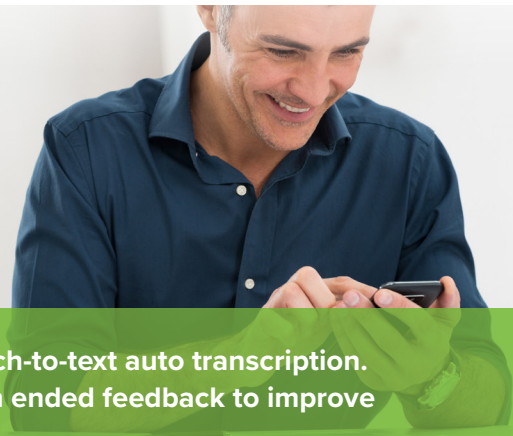


# MaritzCX Automated Voice Transcription: Fast, Affordable Call Center CX Solutions



Capture more qualitative customer insights faster with speech-to-text auto transcription. Leverage Call Center voice recordings and voice-based open ended feedback to improve your Call Center CX decision-making.

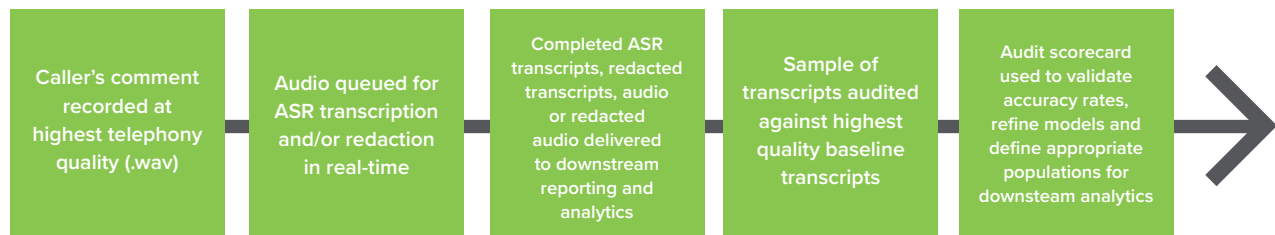
## SPEECH-TO-TEXT: AUTO TRANSCRIPTION CAPTURING THE TRUE VOICE OF THE CUSTOMER

Call Centers generate two very valuable sources of customer voice data, voice recordings of agent calls and voice survey open ends. MaritzCX solution provides customized auto transcription solutions for both applications.

Call Center call recordings can be transcribed in real-time and processed through text analytics to derive insights to enable agent coaching and to identify strategies to achieve organization objectives like higher conversion, reduced churn, and high NPS. Call recording transcription capabilities include highly accurate transcription, near real-time processing, personally identifiable information (PII) redaction, speech "channel" separation, and multi-language support. This auto transcription combined with the MaritzCX deep text analytic technology provides a best-of-breed solution for Call Center voice processing.

Voice-based open-ended responses, captured with IVR surveys, provide more qualitative data than any other survey methodology. Highly accurate speech-to-text data processing from MaritzCX delivers audio open-ended responses in a punctuated text form at a fraction of the cost of manual transcription. Auto transcription can be processed in near real-time, offering instantaneous notifications and alerts. Another benefit of this cutting-edge solution is the ability to identify and redact certain PII, such as account and/or credit card information.

MaritzCX auto-transcription technology allows companies to process, audit and analyze transcriptions of customers' voice recordings in near real-time with ultra-high accuracy. Our speech-to-text ASR acoustic model analyzes voice data resulting in highly valuable acoustic meta data, including sentiment scoring. Additionally, this auto transcription is accomplished at a fraction of the cost of traditional manual transcription. This means that 100% of the voice open ends can be transcribed and processed through text analytics, offering a richer set of qualitative data that can be rapidly analyzed and leveraged in call center operations such as agent coaching and training.



**MARITZCX SPEECH-TO-TEXT TECHNOLOGY INCLUDES:**

**Features**

- Processes verbal responses for text transcription in near real time.
- Automatically transcribes Certified Accuracy Audits.
- Handles tens of thousands of calls per hour.
- Maintains extremely high accuracy, with full punctuation and expression.
- Streams data through an API for enterprise reporting.
- Identifies and redacts PII from text and voice files.
- Manages and delivers multiple data sources, including survey data, sampling data, meta data, and more.
- Samples voice messages and tunes Automated Speech Recognition (ASR) voice recognition acoustic and grammar models to enhance transcription accuracy.
- Includes voice capture through IVR questionnaire open ends, or enables respondents of web, SMS or mobile surveys to leave a voice message recording.
- Supports multiple languages.
- Hosts voice and text files for recall and analysis.

**Benefits**

- Delivers voice and text files for better response interpretation.
- Dramatically reduces the cost of voice transcription.
- Optimizes transcription for text analysis and integration into enterprise reporting.
- Integrates the voice of customer across omni-channel data collection solutions.
- Executes redaction of PII information to reduce legal liabilities.
- Provides comprehensive auditing and reporting of voice to text solutions using a standardized accuracy rate.
- Reports accuracy levels across a range of demographic and data collection segments.
- Delivers voice and text data for reporting solutions that can be used for agent coaching and customer experience actions.
- Enables customer experience solutions based on the delivery of near real-time alerts from voice driven data.



To demo a product or to contact MaritzCX call

North America +1 385.695.2800 | maritzcx.com | Asia Pacific +61 (2) 8397 8131 | maritzcx.com/au | UK & Ireland +44 (0)1494 590 600 | maritzcx.co.uk | Germany +49 (0)40 369 833 0 | maritzcx.de

MaritzCX believes organizations should be able to see, sense and act on the experiences and desires of every customer, at every touch point, as it happens. We help organizations increase customer retention, conversion and lifetime value by ingraining customer experience intelligence and action systems into the DNA of business operations. **For more information, visit [www.maritzcx.com](http://www.maritzcx.com).**

MaritzCX partners with PinPoint Research to provide Speech to Text auto transcription solutions. With over 30-years' experience, PinPoint Research pioneered voice driven data collection for consumer survey research. Today its proprietary IVR and Speech-to-Text data processing technology solutions enable real-time voice of the customer solutions for call center and retail consumer experience applications.