Voice Analytics
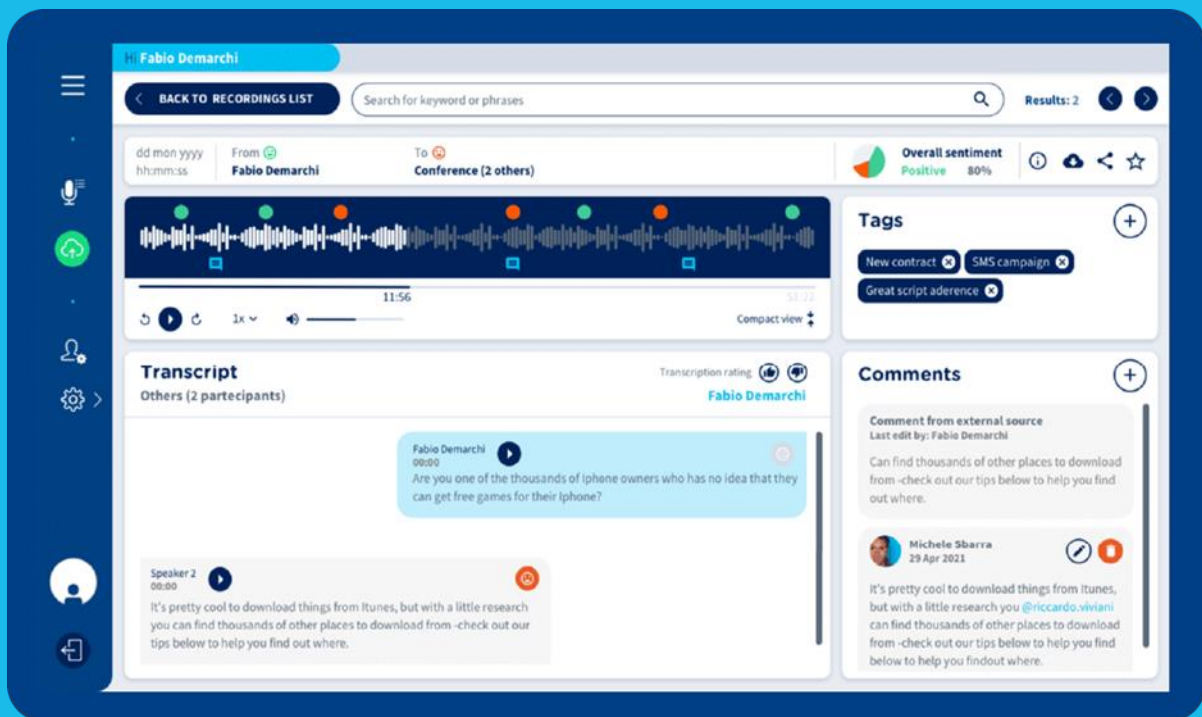
User Guide

Call Recording transcription & sentiment analysis from the Cloud

Rel. Winter 2024

imagicle®

ZUCCHETTI

Content

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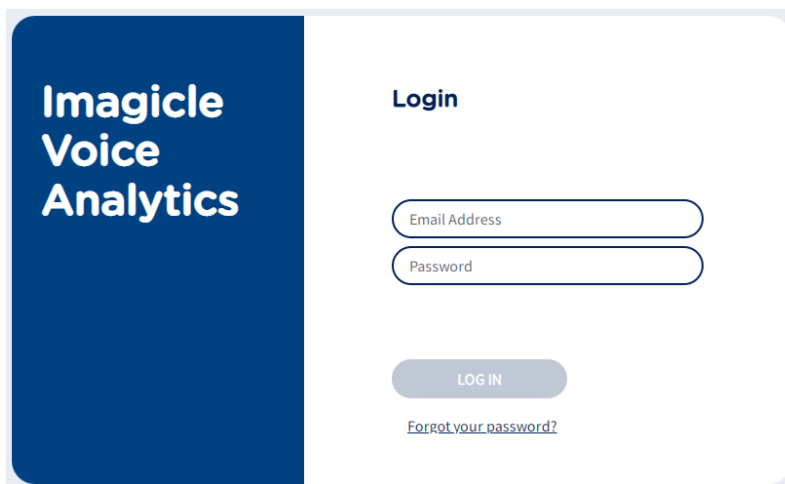
The Imagicle UCX Suite addresses the needs of organizations from any vertical, providing an awesome experience to all users, from their Jabber desktop and mobile clients, Webex clients, IP Phones, browsers, and mobile devices (iOS-Android Smartphones & tablets).

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 – Users' 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:

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 own behavior, in terms of sentiment analysis trends. Below you can see an Imagicle Voice Analytics Dashboard sample:
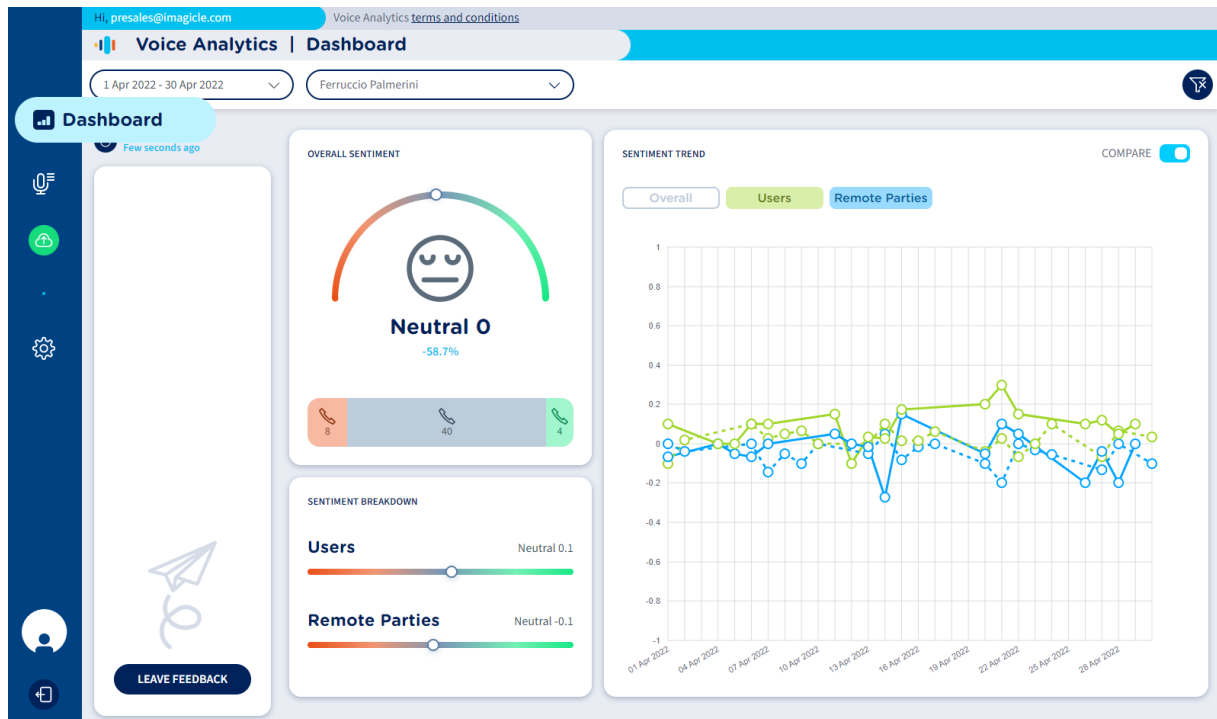
On top page header, you can apply multiple **filters** on collected conversations and relevant sentiment data:

- Date filter → Filter by a predefined time interval or by a custom date range. See below:
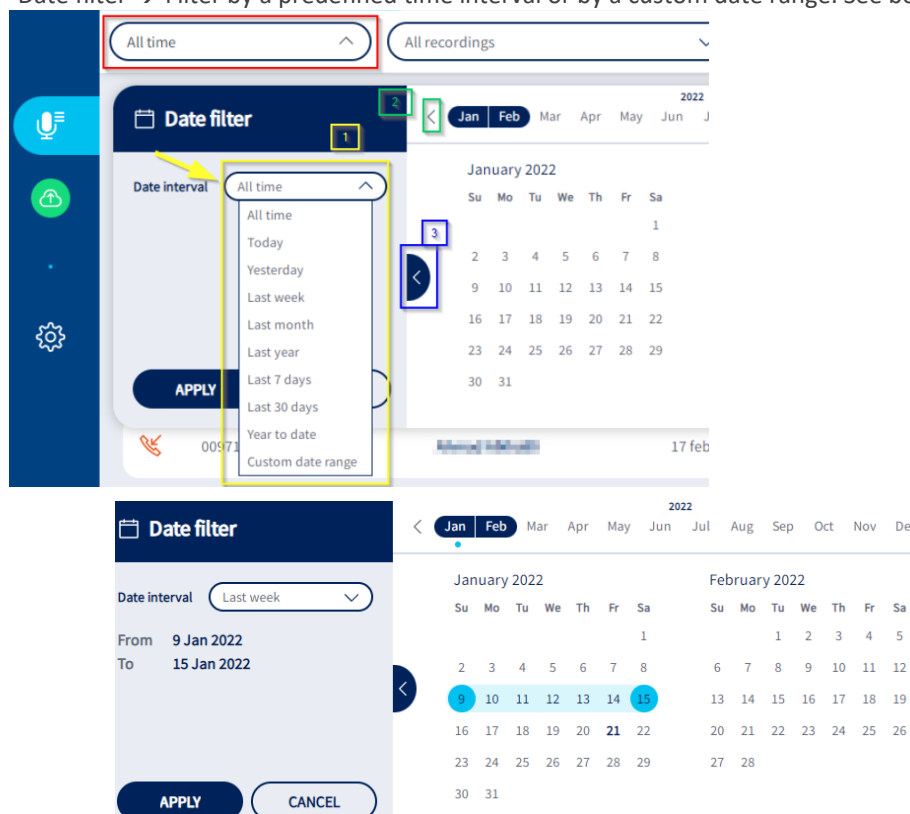
- Users' filter → Available to Voice Analytics "Controller" or Admin only, allows to apply a filter to list recorded conversations uploaded by specific user(s) only.
- Funnel icon 🔽 → to remove all configured filters

Analyzed data involves the logged user only 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 hoover 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 hoover 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 patter 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 hoover mouse pointer on this widget, additional data is displayed:

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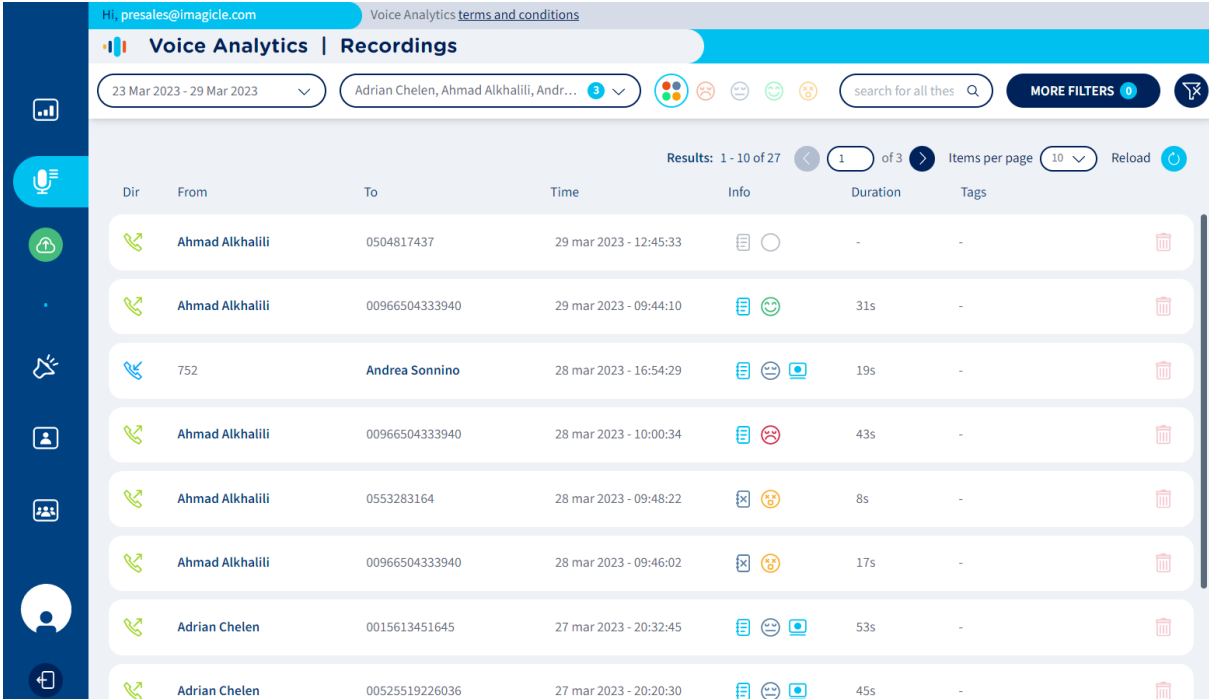
Placing mouse pointer on X-axis time units intersecting trend patterns, pops-up a detail panel including filtered time frame and sentiment values of selected graph patterns (Overall, Users and Remote parties) in the specific date/time.

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

 → to access sentiment dashboard (default landing page)

 → to access recorded conversations list

 → Upload new recording

 → 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 **Recording** page, which shows the list of all available recordings performed by the user. Below you can see an Imagicle Voice Analytics Conversations page sample:

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)

> Type numbers here

ANY OF THESE WORDS IN TRANSCRIPTION (separated by space)

> Type words here

NONE OF THESE WORDS IN TRANSCRIPTION (separated by space)

> Type words here

THIS EXACT TEXT IN TRANSCRIPTION

> Type exact text here

THIS EXACT TEXT IN NOTES

> Type exact text here

ANY OF THESE TAGS   UNSELECT ALL

> Search tags here

<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 do not forget 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 web page header, as below sample:
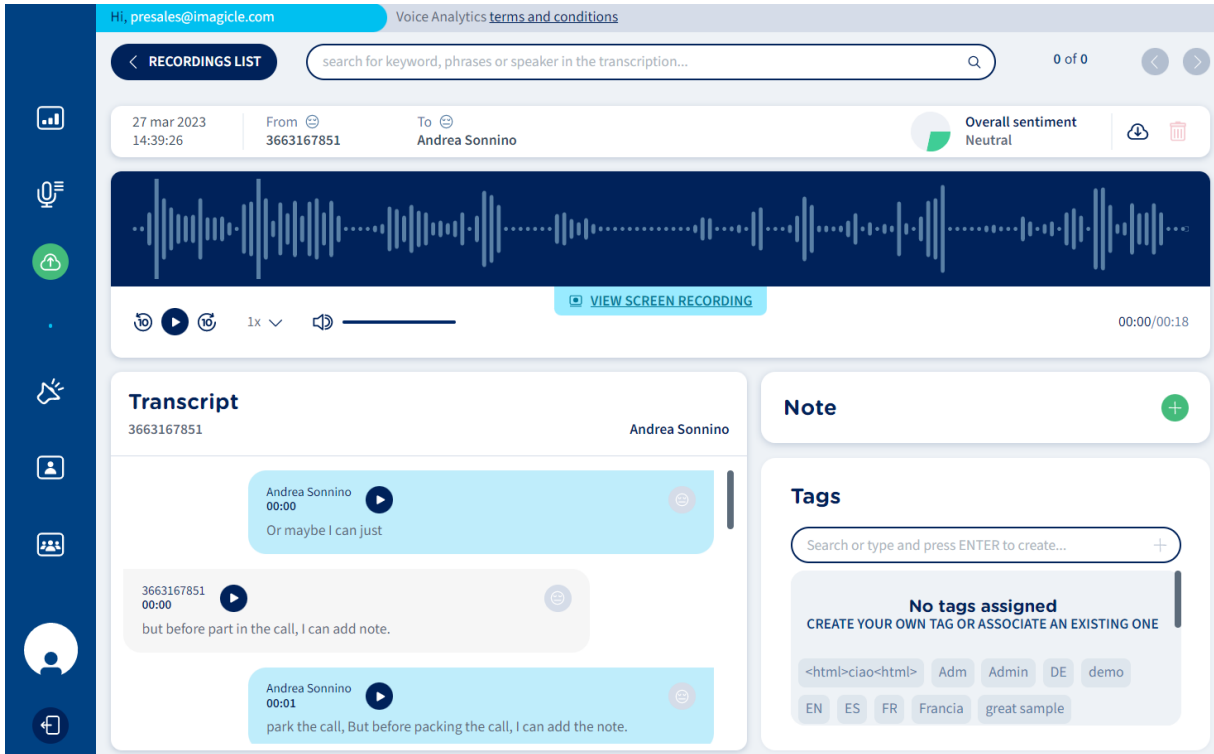
2.4 Voice Analytics Recording Transcription and Sentiment Analysis

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

On top page header, you can find:

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

- 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?

VTT transcription_20230327_143926_36631...
0.90 kB

CANCEL   DOWNLOAD
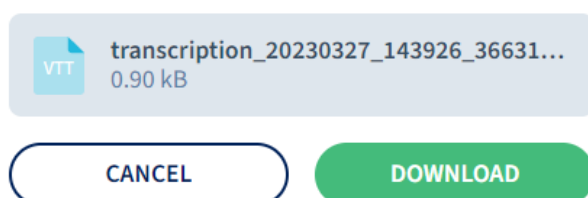
Under recording summary panel, you can find a graphic pattern representing audio recording over a blue background. This is actually an **audio player**, which allows to listen to the whole recording content. If a screen recording is associated to the call, a "🔵 VIEW SCREEN RECORDING" link appears underneath 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

Transcript
Ferruccio Palmerini   +16162284303

Ferruccio Palmerini
04:13
Uh Yes yes because you cannot upload on the ticket directly, but as soon as the ticket ticket is being handled, they will ask you the logs uh

+16162284303
04:23
Okay.

Ferruccio Palmerini
04:24
when you when you type a note in the the ticket, please

+16162284303

➔ 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).