



## Transforming Customer Experience with HGS Interaction Analytics

Today's organizations are meeting a high bar for customer experience (CX). They struggle to understand a key driver of success—how to make analytics actionable—often without the in-house analytics subject matter expertise or bandwidth to optimize this essential solution.

**Interaction Analytics** unlocks this potential—by transforming unstructured data such as call recordings, email and chat transcripts, social media posts, and case notes into structured data through analysis.

### Delivering value by transforming customer interactions through HGS analytics:



**Platform Agnostic** – HGS Interaction Analytics platform can mine call recordings across multiple recording formats.



**Channel Agnostic** – Data from all channels can be injected in the HGS Interaction Analytics platform—including chat, email, text, calls, social media, survey verbatim, and case notes.



**VOC Discovery** – Neural phonetic indexing and natural language processing allows word level classification build specific categories. This categorization is focused on specifics of voice of customer opportunities.



**Sentiment Analysis** – Use of phrase level recognition and language modeling identifies and quantifies customer behavior events, negative comments, and unresolved issues.



**Contextual Visualization** – Contextual analysis correlates related words and phrases with possible issues and recommended actions.



**Call Part Analysis** – Natural language processing separates transcribed calls into unique parts to better understand dissatisfaction drivers.

### The Opportunity

HGS Interaction Analytics can be applied to all industries and verticals – wherever interaction data is available – whether that be in the form of calls, email, chat, SMS, survey comments, social media posts, or just case notes.

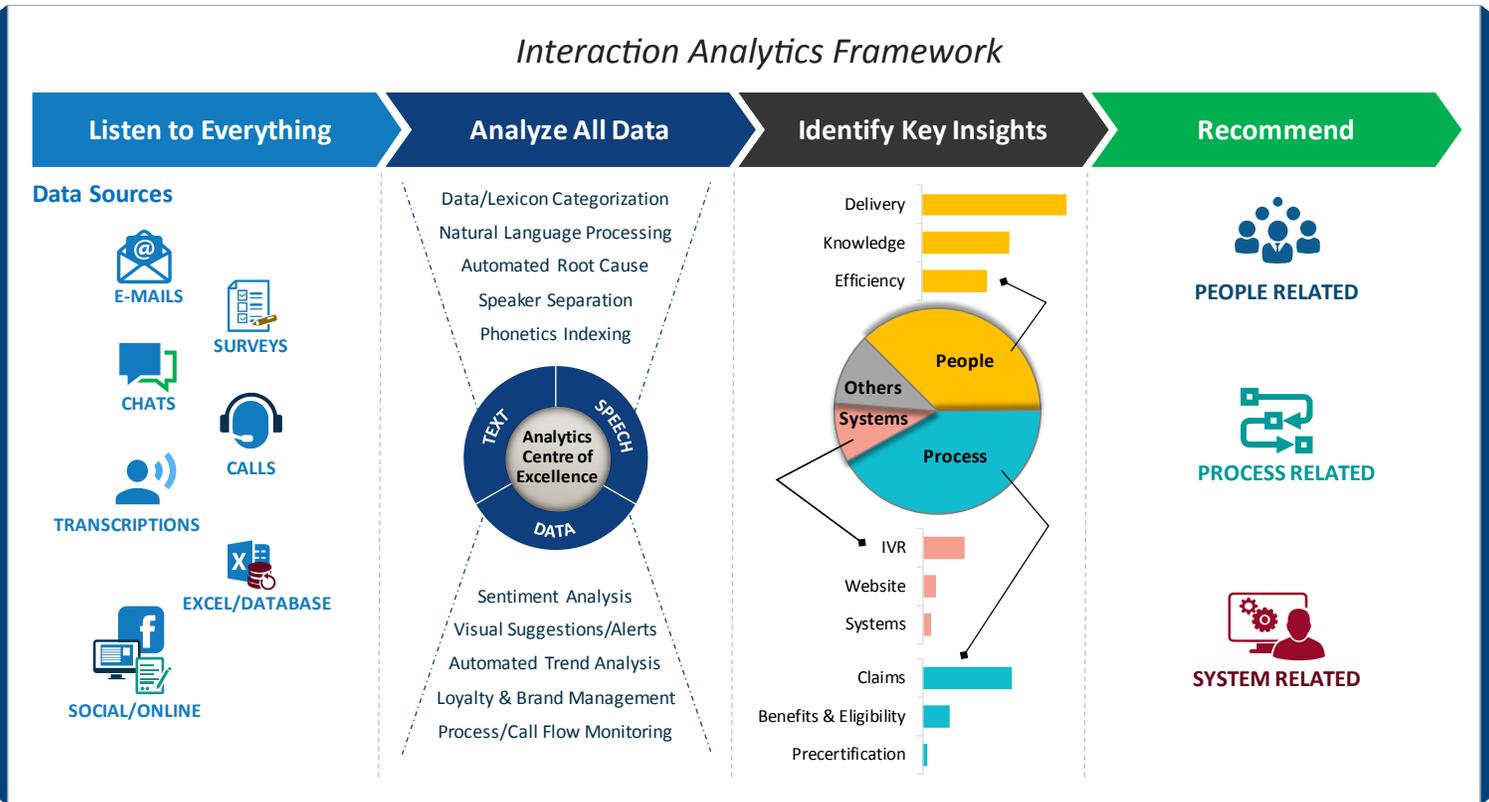
### How Do We Do It?

HGS uses a program-agnostic interaction analytics platform for processing voice and text data. With cutting-edge Deep Learning Neural Networks technology, this solution delivers unparalleled speed and accuracy and allows for 100% of captured customer interactions to be analyzed in a short time.

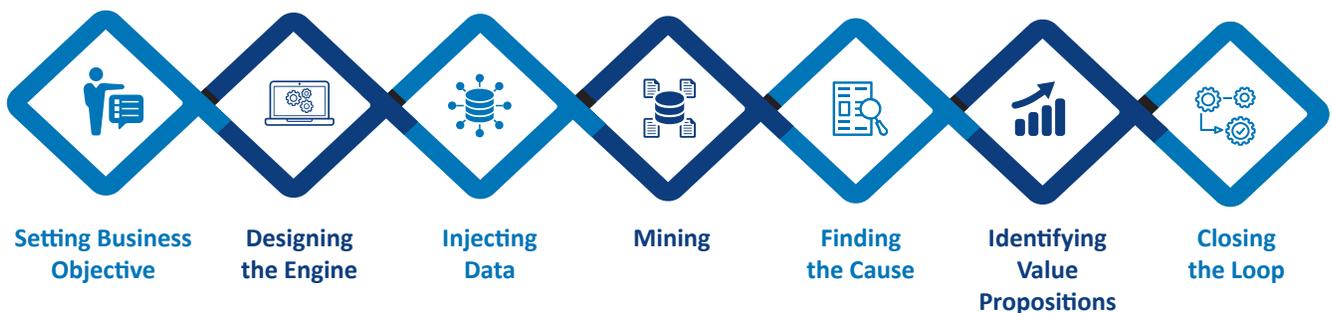
The HGS Analytics team supports initial discovery with design of business-specific categories that make the tool truly capable of intelligent analysis. This hybrid approach and advanced functionalities results in knowing the unknowns and quantifying the impact of unknowns on every customer interaction.

## Solution Overview

HGS Interaction Analytics uses a closed-loop approach to assess the consumer satisfaction and needs. This approach comprises the whole spectrum for every kind of interaction going through the data injection process into the analytics engine. Employing Phonetic Indexing and Speech-to-Text Transcription (STT), HGS Interaction Analytics mines hidden insights in 100% of customer calls. With Sentiment and Root Cause Analysis and Natural Language Processors, our solution captures large volumes of unstructured text, analyzes it in real-time, and drives immediate action across our clients' business.



## 7 Steps to the Interaction Analytics Closed Loop Approach



## About HGS

A global leader in business process management (BPM) and optimizing the customer experience lifecycle, HGS is helping make its clients more competitive every day. HGS combines technology-powered services in automation, analytics and digital with domain expertise focusing on back office processing, contact centers and HRO solutions to deliver transformational impact to clients. Part of the multi-billion dollar conglomerate Hinduja Group, HGS takes a true "globally local" approach, with over 46,000 employees across 69 delivery centers in seven countries making a difference to some of the world's leading brands across nine key verticals. For the year ended 31st March 2017, HGS had revenues of US\$ 555 million.

Log in to [www.teamhgs.com](http://www.teamhgs.com) to know how we can help make you more competitive.

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