

Course : Speech analytics: optimizing customer voice analysis with AI

Practical course - 2d - 14h00 - Ref. SAY

Price : 1500 CHF E.T.

What if you integrated artificial intelligence (AI) into your customer strategy? What if automated semantic data management enabled you to better capture the voice of the customer and respond to their needs more efficiently? This training course, combining theory and practical applications, will enable you to grasp the challenges and benefits of AI, and to think about how to integrate it into your customer relations.

Teaching objectives

At the end of the training, the participant will be able to:

- ✓ Understand the challenges and benefits of AI to improve customer knowledge
- ✓ Understanding the automated semantic analysis ecosystem
- ✓ Define a methodology for integrating AI into its environment

Intended audience

Customer relationship managers, marketing managers.

Prerequisites

No special knowledge required.

Practical details

Hands-on work

This highly interactive training course is based on numerous practical exercises and time for individual and group reflection.

Course schedule

PARTICIPANTS

Customer relationship managers, marketing managers.

PREREQUISITES

No special knowledge required.

TRAINER QUALIFICATIONS

The experts leading the training are specialists in the covered subjects. They have been approved by our instructional teams for both their professional knowledge and their teaching ability, for each course they teach. They have at least five to ten years of experience in their field and hold (or have held) decision-making positions in companies.

ASSESSMENT TERMS

The trainer evaluates each participant's academic progress throughout the training using multiple choice, scenarios, hands-on work and more.

Participants also complete a placement test before and after the course to measure the skills they've developed.

TEACHING AIDS AND TECHNICAL RESOURCES

- The main teaching aids and instructional methods used in the training are audiovisual aids, documentation and course material, hands-on application exercises and corrected exercises for practical training courses, case studies and coverage of real cases for training seminars.
- At the end of each course or seminar, ORSYS provides participants with a course evaluation questionnaire that is analysed by our instructional teams.
- A check-in sheet for each half-day of attendance is provided at the end of the training, along with a course completion certificate if the trainee attended the entire session.

1 Understanding the challenges of customer knowledge with AI

- Identify the main reasons for contact.
- Analyze the main causes of dissatisfaction and intent to terminate.
- Identify emerging needs.
- Act in predictive mode and implement specific action plans.
- Measure the customer's emotional experience.

Exercise

Brainstorming : échanges sur les différents scénarios possibles d'intégration de l'IA. Identifier une première application dans son environnement d'entreprise.

2 Discover the world of speech analytics

- Understand the concept of semantic analysis.
- Cultivating semantic fields.
- Get inside the robot's "head".
- Discover the main technical solutions available.

Hands-on work

Définir le résultat attendu de la mise en place d'un speech analytics dans son activité. Dessiner les contours d'une solution idéale.

3 Take steps to integrate AI into your ecosystem

- Improve customer focus.
- Use customer feedback to manage your experience.
- Listen to the voice of your agents/advisors.
- Define agent persona "increased".
- Tracking down the written word: removing the seeds and cultivating the nuggets.

Hands-on work

Build the agent's persona and empathy map "augmented".

4 Building a customer voice analysis project with speech analytics

- Define the semantic categories to be analyzed.
- Identify the main indicators to be monitored.
- Map out the key stages in setting up the project.
- Prepare your project presentation pitch.

Hands-on work

Start the process: build the main semantic categories to be analyzed and the KPIs to be tracked. Prepare your presentation pitch.

TERMS AND DEADLINES

Registration must be completed 24 hours before the start of the training.

ACCESSIBILITY FOR PEOPLE WITH DISABILITIES

Do you need special accessibility accommodations? Contact Mrs. Fosse, Disability Manager, at psh-accueil@orsys.fr to review your request and its feasibility.