



# Transforming customer engagement with speech intelligence



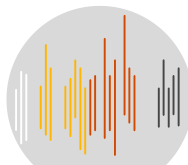
# PwC partners with Contexta360: transforming customer engagement with speech intelligence

Together with Contexta360 we help our clients to unlock the full potential of their customer data and customer interactions using second generation speech intelligence technology. Automating mundane and costly tasks such as logging calls and transcribing their content is just the tip of the iceberg. In today's world a lot of data is not captured or not analysed, leading to a lot of hidden insights in data.

Most businesses are identifying broken processes and operational inefficiencies already. However more complex cases such as voice vibration as predictor for customer churn or sentiment detection to identify cross and upsell opportunities are not analyzed. Spoken natural language is much more subtle than just a succession of words. Every word, every silence, every emphasis, and every tone means something.

Our vision is that with the use of second generation speech intelligence we can truly unlock the full potential of human-to-human interaction. Being able to decipher relations between conversation and business metrics starts with understanding what the customer really needs. Reducing costs, workload stress and improving compliance in interaction centers and beyond.

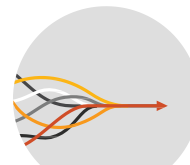
**PwC together with Contexta360 offers advice on how to:**



Analyse speech and create actionable insights



Transform your organization to scale conversational AI



Maximize customer engagement through return on experience



*The partnership with Contexta360 allows us to help our clients towards unlocking the full value potential of human-to-human interaction”*



**Timo Koenen**  
Partner PwC



*Our partnership with PwC unlocks the complex front office transformation steps large enterprises need to plan and deliver in today's competitive landscape”*



**Andrew White**  
CEO C360



# Unlocking the potential of consumer data with Speech Intelligence to gain a competitive advantage

Give customers a great experience, and they'll buy more, be more loyal and share their experience with friends. So, what truly makes for a good experience? Is it speed? Or convenience? Or even friendliness? Or a combination? Perhaps most importantly, the human touch - creating real connections by making technology feel more human and create better experiences.

Customer engagement starts with truly knowing whom you're talking to. Most organizations have some kind of tool in place to record or transcribe calls, but most organizations do not fully utilise this data and rely too much on factors like age, location and background. They could meanwhile also be analysing what customers do, think and most importantly say. Interactions with your customers are the most recent and most relevant piece of information you can have. These days we can no longer ignore this data when creating new insights and uncovering the full potential of human interaction.

Achieving the full potential of the data collected, organizations should start creating actionable insights from the enormous potential of the data they collect. They need to respond rapidly by converting data into opportunities for growth, innovation and competitive advantage. One way of doing so is through the use of Speech Intelligence, which refers to the process of transcribing and analyzing recorded customer calls to create understanding and valuable customer insights.

**75%** of consumers around the world desire more human interaction

**43%** of all consumers would pay more for greater convenience

**32%** say they would walk away from a brand they love after a single bad experience

**42%** would pay more for a friendly, welcoming experience

# Exploring the new customer-centric world: introducing 'Return on eXperience'

Traditionally the key metric that captures success, is Return On Investment (ROI). However, businesses today are investing significant resources on offering effective and personalized CX, an element that it is significantly undervalued when looking at purely financial metrics. Thus in PwC, when we are redesigning client's customer journeys, we focus on Return On eXperience (ROX).

Measuring ROX allows companies to quantify the impact their investments have on the customer-centric parts of the organization that directly relate to the customer interaction with the brand, and understand how their customers engage with their firm.

PwC recommends taking six concrete actions to start improving your ROX:



**1**  
Fuse Customer and Employee eXperience



**2**  
Convey shared values



**3**  
Find 'Magic Moments'



**4**  
Understand customers



**5**  
Treat data respectfully



**6**  
Navigate Together

# C360 leverages AI and NLP to analyse millions of customer conversations across any channel to deliver business insight, action and efficiency

Contexta360 is an AI-driven speech intelligence company designed for organizations seeking to know and serve their customers better. Their speech analytics platform helps organizations capture voice, chat and video conversations across multiple languages and transcribes it into text. Then, it analyzes the transcripts for sentiment, topic, context, compliance, effectiveness and customer experience, thereby generating actionable insights for their clients and building a 360-degree view of customer interaction. Contexta360 helps its clients improve their contact center performance exponentially and transform business outcomes such as revenue expansion, customer experience and compliance.

## 3.9M

Customers analysed



Understand multiple **languages** and **dialects**

## 7.2Tb

Voice metadata analysed



Combine **conversational** and **transactional** data

## 61M

Minutes processed



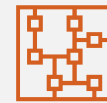
**Conversational AI** to uncover speech insights.



Contact center **performance** and **quality** monitoring



Regulatory or brand **compliance** and **fraud detection** processes



**Omni-channel** platform and data source integration

## APG boosts agent Performance with Contexta360

Leading financial services provider APG must adhere to strict government regulations. APG has automated this process thanks to Contexta360's real-time speech analytics and conversational computing capabilities, where the agents are receiving automated "next best action" support. That allows APG not only to comply with the latest regulations in the industry, but also to improve its customer experience.

*An example is the deployment of AI which understands during a call in the call center what the call is about and shows context-related information to the call agent in real-time. For this we are working with Contexta360..."*

**René Rateischak**  
Innovation Scout and AI lead, APG  
Groep N.V



# Our joint offering helps unlock the full potential of conversational AI to gain a competitive advantage

In the PwC-Contexta360 partnership we share a common vision. We see a digitally-enabled future where customer-centric insights will shape the new opportunities in the market and we want to make this happen now. That's why we want to combine our efforts in order to offer a truly transformational customer experience.

Contexta360 offers a business centric solution, focussing on delivering improved experience for users and for customers. Technology serves as an enabler herein, not as the goal. We deliver our joint services using the customer centric BXT approach. By combining Contexta360's innovative technology with PwC's business knowledge and Front Office Transformation (FOT) experience, we offer end-to-end services that target the key pain points of our clients and add value across their value chain.

Taking a holistic view, together we also identify and explore secondary use cases in second line departments like compliance - think duty of care, suitability, integrity and KYC - and HR around employee experience.

## Business



### Bottom line savings

Identifying broken processes and creating actionable improvements



### Top line growth

Combining data to create new insights and opportunities for up- and cross-sell

## eXperience



### Customer experience

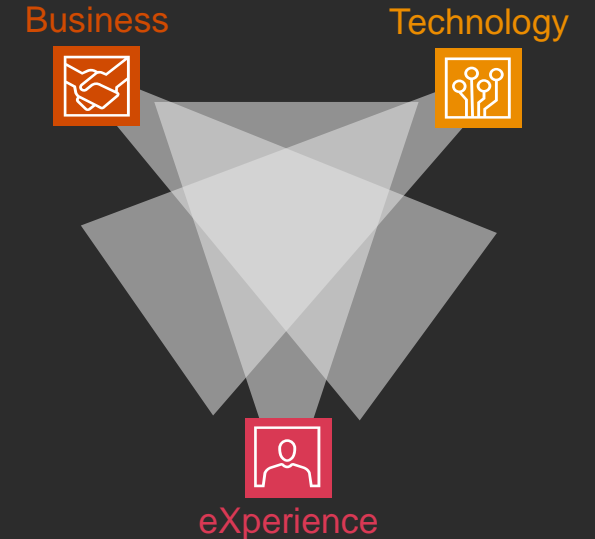
Uncovering the root cause of customer confusion and discomfort



### Employee experience

Augmenting employee's operations by taking away manual tasks

# Our 'BXT' philosophy enables customer centric services and accelerates the transformation journey



### Business

Generate business value through identifying, prioritising and building long-term self-sufficiency.

### eXperience

Design the future customer journeys, identify future behaviors and deliver customized, data-driven experiences and customer insights.

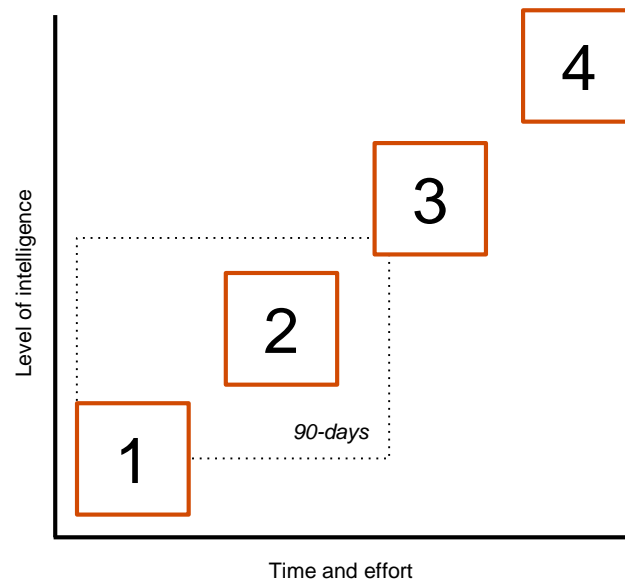
### Technology

Follow agile principles and continuously improve to offer the best solutions in the market, tailor to each clients needs, ambitions and aspirations.

# Business knowledge and delivery power allow us to offer a fit-for-purpose implementation

Based on our experience with implementing technology into the business and its operating models, we define a 4-step approach towards unleashing the full potential of speech intelligence in a sustainable manner. Contexa360's 90-days approach focuses on delivering insights and showing the potential in the first three months using the technology. Together we see this as part of a larger implementation, including assessing the business' operating model and setting the change up for success.

Our approach starts with making sure that the organization is ready to gather, use and analyze its data and that transparency towards customers and employees is safeguarded. Secondly, combining the speech data with pre-existing transactional and customer data from voice-to-text transcription and uncover trends and opportunities for customer experience excellence and performance optimization. Thirdly, the system integration and automation will allow data aggregation with traditional data sources, allowing business to use the newly acquired data in a sustainable manner. Finally, the business can go even further and bring their customer experience to the highest level, by taking into consideration the entirety of customer interactions, unlocking the full power of second generation speech intelligence.



1



## Organization readiness

Performing requires proper preparation. In order to measure and deliver value and consequently act on found insights you need to embed this in your operating model.

2



## Insights & value analysis

Combining expert customer and communication knowledge with new data sources allows for new insights, also allowing the business to continuously measure process improvements.

3



## Data integration & process automation

Connecting conversational data gathered from interactions with customer and transactional data to uncover the full customer view in a automated, standardized and digital manner.

4



## Speech Intelligence 2.0

Integrated and 360 degree augmented engagement, using speech intelligence to deliver maximum value in via all communication channels in your organization.

## Contact us

### **Timo Koenen**

Partner Consulting, PwC Netherlands  
+31 6 39 87 30 65  
timo.koenen@pwc.com

### **Bauke Sprenger**

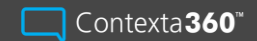
Partner Consulting, PwC Netherlands  
+31 6 13 61 88 23  
bauke.sprenger@pwc.com

### **Andrew White**

CEO, Contexta360  
+44 7500 858281  
andrew.white@contexta360.com

### **Prins Jaspal**

VP Sales, Co-founder, Contexta360  
+31 6 38 06 91 37  
prins.jaspal@contexta360.com



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