convirza

45 Cool Analytics We Can Extract From Phone Calls

Convirza takes Call Tracking to the next level

Table of Contents

Executive Summary

In late 2013, we launched Conversation Analytics. It changes the call tracking landscape in a dramatic way.

Traditional call tracking analyzes what happens before the call (i.e. which ads, keywords and campaigns generate calls). Conversation Analytics tracks what happens ON the call.

Conversation Analytics 'hears' the call with sophisticated speech recognition technology and then runs the content through hundreds of proprietary algorithms. These algorithms are looking for specific phrases, words, intonation, pitch, volume, speech rate and context. Conversation Analytics can extract data like lead score, sales readiness and dozens of other things.

This White Paper provides a brief explanation of 45 basic analytics Convirza Conversation Analytics can extract.

What Is Call Tracking?

Call tracking provides marketers a simple way to determine which advertising channels are generating phone calls and which are not. It is really that simple.

Call tracking can show you how many phone calls AdWords, direct mail, organic search, and every other marketing channel produce. Call tracking can track keywords, location, and demographics of every caller.

Call tracking solutions gather this data by assigning unique phone numbers to specific types/pieces of advertising. For example, a direct mail piece might have one phone number while a PPC ad produces a different number.

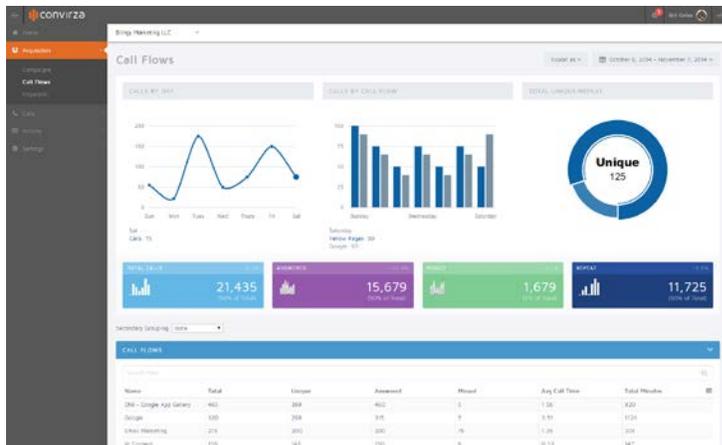If you're doing any amount of marketing—online or offline—you should be using call tracking.

What Is Conversation Analytics?

Call tracking analyzes what happens BEFORE the call. Conversation Analytics analyzes what happens ON the call.

Call tracking has been around for about 15 years. It tells marketers which ads, campaigns, and keywords generate calls and which don't. It's used by agencies, SMBs, and enterprise-level companies. It improves their ROI and gives them valuable insight into their marketing data.

Call tracking is good. But it stops gathering data when the phone rings.
Why is that a problem?

Because there is a lot of useful stuff that happens after the phone rings....like, pretty much everything of importance.

Gartner says that over 420 billion words are spoken on phone calls between businesses and customers/prospects every day. Those words contain buyer sentiment, customer intelligence, sales performance data, close rate and conversion data, and a host of other information.

And until we launched Conversation Analytics, NONE of these words were being analyzed.

We launched Conversation Analytics to analyze these 420 billion words.

Conversation Analytics uses sophisticated speech recognition technology and thousands of proprietary algorithms to analyze the content of the call. Conversation Analytics analyzes the call content in near real-time.

Conversation Analytics is the most substantial development in the call tracking space... ever.

The Analytics

Once Conversation Analytics analyzes the call it spits out a variety of 'indicators' for each call. There are nearly 50 indicators already built-in to Conversation Analytics, things like: agitation level, percent silence, cancellation, complaints, compliments, dissatisfaction, objection language, conversion, commitment to buy, payment language, reservation made, agent empathy, phone etiquette, lead score, etc.

Again, Conversation Analytics derives this data strictly from the words, phrases and other cues actually said on the call.

For each of these indicators Conversation Analytics provides a number between 0-100. This number is a strength indication, or a level of confidence that the event in question occurred on the call. For example, if the lead score was 85, that indicates that Conversation Analytics is very confident the caller was a good lead. On the other hand, if the complaint indicator is 15, that means Conversation Analytics is not confident that caller complained on the call

Some Boring Context

We call the 45+ analytics that Conversation Analytics extracts from phone calls 'indicators.' This White Paper will provide a 1 or 2 sentence explanation for each indicator. This explanation will provide a basic overview of how Conversation Analytics works, and what that individual indicator tracks. They'll be very basic explanations.

However, we have chosen to provide detailed explanations of a few of the 'indicators. These explanations will be several paragraphs long and will even contain some examples

of the words and phrases Conversation Analytics looks for as it gathers information.

What Is An Indicator?

Every indicator on this list is assigned a number between 0-100 on every call. The higher the number, the more likely Conversation Analytics believes that it occurred on the call. For example, if the indicator strength for 'Agitation Level' is 89, that means Conversation Analytics is VERY confident that the caller was agitated. On the other hand, if it is 43, Conversation Analytics is not very confident the caller was agitated.

Alerts and automation can be triggered when indicator strength reaches certain thresholds.

And again, all of this data is based on the words and phrases actually spoken on the call. We layered hundreds of thousands of algorithms on top of speech recognition technology. These algorithms look for specific keywords and phrases in phone calls. The existence (or not) of these phrases and keywords within a phone call allow Conversation Analytics to determine if an event happened on a call. For example, if Conversation Analytics hears enough indications of customer cancellation--via the phrases and keywords--in a phone call, it can state, with relative certainty that a customer cancelled on a phone call.

We can tell what happened on the call.

Cool.

The 45 (and Counting) Analytics

1) Agitation Level - Conversation Analytics listens for acoustic signals measuring emotion based on speech tempo, pitch, and volume which indicates decreased caller satisfaction. If someone starts yelling, they're agitated.

2) Percent Silence - The absence of speech on a call measured against total duration. This is a firm percentage. A lot of silence is not good.

3) Repeat Contact 72 Hrs - Call content indicates that the caller has called previously within the last 72 hours.

4) Voice Message - Call content indicates that the caller left a voice message

Gather useful information and trigger CRM and marketing automation events immediately.

5) Cancellation Language - Conversation Analytics can determine if a customer cancelled during a phone call. That's valuable information. The big question is this: what phrases does Conversation Analytics look for to determine if a customer cancelled on the call?

The answer is that there are several hundred keywords and phrases Convirza Conversation Analytics looks for to help it determine if a caller cancelled, or not. Here are a few of them:

- *cancel | cancellation | cancelling | counsel for you*
- *cancel for you | take care of the cancellation for you*
- *Cancel my service*
- *Cancellation number | notice*
- *Final bill | bills | statement | balance | billing | invoice*
- *Go ahead and cancel | we need to cancel | I need to cancel*
- *I'm cancelling | we're cancelling*

These phrases need to appear in a specific context to increase the confidence level that a cancellation event occurred on the phone call. The more phrases and keywords that Convirza Conversation Analytics identifies, the more confident it is that the caller actually cancelled.

This information allows companies to gather incredibly useful information and trigger CRM and marketing automation events that can reclaim cancelled customers immediately.

6) Complaints - Indications that the caller was dissatisfied or unhappy with the agent or with a product or service.

7) Compliments - Phrases or words used that indicate the caller was complimentary of the agent, product, or service.

8) Dissatisfaction (c) - A composite of indicators whose aggregate data indicates a level of caller distress and dissatisfaction.

9) Escalation Requests - Indications that the caller requested to be escalated to

supervisor, manager, etc.

10) Objection Language - Call content indicates the caller expressed objections to purchasing or setting an appointment.

11) Politeness - Caller used words or phrases that indicate politeness.

12) Repeat Inquiry - Call content indicates that the caller has called more once.

13) All Conversion (c) - A composite indicator with aggregate content indicating that some type of marketing or sales conversion was made during the call. This could be a set appointment, follow-up call, reservation, or an actual purchase.

14) Appointment Set - The caller used words or phrases that indicate an appointment was set. Conversation Analytics analyzes hundreds of individual phrases in a phone call to determine if an appointment was set.

Our speech team literally spent hundreds of hours trying to figure out every possible way a phone call could indicate that a future appointment was set. They listened to thousands of phone calls, looked at data from the millions of phone calls we've analyzed, and spent hours upon hours on the phone with clients, to figure out the exact phrases people use on the phone that would indicate an appointment has been set.

Phrases used on the call are just one component of the algorithms Conversation Analytics runs on call data. It also listens for acoustic cues, voice tremors, and firm scheduling data.

But, phrases are the most important factor.

We'll list about 20 different phrase combinations here. Keep in mind that this actually represents fewer than about 5% of the phrases and cues Conversation Analtyics looks for to figure out if an appointment was set on the call.

In other words, if a few of these specific phrases appear in the appropriate context, Conversation Analytics feels confident that an appointment was made:

CA listens for nearly 1000 phrases and keyword combinations to determine if a caller purchased something.

- Available o'clock | if you are available o'clock

- o'clock work for you

Followed by a Reply: ok | okay | yep | yeah | perfectly | yes | sure | alright

- Scheduled first thing

- Time set aside for you

- Same time

- Want same time

- Timeframe works | what timeframe works | timeframe best | better | good

- Squeeze you in | will squeeze you in

- Appointment afternoon | noon | morning | o'clock

You can see that these combinations can get very complex. There are many variations of the same phrase and many possible replies to each variation.

Again, keep in mind that the phrases listed above are only a few of those that Conversation Analytics looks for when determining if an appointment was really set on the call.

1**5) Commitment to Buy** - A lot of important things are said on phone calls between businesses and customers/prospects. The most important thing might be this: did the caller buy something on the call? Or, did the caller commit to buy something on the call?

Of all the things useful things said on business phone calls, this might be the most useful. If marketers, agencies, sales executives and the C-suite could have this specific phone metric on a large scale, it would literally change everything a business does.

Conversation Analytics can determine, on every phone call, if the caller purchased something of if they made a commitment to purchase something. What an incredibly useful metric for every business to have!!!!

Conversation Analytics is like a fine soup--it combines several very important, powerful

ingredients to produce the incredible end result. What are the words and phrases Conversation Analytics listens for to make this determination?

There are nearly 1000 phrase and keyword combinations that Conversation Analytics seeks when analyzing a phone call to determine if the caller made a commitment to buy.

Every indicator within Convirza Conversation Analytics is expressed in a 0-100 scale. The higher the number, the more confident Conversation Analytics is that the caller made a commitment to buy something.

While we won't give you every phrase that Conversation Analytics uses to determine if a caller committed to buy something, we will give you a few. This will give you a taste of what to look for. Keep in mind, of course, that all of these phrases and words have to appear in an appropriate context for Conversation Analtyics to confidently say 'the caller committed to buy something:'

- send you contract | fax | email | mail | sign |she sign | he sign | get contract signed | sign contract | send it back

- set it aside for you | get it aside | put it aside | for you | want to set it aside | need it set aside

- trying to order online | get it ordered | reserve | book | make reservation

- welcome letter | welcome email | welcome packet

- confirmation number | confirmation email

These are only a few examples, but hopefully you get the idea. Based on the phrases and words that Conversation Analytics 'hears' it can determine with incredible accuracy whether or not a caller made a commitment to buy something.

That's incredibly powerful stuff for any business.

16) Initial Purchase - Phrases and words used that indicate a caller new to the business made a purchase during the call.

17) Payment Language - Phrases and words used that indicate a caller made a payment during the call.

18) Phone Appointment Set - Indications that a follow-up call was set.

19) Request for Info - Call content indicates that the caller requested additional information be sent to them.

20) Reservation Made - Phrases and words used that indicate an existing caller made a purchase during the call. (Specifically useful in rental and hospitality industries).

21) Agent Empathy - The agent used phrases that indicate a level of empathy, such as "sorry to hear that," "must be difficult," etc.

22) Agent Politeness - To produce a confidence level (a number from 0-100) for Agent Politeness, Conversation Analytics essentially listens to the call content and tries to answer one question: was the agent polite?

It looks for changes in voice, rate of speech, lack of voice tremors, lack of agitation, and specific phrases and words. All of these things are 'cues' that Conversation Analytics uses determine if an agent was polite.

Conversation Analytics crunches all these numbers, aggregates all this data, and then decides how confident it feels that the agent was polite. For example, if the agent politeness indicator is 78, Conversation Analytics feels quite confident that the agent was polite. However, if the agent politeness indicator is only 25, that means Conversation Analytics is not confident that the agent was polite.

The most important thing Conversation Analytics listens for is specific phrases and words used in context with other specific phrases and words. There are over 700 phrases for which Conversation Analytics listens to determine if an agent was polite. Below, we have

only listed a few of the 700 phrases we look for.

- *- beg your pardon | pardon me*
- *- May I please | help | serve | assist | monitor | bye*
- *- Sir/Ma'am | alright | yes | no | please | thank you | repeat | will | name | yes | yeah*
- *- Appreciate | we | I | we'd |I'd*
- *- Anything | something | any | I can help with*
- *- Glad\happy to help | assist | some help |*
- *- May I help you | ya*
- *- Have a great day | awesome day | great day | good day | nice day | lovely day | wonderful day*
- *- I'm sorry | apologize*

When Conversation Analytics hears these phrases in the context of everything else on the call, it can determine with almost certain accuracy is the agent was polite or not.

23) Phone Etiquette (c) - A composite of indicators whose aggregate data indicates a high level of agent phone etiquette and professionalism.

24) Polite Hold Protocol - Call content indicates that the caller was put on hold during the call by the agent.

25) Transfer Permission - Call content indicates that the Caller was transferred during the call.

26) Acquired Address - Call content indicates that the caller provided personally identifiable physical address information.

27) Acquired Email - Call content indicates that the caller provided an email address.

28) Acquired Name - Call content indicates that the caller provided a name.

29) Acquired Phone Number - Call content indicates that the caller provided a phone number.

Grade campaigns, ads, and even keywords with Lead Scoring.

30) Existing Customer - Call content indicates the caller is an existing customer.

31) Lead Score (c) - A composite of indicators whose aggregate data suggest an overall caller lead score. This is a powerful metric. It allows marketers to grade campaigns, ads, and even keywords, not just based on the number of raw calls that each channel produces, but rather on the quality of the lead that each channel produces.

That sort of data changes marketing ROI.

32) Repeat Sales Inquiry - Call content indicates caller has called more than one time to inquire about a product or service.

33) Sales Inquiry - Indicates that the caller made an inquiry about product or service.

34) Ask for Business - We did a massive research study with UNLV and Dixie State University in late 2012. The study analyzed tens of thousands of phone calls to determine which elements of a sales call actually generated sales. In other words, which things actually statistically impacted sales/conversions?

The data indicated that when an agent asks for the sale, the caller is 4.4 times more likely to convert to a customer.

Conversation Analytics can literally tell whether or not an agent asked for the business. It looks for specific keywords and phrases that can tell Conversation Analytics that an invitation was extended.

There are more than 600 phrase combinations that Conversation Analytics looks for to determine if someone asked for the business. Here are a few of those combinations:
- *Can I | let me | let's | I will | I can | get you | ya'll | you guys | your company | started?*
- *Credit Card to hold | need a card | require card | card to hold*
- *Do you want to | wanna schedule | move ahead and schedule | please schedule | set appointment | get it on the calendar | let's*

schedule something
- *Morning or afternoon | Does morning or afternoon work? | better | best | possible | prefer morning | prefer afternoon*
- *Put you down | want me to put you down | guarantee | get you started*
- *Want me to go ahead | book | reserve | order | get going*

The goal is simple: Conversation Analytics wants to know if your employee asked for the business on the call.

This particular indicator within Conversation Analytics is powerful because it matters SO MUCH. Again, the study we conducted almost a year ago shows that Asking for the Business in a direct way makes the caller 4.4 times more likely to purchase.

35) Build Credibility - Call content indicates that the agent used phrases to build credibility in the company, product, or service.

36) Buyer Confusion - The caller used words or phrases to indicate they are having trouble understanding the agent.

37) Determine Needs - Indications that the agent asked opened-ended questions to determine the needs of the client.

38) Missed Opportunity (c) - Call content indicates that the caller requested pricing or information about products or services but no conversion was identified. Extremely powerful. Imagine getting alerts when there's a missed opportunity at your business. Call the lead back. Fix the problem. Get more revenue.

39) Ownership Language - Indications that the agent took ownership for the caller's requests with phrases such as "I can help you with that." "What I can do is..." etc.

40) Promotion Mention - Call content indicates the agent made an attempt to upsell or mentioned a specific promotion.

41) Requested Lead Source - Call content indicates that the agent asked how the caller heard about their company.

42) Restate Call - Content indicates that the agent restated the caller's needs.

43) Sales Skills (c) - A composite of indicators whose aggregate data indicates a high level of agent sales skills.

44) Trial Close - Call content indicates that the agent employed a trial close.

45) Verbal Clarity - The caller indicates they are having trouble hearing/ comprehending the Agent with phrases such as: "can't hear you," "do you speak English," etc.

We are adding indicators every week. We are also able to add unique indicators for your business (though most business cases will be taken care of by the basic indicator set).

The Automation

In addition to simply extracting data from calls, Conversation Analytics actually allows you to do something with the data. This is done via Convirza Webhooks. Data can be pushed in a CRM, email marketing platform, marketing automation tool, reporting engine, or some other SaaS service. Webhooks can be used to display data or trigger actions. Some examples:

- Lead Score Automation - If a lead score indicator is 80 or above (or whatever) a Webhook could be sent to your CRM that places the caller in an immediate call back, or a specific email list.

- Appointment Set - If the caller sets an appointment, a calendar invite could automatically be created and sent to the caller.

- Missed Opportunity Notification – Conversation Analytics can determine if a call

Push Conversation Analytics data to your CRM, email marketing platform, and marketing automation.

was a 'Missed Opportunity.' This means that the caller seemed interested in setting an appointment (they were a good lead), but didn't. When Conversation Analytics determines that there has been a Missed Opportunity, a Webhook could trigger a text message or an email sent to an office manager, executive, or—on the agency side—the account manager, alerting them of the Missed Opportunity. Immediate steps could be taken to call the individual back and set an appointment.

If you're an agency, the value is obvious. Imagine being able to show a client the number of appointments you've produced for them in a month.

That's a big deal.

Similar automation can be conducted for every indicator Conversation Analytics tracks.

Additional Resources

The Quick Guide to Conversation Analytics

http://pages.convirza.com/quick-guide-to-conversation-analytics

The Digital Agency's Guide to Call Tracking

http://pages.convirza.com/digital-marketing-agencys-guide-call-tracking

About Convirza

Convirza is the next generation of intelligent call tracking and marketing automation. Convirza allows marketers to track marketing ROI, close rates, lead quality, and call quality. Offering award-winning features like Dynamic Number Insertion (DNI), full-scale Google Analytics integration, and Conversation Analytics, Convirza is the most robust call tracking solution on the market.

Sign up for a 30-day FREE Trial by visiting www.convirza.com/30-day-trial or call 866-811-8880

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