information.

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