

## Best Practices



# Speech Analytics and AI: A Game Changer for CX

The combination of speech analytics and artificial intelligence (AI) is a powerful tool for understanding what customers are communicating and how to address their intent, even in real time. That's a game changer. Natural language processing and understanding technologies can be extended one step further to include quality management and agent coaching, even while the customer is still on the phone.

Self-reported surveys certainly provide useful information, but speech analytics and AI can provide a much more accurate picture of what customers are communicating because the technologies are working with all the information, not just a sample of the whole.

This Best Practices installment is your chance to show our readers what can be accomplished when speech analytics and AI are the drivers of customer experience.

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Also Marketed in December: ■ Customers Prefer **Self-Service** — Don't Make Them Talk to a CSR

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**C-Level Leadership: Who Owns Customer Experience?**  
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**6/17/21** CX Connect – Contact Center

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Smart **Field Service Management** Strategies  
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**Transformational CX** – Designing Experiences That Wow Customers  
Roundtable Date: 7/14/21

**Speech Analytics and AI: A Game Changer for CX**  
Roundtable Date: 6/2/21

**I Prefer Self-Service** – Don't Make Me Talk to a CSR  
Roundtable Date: 8/11/21

### NOVEMBER

**11/3/21** 2021 Contact Center Innovations – Successful Case Study Snapshots

**11/17/21** Personalization Done Right: Using Data and Technology to Strengthen Customer Relationships

### DECEMBER

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