

2012 - 2013

DMG
CONSULTING LLC



Speech Analytics Product and Market Report Reprint

Reprinted for:

Callminer

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Table of Contents

1. Speech Analytics Vendor Satisfaction Analysis 1
1.1 Summary of Survey Findings and Analysis3
About CallMiner6
About DMG Consulting6

1. Speech Analytics Vendor Satisfaction Analysis

On an annual basis, DMG Consulting conducts independent customer satisfaction surveys to measure end-user satisfaction with vendors and their products, as well as their service, support, professional services, training and innovation. DMG conducts these studies because they provide great insights into general market trends and challenges, in addition to end-user satisfaction and issues and concerns about vendors, as participants are open and candid in sharing their successes and challenges with us.

This year's study evaluates the performance of the six vendors analyzed in detail in the *2012 – 2013 Speech Analytics Market Report: CallCopy, CallMiner, Nexidia, NICE, UTOPIA and Verint*. All six of the vendors participated in the satisfaction analysis in the prior year's study. To perform this analysis, each of the six vendors was asked to provide the names of five customers who had agreed in advance to participate in the satisfaction survey. These references could not be the same ones provided for the 2011 Report. Since confidentiality is important to the reference participants and respected throughout our process, the names of the references and the companies that they represent are not directly attributed to any of the comments or ratings included in the customer satisfaction analysis.

The research for DMG Consulting's customer satisfaction survey was conducted as follows:

1. The speech analytics vendors were asked to provide contact information for the customers participating in the satisfaction study.
2. DMG Consulting sent the participating customers an email with a link to a Web survey.

The survey consisted of fourteen questions, which fell into the following categories:

1. Customer background – the top 3 to 5 primary investment drivers for purchasing a speech analytics solution; the top 3 to 5 benefits realized; the top 3 to 5 ways speech analytics was being used; and which business units outside of the contact center were using information identified by the speech analytics solution.
2. Product satisfaction – whether or not the product met the need for which it was implemented, by delivering the expected benefits; whether the reference would recommend the product; detailed product satisfaction

ratings for the following 14 product categories: ease of configuration/use/maintenance, ease of integration with third-party applications, ease of creating searches and queries, system flexibility, product feature set, product's ability to conduct discovery, ability to surface new issues, ability to correlate seemingly unrelated issues, accuracy and business relevance of results, ability to conduct root cause analysis, ability to identify findings that could be applied to effect change, real-time capabilities, reporting, and dashboards. The survey also asked respondents to rate their satisfaction levels across nine other key categories, including: implementation, training, speech analytics workshops, ongoing service and maintenance, professional services, vendor innovation, responsiveness to product enhancement requests, product pricing, and overall satisfaction with the vendor. Satisfaction ratings for all of these areas were based on the scale and point values shown in Figure 1.

3. Open-ended questions – product enhancements that the references would like to see, areas where their speech analytics vendor performed well, what their speech analytics vendor could do better, the most significant discovery identified by their speech analytics application, the single most important piece of advice they would give someone who was going to implement a speech analytics solution, and an open invitation for participants to express general thoughts about their experience with the vendor.

A total of 18 customer survey responses (three from each vendor) were received. While the sample size for this survey is small, the results are informative. The vendor satisfaction ratings reported below were calculated by averaging the scores provided by customers for each vendor and category using the point scale in Figure 1. Customer insights, which are a compilation of the open-ended responses and feedback from the reference customers, are also reflected below.

Figure 1: Customer Survey Rating Point Scale

Satisfaction Rating	Points Assigned
Completely satisfied	5
Highly satisfied	4
Satisfied	3
Somewhat satisfied	2
Not satisfied	1

Source: DMG Consulting LLC, December 2012

1.1 Summary of Survey Findings and Analysis

The figures and analysis that follow represent the results of DMG Consulting's 2012 speech analytics customer satisfaction survey. This section of the analysis examines customer satisfaction ratings across the ten major satisfaction categories in the survey. These include product, implementation, training, speech analytics workshops, ongoing service and maintenance, professional services, vendor innovation, responsiveness to product enhancement requests, product pricing, and overall satisfaction with the vendor. Vendor product satisfaction scores were derived by averaging the results of the following 14 product satisfaction components: ease of configuration/use/maintenance, ease of integration with third-party applications, ease of creating searches and queries, system flexibility, product feature set, product's ability to conduct discovery, ability to surface new issues, ability to correlate seemingly unrelated issues, accuracy and business relevance of results, ability to conduct root cause analysis, ability to identify findings that could be applied to effect change, real-time capabilities, reporting, and dashboards.

Overall, survey participants' satisfaction levels ranged from satisfied to completely satisfied. As seen in Figure 2, a majority (63.3%) of satisfaction ratings across all vendors for the ten major categories fell into the highly satisfied range (4.0 to 4.7). 16.7% of the average ratings fell into the satisfied range (3.0 to 3.66) and 20.0% of customers were completely satisfied (5.0). Customers were highly satisfied in 9 of the 10 categories, with averages falling in a narrow range between 4.2 and 4.5. Only one category, pricing, showed a satisfied rating of 3.7.

CallMiner was number one in customer satisfaction, achieving a perfect score of 5.0 in 9 of the 10 categories. NICE received the top score and ranked the highest in product satisfaction, earning a highly satisfied rating of 4.7. NICE also received a perfect score of 5.0 in 2 categories, innovation and speech analytics workshops, resulting in a tie for first place with CallMiner. CallCopy achieved a perfect score, 5.0, for satisfaction in the area of professional services and shared first place with CallMiner in this category.

Two categories – speech analytics workshops and professional services – shared the highest average score, coming in at 4.5. This is not surprising, as satisfaction in areas that are related to services typically score higher for the applications that are complex and challenging to implement and train, such as speech analytics and workforce management (WFM). Individual vendor ratings in these two categories ranged from 4.0 (highly satisfied) to 5.0 (completely satisfied). The top score for speech analytics workshops, 5.0, was shared by CallMiner and NICE. CallCopy, UTOPIA and Verint followed in a three-way tie, each earning a highly satisfied rating of 4.33. The top score for professional

services, 5.0, was achieved by CallCopy. CallMiner and NICE followed close behind with a highly satisfied rating of 4.66. The remaining vendors received highly satisfied ratings in both categories.

Innovation and overall vendor satisfaction achieved the second-highest ranking, each earning an average score of 4.4 (highly satisfied). Overall vendor satisfaction is not an average of the other categories; this is a separate category where customers were asked to rate their overall satisfaction with all aspects of their vendor relationship. CallMiner and NICE led in customer satisfaction with innovation, each achieving a perfect score of 5.0 (completely satisfied). Three vendors, CallCopy, UTOPI and Verint, tied for second place with a highly satisfied rating of 4.33. CallMiner achieved the top score, a 5.0 (completely satisfied), for overall vendor satisfaction. Each of the remaining vendors achieved a highly satisfied rating for overall vendor satisfaction.

Third place was shared by four categories: satisfaction with product; implementation; ongoing service and maintenance; and responsiveness to product enhancement requests. Each of these categories earned an overall average score of 4.3 (highly satisfied). Product satisfaction scores were derived by averaging the results of the 14 product satisfaction components in Figure 68, Product Satisfaction Ratings by Category. NICE earned the top score for product satisfaction, 4.7. CallMiner came in second in this category with a score of 4.5; Verint came in third with a rating of with 4.3. The remaining vendors also scored in the highly satisfied range for product satisfaction.

CallMiner was the only vendor that achieved a perfect rating (5.0) in all of the other three categories: implementation, ongoing service and maintenance, and responsiveness to product enhancement requests. CallCopy and UTOPI, with scores of 4.66, tied for second in the category of satisfaction with ongoing services and maintenance, as well as responsiveness to product enhancement requests.

Training was the fourth-highest-ranked category, earning a category average of 4.2 (highly satisfied). CallMiner swept the top honors in this essential category with a perfect score of 5.0. NICE came in second with a highly satisfied rating of 4.66.

Pricing was the lowest-ranked category in this year's satisfaction study, with a score of 3.7 (satisfied). CallMiner came in first with a perfect score of 5.0. Unfortunately, ratings for the other five vendors fell in the satisfied range. Pricing had the largest range, 2.0, among all of the 10 categories. End users are clearly communicating to vendors that while they are, in general, highly satisfied with their speech analytics solution and vendor, they are not sure if the cost justifies the benefits. Figure 2 shows the average customer satisfaction ratings by category for each of the six vendors.

Figure 2: Average Vendor Customer Satisfaction Ratings, by Category

	CallCopy	CallMiner	Nexidia	NICE	UTOPY	Verint	Category Average	Range
Product ¹	4.2	4.5	4.1	4.7	4.1	4.3	4.3	0.6
Implementation	4.33	5.0	3.66	4.0	4.33	4.33	4.3	1.34
Training	4.0	5.0	3.66	4.66	4.0	4.0	4.2	1.34
Speech analytics workshops	4.33	5.0	4.0	5.0	4.33	4.33	4.5	1.0
Ongoing service and maintenance	4.66	5.0	3.33	4.0	4.66	4.0	4.3	1.67
Professional services	5.0	5.0	4.0	4.66	4.33	4.0	4.5	1.0
Innovation	4.33	5.0	3.66	5.0	4.33	4.33	4.4	1.34
Responsiveness to product enhancement requests	4.66	5.0	4.0	4.0	4.66	3.33	4.3	1.67
Pricing	3.66	5.0	3.66	3.0	3.0	3.66	3.7	2.0
Overall vendor satisfaction ²	4.33	5.0	4.0	4.33	4.33	4.33	4.4	1.0

Notes:

1. Product satisfaction scores were derived by averaging the results of the 14 product satisfaction components in Figure 68: Product Satisfaction Ratings by Category.
2. These scores do NOT represent the average of the other categories; this is a separate category where customers were asked to rate their overall satisfaction with all aspects of their vendor relationship.

Source: DMG Consulting LLC, December 2012

About CallMiner

CallMiner is the leading cloud-based conversational analytics solution for improving contact center and agent performance through automation and across all contact channels (voice, social, email, chat). Unlike complex analytics systems that require a sophisticated fulltime analyst, CallMiner Eureka pushes actionable insights directly to the people who need and can act on the data, from the VP who manages contact centers and/or BPOs, the Supervisor who manages a team of agents, and to Agents themselves. CallMiner has solutions tailored for improving sales effectiveness, driving positive customer experience, and for monitoring compliance, and uniquely scales to serve both large, multi-site contact centers to smaller contact centers

About DMG Consulting

DMG Consulting is the leading provider of contact center and analytics research, market analysis and consulting services. DMG's mission is to help end users build world-class, differentiated contact centers and to assist vendors in developing high-value solutions for the market. DMG devotes more than 10,000 hours annually to researching various segments of the contact center market, including vendors, solutions, technologies, best practices, and the benefits and ROI for end users. Our research covers Hosted Contact Center Infrastructure, Hosted/Managed Service IVR, Quality Management/Liability Recording (Workforce Optimization), Speech Analytics, Surveying/Enterprise Feedback Management, Text Analytics, Desktop Analytics, Contact Center Performance Management, and Workforce Management. DMG is an independent firm that provides information and consulting services to contact center management, the financial and investment community, and vendors in the market.

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