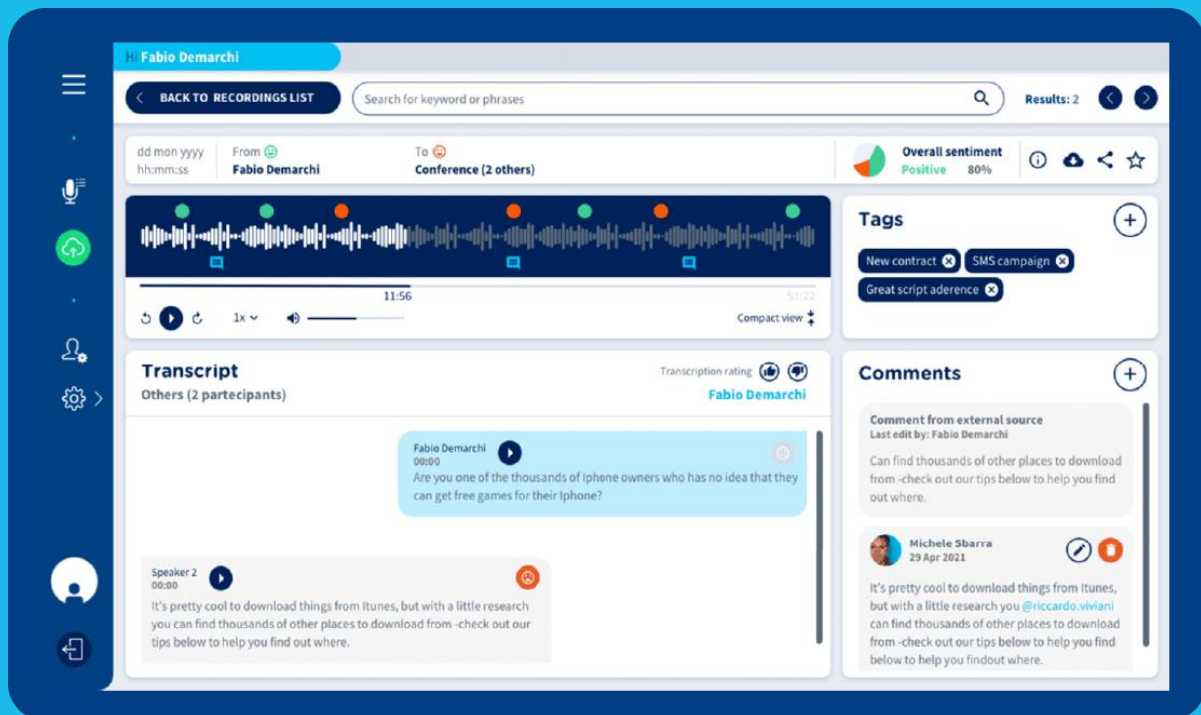


Voice Analytics

Admin Guide

Call Recording transcription & sentiment analysis from the Cloud

Rel. Winter 2024



© Copyright 2010-2024 Imagicle Spa – All rights reserved. Imagicle and the Imagicle logo are Imagicle spa registered marks, all other marks belong to their respective owners. Specifications and information in this document may vary without notice. Pictures in this document are provided only as a guide; products may change. Although every effort has been taken to achieve the highest levels of accuracy on the content of this document, due to continuous updates and developments of the applications Imagicle spa does not guarantee a full accuracy and declines any liability for errors or missing parts. This document must be considered for information only and will not be acquired as a contract document or specification.

Content

- 1 INTRODUCTION.....4**
 - 1.1 PURPOSE OF THIS DOCUMENT 4
 - 1.2 IMAGICLE UCX SUITE OVERVIEW..... 4
- 2 VOICE ANALYTICS – ADMIN WEB PORTAL.....5**
 - 2.1 VOICE ANALYTICS DASHBOARD..... 6
 - 2.2 VOICE ANALYTICS RECORDINGS PAGE 9
 - 2.3 RECORDED MP3 AUDIO FILE UPLOAD 11
 - 2.4 VOICE ANALYTICS RECORDING TRANSCRIPTION AND SENTIMENT ANALYSIS 12
 - 2.5 VOICE ANALYTICS ALARMS MANAGEMENT 14
 - 2.6 VOICE ANALYTICS USERS MANAGEMENT..... 17
 - 2.7 VOICE ANALYTICS GROUPS MANAGEMENT 20

1 Introduction

1.1 Purpose of this document

Imagicle Voice Analytics is a cloud-based add-on module for Imagicle Call Recording application, which allows to transcribe the content of audio conversations saved in Imagicle On-prem and Cloud UCX Suite.

By configuring Imagicle Call Recording for automatic recording upload or by manually selecting the audio files to transcribe, these recordings appear in Voice Analytics web portal, ready to be analyzed for content and sentiment.

Users and company controllers/administrators can leverage existing SSO credentials or the self-provisioned password to login to Imagicle Voice Analytics web portal.

The interface is available in six different languages: English, French, Spanish, German, Portuguese and Italian. In an international environment, each user has a localized access to the application with own language.

1.2 Imagicle UCX Suite overview

Imagicle Voice Analytics is the perfect addon to the Imagicle UCX Suite, which provides a set of best in class applications empowering and simplifying existing collaboration offering.

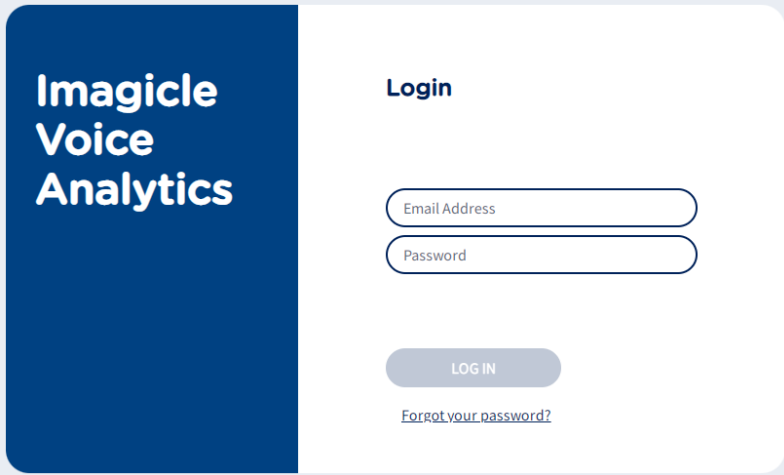
The Imagicle UCX Suite addresses the needs of organizations from any vertical, providing an awesome experience to all users, from their Jabber desktop and mobile clients, Webex clients, IP Phones, browsers, and mobile devices (iOS-Android Smartphones & tablets).

All the applications can be accessed through an easy to use Web Interface: Digital Fax, Call Recording, Contact Manager Services-CallerID-ClickToCall, Attendant Console-CTI-Advanced Queueing, and more.

Its own web portal provides users a single integrated environment to get access to all functionalities by logging in once.

2 Voice Analytics – Admin Web Portal

Imagicle Voice Analytics provides its own web access. Just open a supported web browser, like Firefox, Chrome or Safari, and enter the following Internet URL: <https://apps.imagicle.cloud/> to bring the Imagicle Voice Analytics login page:

The image shows the login page for Imagicle Voice Analytics. On the left, there is a dark blue vertical rectangle with the text "Imagicle Voice Analytics" in white. To the right of this rectangle is a white login form. The form has the title "Login" at the top. Below the title are two input fields: "Email Address" and "Password". Below these fields is a grey button with the text "LOG IN". At the bottom of the form is a link that says "Forgot your password?".

Imagicle
Voice
Analytics

Login

Email Address

Password

LOG IN

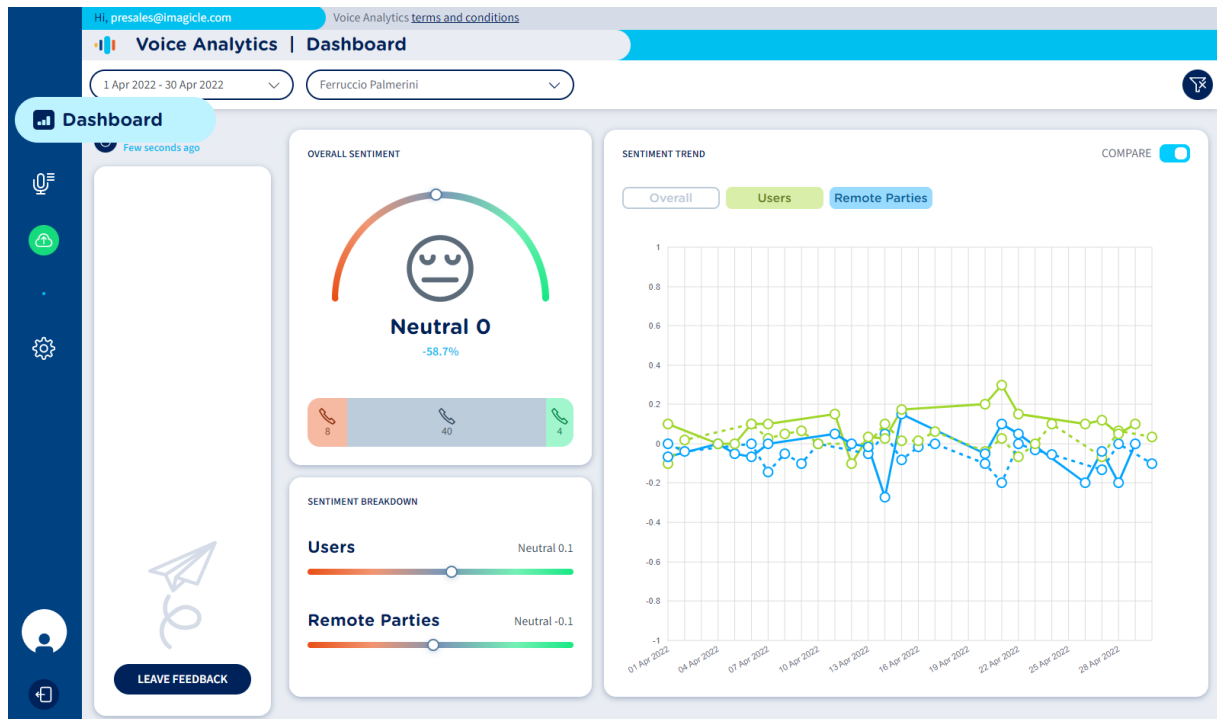
[Forgot your password?](#)

Username is always the email address. If your company is leveraging Single Sign-On authentication, then your login is redirected to your Identity Provider to apply multi-factor authentication, where applies.

IMPORTANT Based on your job function, you can have access to Voice Analytics interface as Administrator, Controller or standard User. Controller can view and transcribe recordings performed by the whole company, Administrator can provision new users and view/transcribe all recordings, while a standard user can view/transcribe own recordings only.

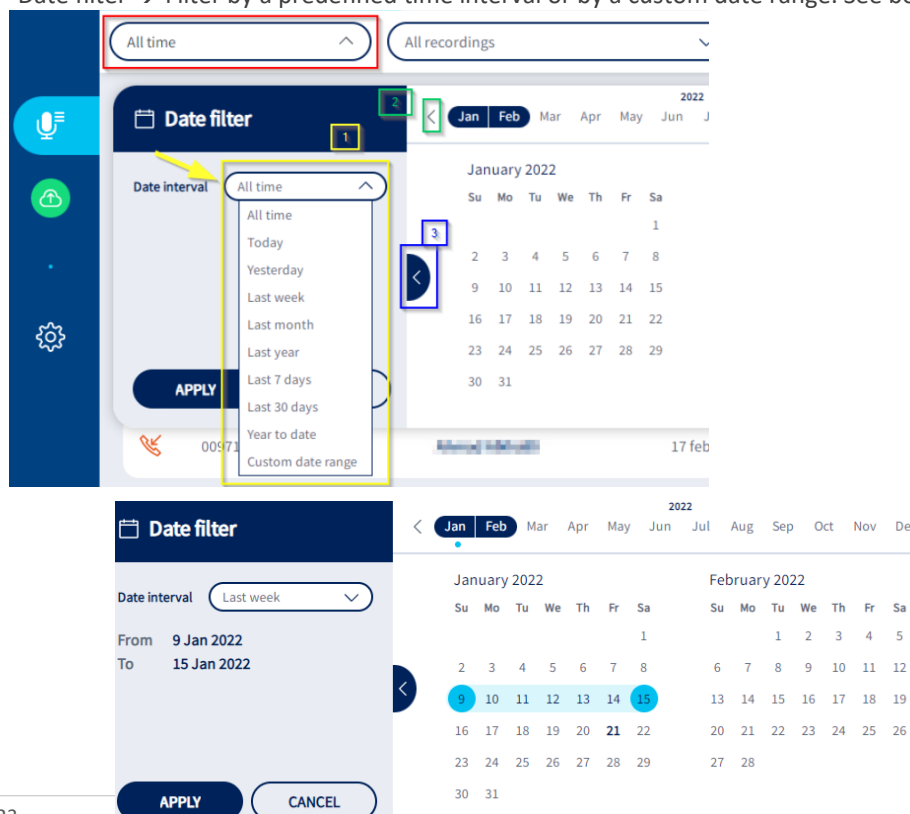
2.1 Voice Analytics Dashboard

Once authenticated, user accesses to Voice Analytics **Dashboard** page, which shows statistical data about the users' behaviors, in terms of sentiment analysis trends. Below you can see an Imagicle Voice Analytics Dashboard sample:

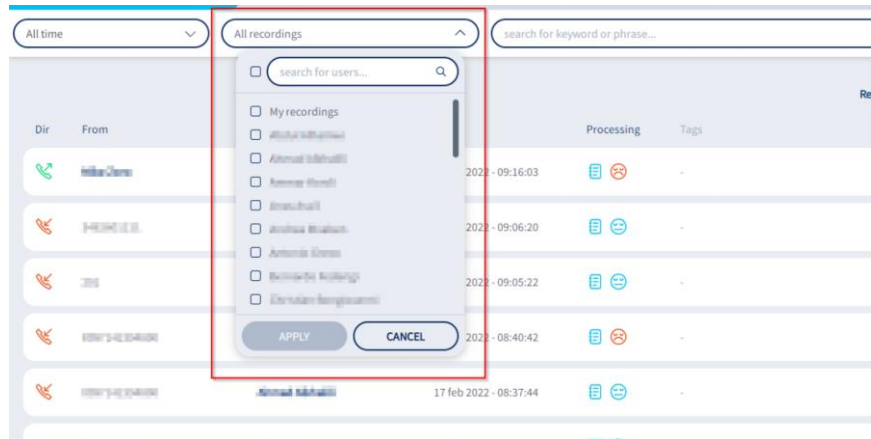



On top page header, you can apply multiple **filters** on collected conversations and relevant sentiment data:

- Date filter → Filter by a predefined time interval or by a custom date range. See below:



- Users' filter → Allows to apply a filter to list to recorded conversations uploaded by specific users only. See below:



- Funnel icon  → to remove all configured filters

Analyzed data involves all selected users and it provides three “widgets” including different data:

2.1.1 Overall Sentiment

Embedded gauge graph represents sentiment average level of those conversations included in applied time frame, with an incremental/decremental percentage against previous adjacent time frame.

In the lower part of the widget, three counters are respectively showing the number of **negative**, neutral and **positive** calls.

If you hover mouse pointer on this widget, additional data is displayed:

- Applied time frame and adjacent previous time interval, considered to calculate the incremental/decremental percentage.
- An up or down arrow indicating an overall increase (more positive) or decrease (more negative) of sentiment value.
- Sentiment value range, between -1 and +1

2.1.2 Sentiment Breakdown

Embedded slider graph represents sentiment average levels of those conversations included in applied time frame, referred to local party (user) and remote party.

If you hover mouse pointer on this widget, additional data is displayed:

- Applied time frame.
- Sentiment value range, between -1 and +1

2.1.3 Sentiment Trend

This widget includes a graph representing sentiment trends of those conversations included in applied time frame, at overall, local party (user) and remote party selectable levels.

X-axis represents selected time frame, where a proper time unit is applied depending on filtered time range: hour, day, week, month.

On top of the widget you can find three buttons, to respectively toggle **Overall**, **Users** and **Remote parties** sentiment graph patterns. By default, only Overall pattern is switched on, but you can turn on all of them or just select the required one(s).

COMPARE switch on top-right allows to show or hide trend patterns related to previous adjacent time frame. Previous time frame trend patterns are displayed with dotted lines.

If you hover mouse pointer on this widget, additional data is displayed:

- Applied time frame and adjacent previous time interval, considered to display relevant trend patterns.

Placing mouse pointer on X-axis time units intersecting trend patterns, pops-up a detail panel including filtered time frame and sentiment values of selected graph patterns (Overall, Users and Remote parties) in the specific date/time.

2.1.4 Other menu options

On **left-side bar**, eight options are available:



→ to access Sentiment dashboard (default landing page)



→ to access recorded conversations list



→ Upload new voice recording



→ Manage Alarms



→ Users management



→ Users Group management



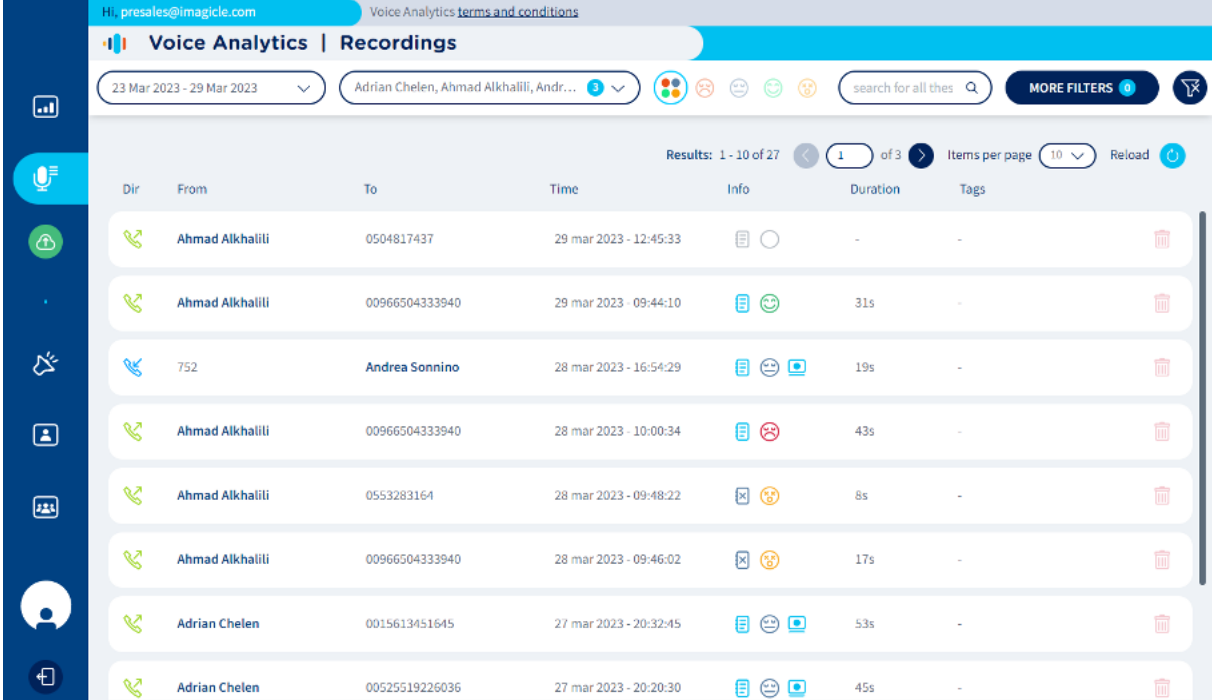
→ to access Imagicle Corporate web site



→ to logout from Voice Analytics web portal

2.2 Voice Analytics Recordings Page

Next available menu item is Voice Analytics **Recordings** page, which shows the list of all available recordings performed by one or multiple users. Below you can see an Imagicle Voice Analytics Conversations page sample:








Dir	From	To	Time	Info	Duration	Tags
	Ahmad Alkhalili	0504817437	29 mar 2023 - 12:45:33		-	-
	Ahmad Alkhalili	00966504333940	29 mar 2023 - 09:44:10		31s	-
	752	Andrea Sonnino	28 mar 2023 - 16:54:29		19s	-
	Ahmad Alkhalili	00966504333940	28 mar 2023 - 10:00:34		43s	-
	Ahmad Alkhalili	0553283164	28 mar 2023 - 09:48:22		8s	-
	Ahmad Alkhalili	00966504333940	28 mar 2023 - 09:46:02		17s	-
	Adrian Chelen	0015613451645	27 mar 2023 - 20:32:45		53s	-
	Adrian Chelen	00525519226036	27 mar 2023 - 20:20:30		45s	-

For each recording entry, the following data is available:

- **Dir** → Call direction: = Inbound; Outbound
- **From** → Calling Party name or phone number
- **To** → Called Party name or phone number
- **Time** → Date/time stamp
- **Info** → Icon to indicate transcription status; emoticon to indicate sentiment analysis status; icon indicates a screen recording is available for this call. Icon indicates that a text note has been added to this recording; If these icons appear, then something went wrong during transcription/sentiment analysis.
- **Duration** → Call duration
- **Tags** → Matched tag(s) inside the conversation
- **Delete** → Trash icon to delete a recording entry

On top page header, you can apply more **filters** on conversations list, in addition to those highlighted in section 2.1:

- Keyword/sentence search → allows to search for specific text across all transcribed recordings
- Sentiment filters (multiple options can be selected):
 -  → Any sentiment
 -  → Negative sentiment calls only
 -  → Neutral sentiment calls only
 -  → Positive sentiment calls only
 -  → Sentiment data not available
- **MORE FILTERS** → allows to apply additional search criteria across all imported/transcribed recordings. See below:

More filters

THIS INCOMING AND/OR OUTGOING TELEPHONE NUMBERS (separated by space)

ANY OF THESE WORDS IN TRANSCRIPTION (separated by space)

NONE OF THESE WORDS IN TRANSCRIPTION (separated by space)

THIS EXACT TEXT IN TRANSCRIPTION

THIS EXACT TEXT IN NOTES

ANY OF THESE TAGS UNSELECT ALL

<html>ciao</html> **Adm** Admin DE **demo** EN ES FR Francia

great sample High priority Issue IT it's not negative Low priority merck

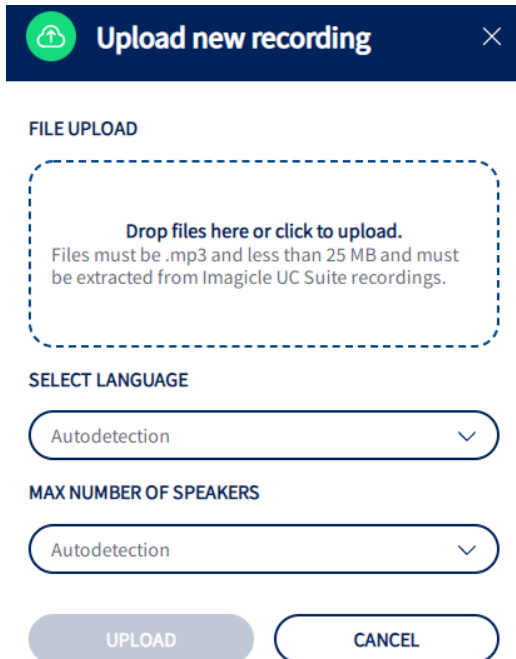
merde Prova prova prova prova prova superprova megaprova ultrap...

CANCEL **APPLY**

2.3 Recorded MP3 audio file upload

Imagicle UCX Suite ver. 2022.Winter.1 and above allows to automatically upload all recorded conversations to Voice Analytics web portal. Nevertheless, if you are leveraging an older UCX Suite version or you have some recordings performed before purchasing Voice Analytics subscription, you still have the chance to manually upload these MP3 audio files, once exported from Imagicle Call Recording “Search & Play” web portal or gadget. Please consult Imagicle UCX Suite’s Call Recording [User Guide](#) for more details.

Once you hit **Upload** button  a dialog pops-up. See below sample:



➔ Drag & drop your MP3 file in this area or click to open file system dialog to locate the file within your workstation

➔ Conversation language to be transcribed. You can manually choose language or let internal engine detect the correct one

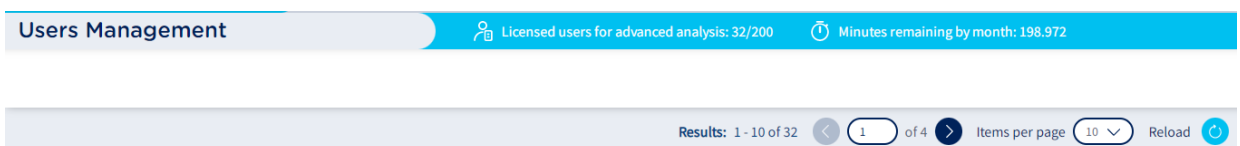
➔ Number of call parties. You can manually select the number of parties or let internal engine detect the correct one

Once MP3 file is uploaded, Voice Analytics engine immediately starts the transcription and sentiment analysis, which might require few minutes, depending on call duration.

Please note that foreign MP3 files, not coming from Imagicle Call Recording application, or files greater than 25 Mbytes are rejected by Voice Analytics engine.

Please remember that Voice Analytics subscription is based on overall amount of analyzed conversation minutes available to each user or company-wide. If the maximum amount of minutes has been reached, the application might refuse new recordings automatic/manual upload.

Overall amount of available licenses and residual minutes are always displayed in top “Users Management”, as below sample:



2.4 Voice Analytics Recording Transcription and Sentiment Analysis


From Voice Analytics **Recordings** page, you can click on any available recording to access relevant audio transcription and sentiment analysis. See below screenshot sample:

The screenshot shows the Voice Analytics interface for a recording on 27 mar 2023 at 14:39:26. The recording is from 3663167851 to Andrea Sonnino. The overall sentiment is Neutral. The transcript shows a conversation where Andrea Sonnino says "Or maybe I can just" and 3663167851 responds "but before part in the call, I can add note." The note section is empty, and the tags section shows "No tags assigned".

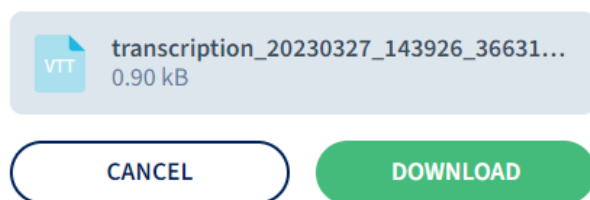
On top page header, you can find:


- Keyword/sentence search → allows to search for specific text within selected recording. See below:

The screenshot shows the Voice Analytics interface for a recording on 17 nov 2022 at 14:22:45. The recording is from +16162284303 to Ferruccio Palmerini. The transcript shows a conversation where +16162284303 says "Okay." and Ferruccio Palmerini responds "and then try to reproduce the issue. Well for reasons make a new car recording and expect an email and uh so the logs will log the information necessary necessary information and then with this um logs download it, please go to our website on the resources menu and uh click on the support, open a ticket and uh just open a ticket from here then uh we'll uh ask you uh to send those logs with". The word "reproduce" is highlighted in the transcript.

- Panel including date/time stamp, call parties names/phone numbers, overall sentiment and a button to export the transcription content. By clicking  icon, the following pop-up appears, allowing to download the transcription as text file:

Do you want to download the transcription?

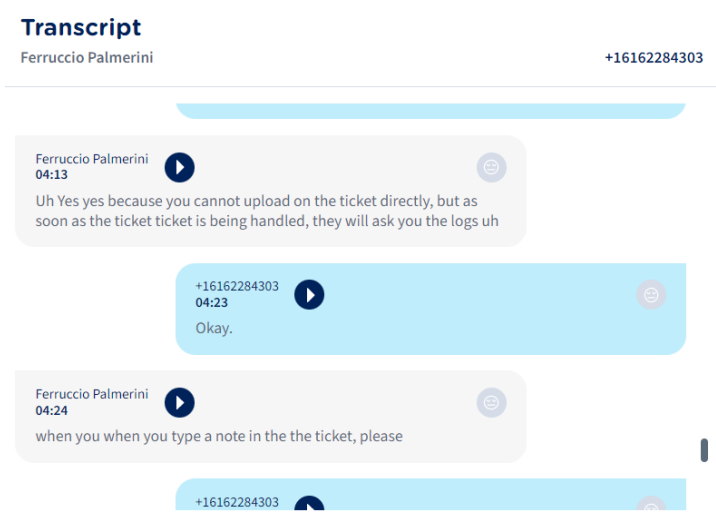


Under recording summary panel, you can find a graphic pattern representing audio recording over a blue background. This is actually an **audio player**, which allows to listen to the whole recording content. If a screen recording is associated to the call, a " [VIEW SCREEN RECORDING](#)" link appears underneath the audio player. If you click on it, a new video viewer window pops-up, allowing to simultaneously watch audio+screen recording.

Note panel to the right allows the user to add a text note indicating the subject of the conversation and other valuable information. This note is searchable from Recordings page.




Tags panel to the right allows to add specific keywords/sentences tags to the recording, for an easier retrieval of several recordings including one or multiple tags.

2.4.1 Transcript Panel



→ Header including call parties names/phone numbers.


→ Each conversation leg includes involved call party, a time stamp, play audio button, voice transcription and sentiment analysis emoticon:

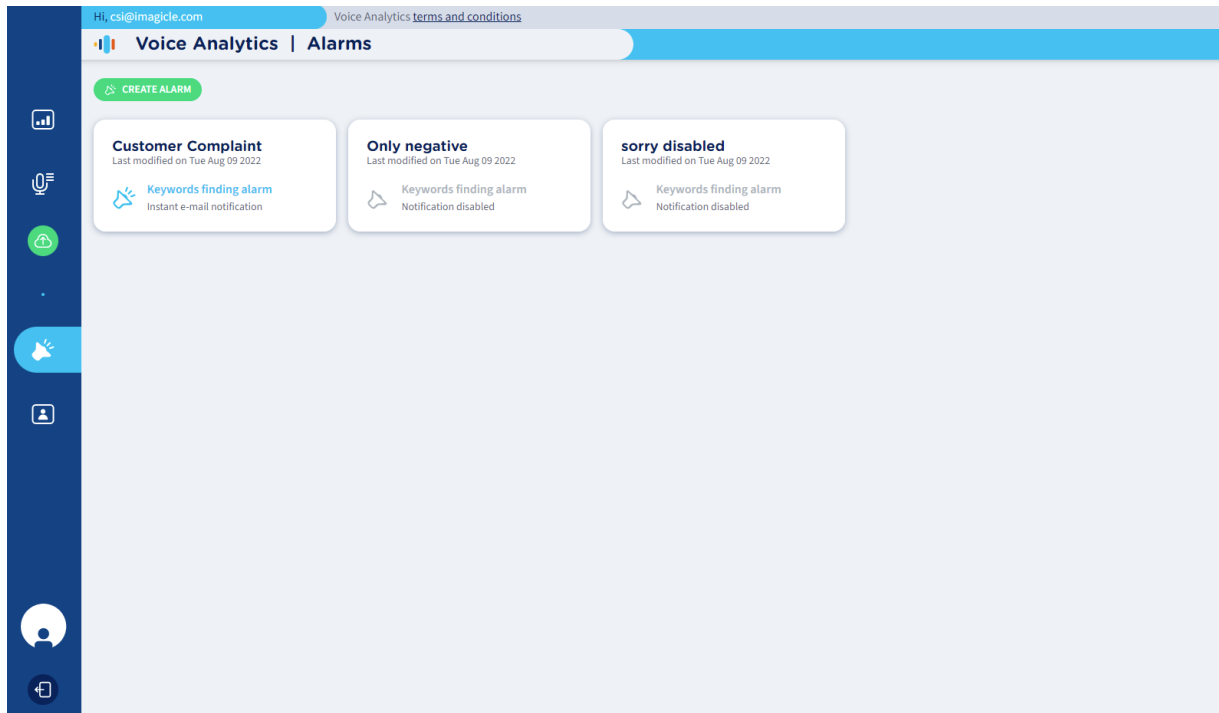
-  → Happy (positive) mood
-  → Neutral mood
-  → Bad (negative) mood

The AI engine embedded in Voice Analytics application can analyze the intonation, cadence and emphasis of the whole conversation or single sections, to detect the “mood” of involved call parties and rate it as negative, neutral or positive.

This is extremely useful to understand how the conversation went and eventual outcome. If a customer calls a customer service call center, this tool allows to evaluate the performances of call center agents by just checking overall call sentiment or by analyzing mood trends (from negative to positive or vice versa).

2.5 Voice Analytics Alarms Management

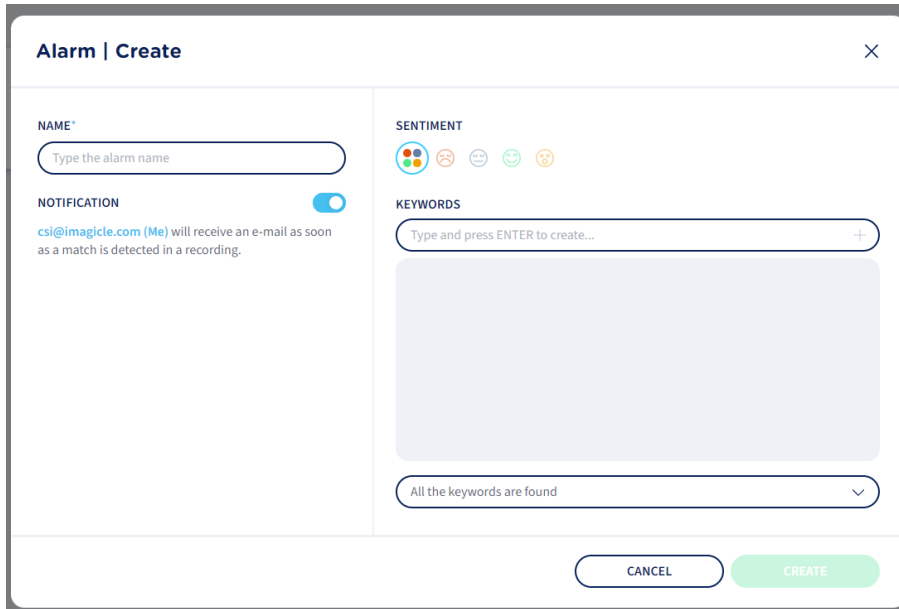
From any Voice Analytics web page, you can click on Alarms icon  to open relevant web page. See below screenshot sample:



From this page, an Administrator or a Controller can create, review or delete own alarms.

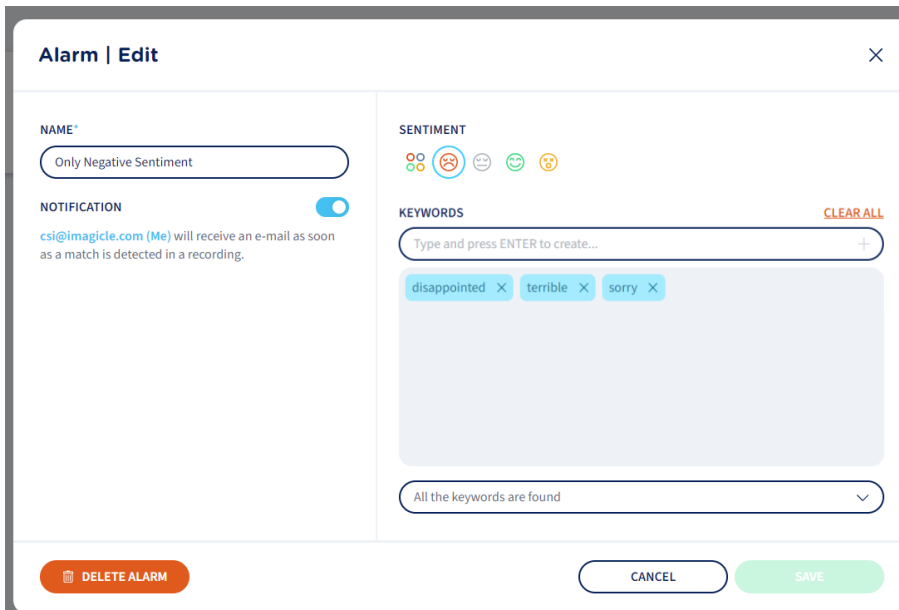
2.5.1 Create a new alarm

By clicking on green “**CREATE ALARM**” button or by editing an existing one, the following pop-up windows appears. See below samples:



The "Alarm | Create" dialog box is a light grey window with a close button (X) in the top right corner. It is divided into two main sections. The left section contains a "NAME*" field with a placeholder "Type the alarm name", a "NOTIFICATION" toggle switch which is turned on, and a message: "csi@imagicle.com (Me) will receive an e-mail as soon as a match is detected in a recording." The right section contains a "SENTIMENT" row with five icons: a multi-colored circle, a sad face, a neutral face, a happy face, and a surprised face. Below this is a "KEYWORDS" section with a text input field containing "Type and press ENTER to create..." and a plus icon. Below the input field is a large grey rectangular area for keywords. At the bottom of the keywords section is a dropdown menu showing "All the keywords are found". At the bottom of the dialog are two buttons: "CANCEL" and "CREATE".

New alarm

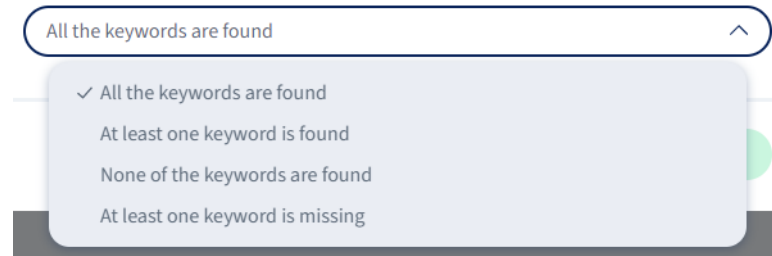


The "Alarm | Edit" dialog box is similar to the "Create" version but includes an additional "DELETE ALARM" button (with a trash icon) at the bottom left. The "NAME*" field now contains "Only Negative Sentiment". The "SENTIMENT" row has the sad face icon selected. The "KEYWORDS" section now shows three keywords in blue boxes: "disappointed", "terrible", and "sorry", each with a close (X) icon. A "CLEAR ALL" link is visible in red text above the keywords input field. The dropdown menu at the bottom still shows "All the keywords are found". The bottom buttons are "CANCEL" and "SAVE".

Edit existing alarm

Please enter an Alarm Name (mandatory), toggle “NOTIFICATION” switch to enable email notifications and select one or multiple sentiment moods where you need to get an alert, or just leave the default “All sentiments” option (multi-colored icon). Then you can add one or more words or sentences to be notified if they are included into transcribed recordings. Please hit <ENTER> or “+” to add each keyword or sentence into grey area or click “CLEAR ALL” to remove all keywords. Eventually hit “CREATE” or “SAVE” to save the alert.

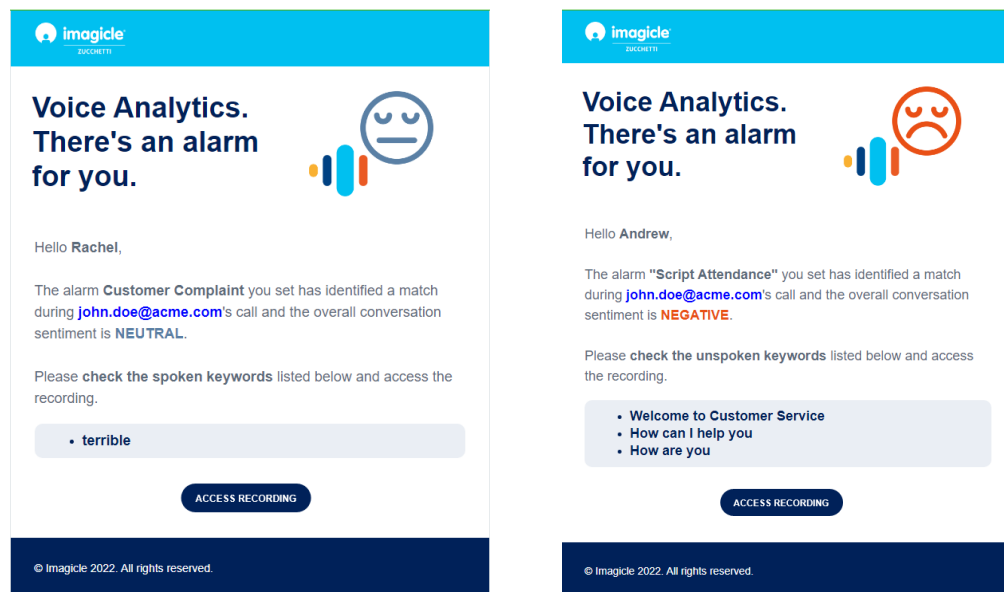
You can also choose how keywords/sentences are matched within transcribed conversations, by selecting desired matching criteria from relevant pull-down menu:



Minimum keyword length is two characters and it can't be duplicated. Search is case insensitive. It is not possible to add space(s) at the end of a keyword or sentence. If you are transcribing English or German conversations, you can enter numeric values into keywords/sentences and they are correctly matched. This is not true for other languages, like French where "2" is different than "deux".

2.5.2 Alarm notification

If there's a match at sentiment level or keywords/sentences level, then an email notification is sent to the Administrator or Controller who entered the alarm. Two typical email notification samples are shown below:




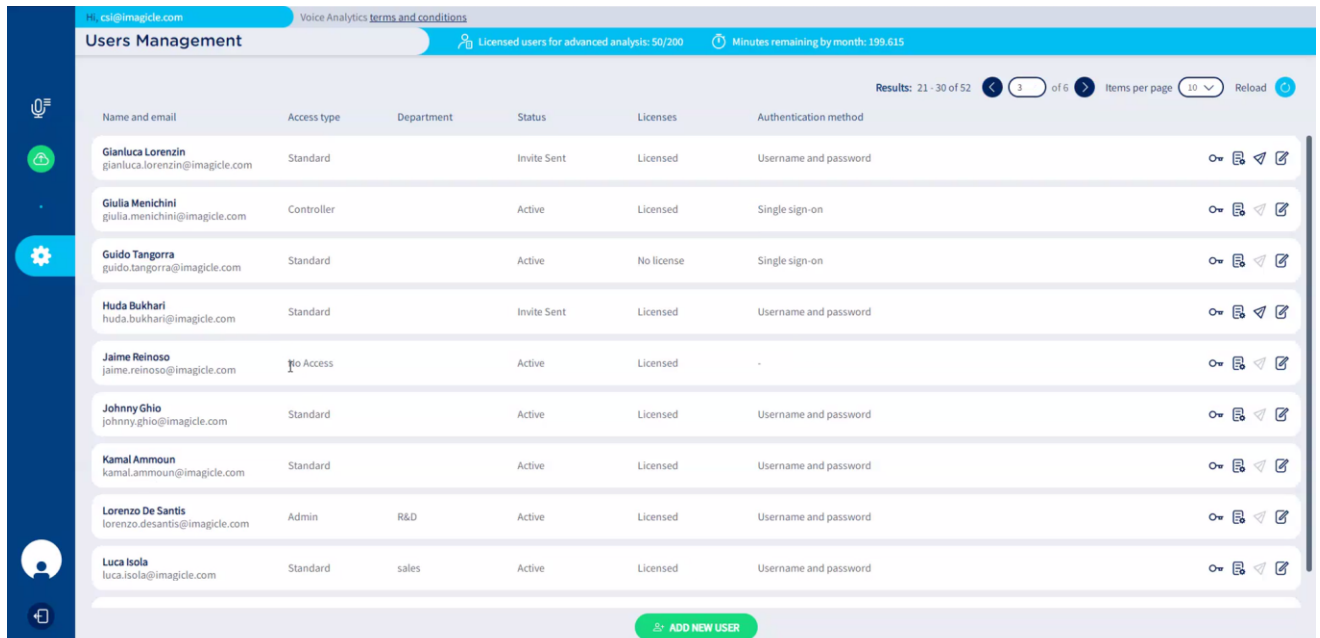
If multiple alarm rules are matched (also within same conversation), you respectively receive multiple email notifications.

You can click on "ACCESS RECORDING" button to open Voice Analytics web portal to the Recording Transcription page, related to involved recording.



2.6 Voice Analytics Users Management

From any Voice Analytics web page, you can click on Users Management icon  to access relevant web page. See below screenshot sample:



Name and email	Access type	Department	Status	Licenses	Authentication method
Gianluca Lorenzin gianluca.lorenzini@imagicle.com	Standard		Invite Sent	Licensed	Username and password
Giulia Menichini giulia.menichini@imagicle.com	Controller		Active	Licensed	Single sign-on
Guido Tangorra guido.tangorra@imagicle.com	Standard		Active	No license	Single sign-on
Huda Bukhari huda.bukhari@imagicle.com	Standard		Invite Sent	Licensed	Username and password
Jaime Reinoso jaime.reinoso@imagicle.com	No Access		Active	Licensed	-
Johnny Ghio johnny.ghio@imagicle.com	Standard		Active	Licensed	Username and password
Kamal Ammoun kamaLammoun@imagicle.com	Standard		Active	Licensed	Username and password
Lorenzo De Santis lorenzo.desantis@imagicle.com	Admin	R&D	Active	Licensed	Username and password
Luca Isola luca.isola@imagicle.com	Standard	sales	Active	Licensed	Username and password


For each enabled user, the following data are available:

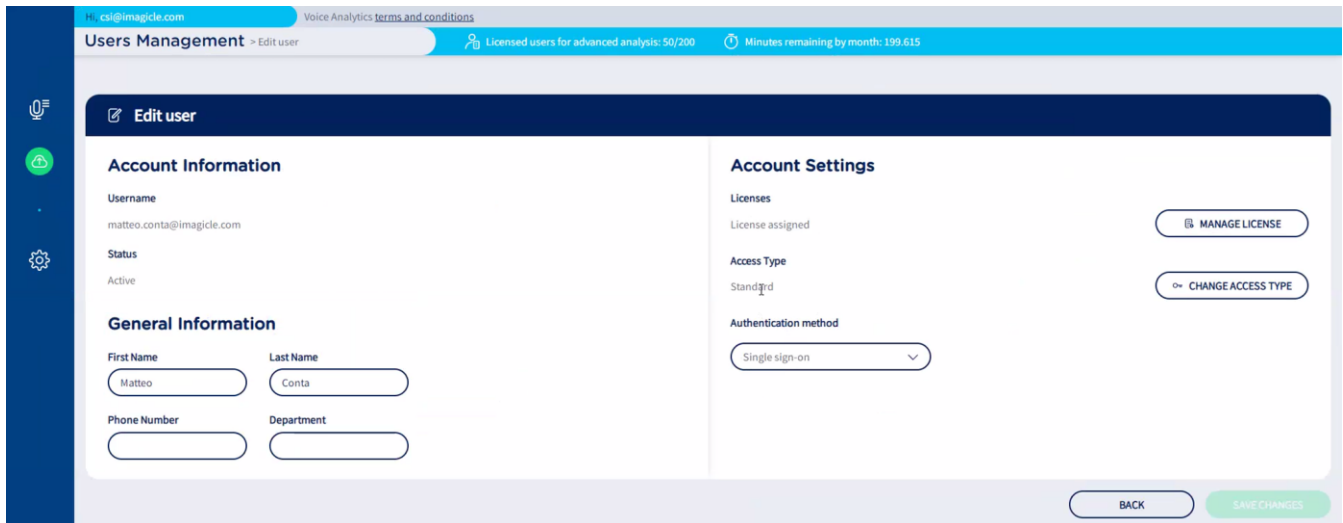
- **Name and email** → User's name, surname and email address (corresponding to username)
- **Access type** → Permission level: Admin, Controller, Standard or No Access.
- **Department** → Optional department field
- **Status** → Active or Not Active user. User becomes Active when first web access is performed
- **License** → License assignment
- **Authentication method** → Username & password or Single sign-on

Four icons besides each user are respectively available to apply the following changes:

- change user's role (you can't upgrade a permission, unless you are an Administrator)
- assign or remove user's license (available only to per-user Voice Analytics offer)
- send invitation email to user, including a temporary access password, if username/password authentication is configured for that user
- edit user's details, including the authentication method (if customer enabled more than one)

2.6.1 Add or Edit user's data

By clicking on green **"ADD NEW USER"** button or by editing single user's details , the user's data window appears. See below sample:



The screenshot shows the 'Edit user' form in the 'Users Management' section. The form is divided into two main columns: 'Account Information' and 'Account Settings'. The 'Account Information' column contains fields for 'Username' (matteo.conta@imagicle.com), 'Status' (Active), 'General Information' (First Name: Matteo, Last Name: Conta, Phone Number, Department), and 'Licenses' (License assigned). The 'Account Settings' column contains 'Access Type' (Standard) and 'Authentication method' (Single sign-on). There are buttons for 'MANAGE LICENSE' and 'CHANGE ACCESS TYPE'. At the bottom right, there are 'BACK' and 'SAVE CHANGES' buttons.

Above page includes the following items:

Username → User's own email address

Status → read-only field showing current active/inactive status

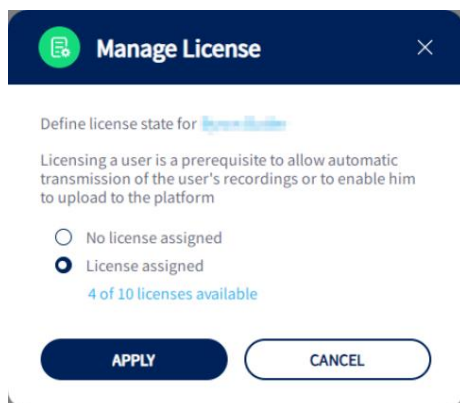
First Name/Last Name → user's name & surname

Phone Number → user's phone number (optional)

Department → user's department (optional)

Licenses → read-only field showing current license assignment

MANAGE LICENSE → button to pop-up per-user license assignment. See below:



The 'Manage License' pop-up window shows the license state for a user. It includes a title bar with a close button. The main content area has a heading 'Define license state for [user name]' and a paragraph explaining that licensing is a prerequisite for automatic transmission of recordings. There are two radio buttons: 'No license assigned' and 'License assigned' (selected). Below the 'License assigned' option, it says '4 of 10 licenses available'. At the bottom, there are 'APPLY' and 'CANCEL' buttons.

If a per-customer license is activated, including an overall number of minutes available to all users, then users are already licensed by default upon creation. To save minutes, the administrator can manually revoke some licenses assigned to selected users.

Access Type → read-only field showing current user's permission level

CHANGE ACCESS TYPE → button to pop-up web access type selections. 4 options available:

- No access
- Standard user
- Controller
- Administrator


See table in next page for further details about permitted actions per access type.

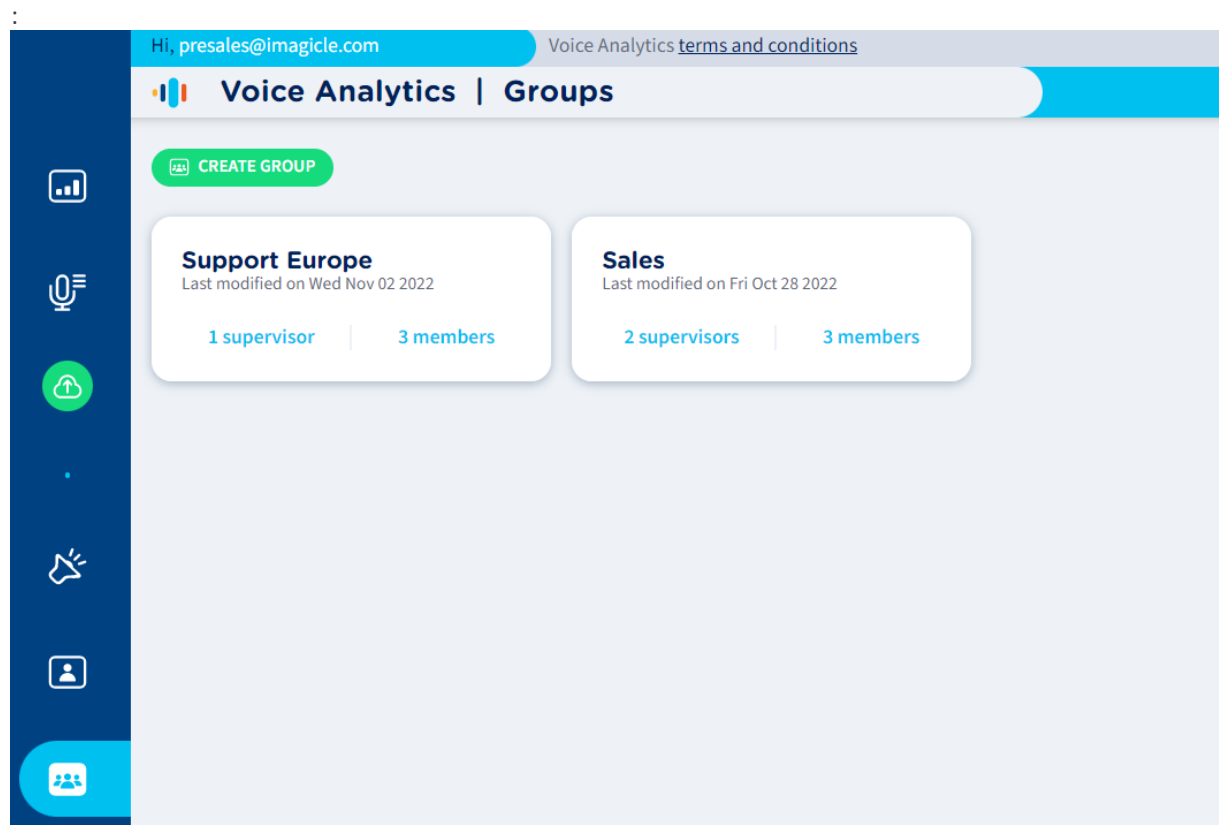
	Admin	Controller	Standard user	No access user
Own recordings CAN be transcribed and analyzed (admin can still disable such feature)	YES	YES	YES	YES
Can query and access own recordings, transcriptions, analysis	YES	YES	YES	NO
Can delete own recordings, transcriptions, analysis	YES	YES	YES	NO
Can rate own transcriptions	YES	YES	YES	NO
Can query and access all recordings, transcriptions, analysis	YES	YES	NO	NO
Can rate all transcriptions	YES	YES	NO	NO
Can access user management	YES	NO	NO	NO
Can access the Dashboard	YES	YES	YES	NO
Can apply a filter on own recordings in the Dashboard	YES	YES	YES	NO
Can apply a filter on all recordings in the Dashboard	YES	YES	NO	NO
Can create an alarm for specific sentiments or specific words/sentences within transcribed recordings	YES	YES	NO	NO

Authentication method → pull-down menu currently including two options:

- Username and password
- Single sign-on

2.7 Voice Analytics Groups Management

From any Voice Analytics web page, you can click on Groups Management icon  to access relevant web page. See below screenshot sample:



From this page, an Administrator or a Controller can create, review or delete users' Groups.

2.7.1 Create a new Group

By clicking on green “**CREATE GROUP**” button or by editing an existing one, the following pop-up windows appears. See below samples:

The 'Group | Create' window is a modal dialog with a title bar and a close button. It is divided into two main sections: 'NAME*' and 'MEMBERS'. The 'NAME*' section has a text input field containing 'Customer Service'. The 'MEMBERS' section has a search input field with 'ales' entered, showing two suggestions: 'Alessandro Manzo - alessandro.manzo@imagicle.com' and 'Alessandro Burato - alessandro.burato@imagicle.com'. Below the 'NAME*' section is a 'SUPERVISORS' section with a search input field containing 'andrea', showing one suggestion: 'Andrea Rivaben - andrea.rivaben@imagicle.com'. At the bottom right are 'CANCEL' and 'CREATE' buttons.

New Group

The 'Group | Edit' window is a modal dialog with a title bar and a close button. It is divided into two main sections: 'NAME*' and 'MEMBERS'. The 'NAME*' section has a text input field containing 'Support Europe'. The 'MEMBERS' section has a search input field with the placeholder 'Search or type and press ENTER to associate...', showing three suggestions: 'Ferruccio Palmerini - ferruccio.palmerini@imagicle.com', 'Mike Zoro - mike.zoro@imagicle.com', and 'Stefano Manuzzato - stefano.manuzzato@imagicle.com'. Below the 'NAME*' section is a 'SUPERVISORS' section with a search input field containing the same placeholder, showing one suggestion: 'Michele Sbarra - michele.sbarra@imagicle.com'. At the bottom left is a 'DELETE GROUP' button, and at the bottom right are 'CANCEL' and 'SAVE' buttons.

Edit existing Group

Please enter a Group Name (mandatory), and select the supervisors for this group, out of existing VA users. Then you can add one or more words group members, again selected from existing VA users. Eventually hit “CREATE” or “SAVE” to save the Group.

