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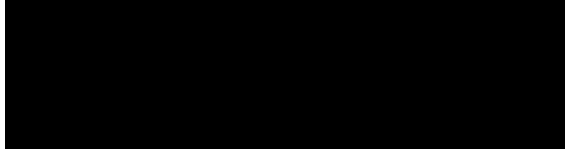
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March 30, 2009

TelStrat Intros Engage Analyze for Advanced Speech Analytics



By [Susan J. Campbell](#), TMCnet Contributing Editor

Comprehensive contact center solutions provider TelStrat has announced Engage Analyze. This latest addition to its contact center solution suite, Engage Analyze provides advanced speech analytics that are designed to equip organizations to transform voice calls into knowledge that can help them to improve efficiency, increase compliance and gain a competitive advantage.

Using a patented Phonetic Audio Search and Recognition Engine, Engage Analyze indexes and audio mines words and phrases buried in calls. As the solution is not dependent on finite dictionary and grammar models that require constant maintenance, Engage Analyze can easily and accurately search for new competitors, product names, slang and other dynamically changing terms.

Engage Analyze is also designed to be fast as its phonetic search technology makes it much faster than speech-to-text systems. Pre-processing or indexing of content is typically 60-80 times faster than real time, more than an order of magnitude faster than Large Vocabulary Conversational Speech Recognition (LVCSR) speech-to-text systems.

Subsequent searches for words or phrases are also incredibly quick, averaging over 30,000 times faster than real time and reaching rates up to 80,000 times faster. Such speed helps to extend application of the solution beyond the standard environment, allowing speech analytics into areas where it did not work due to lack of speech or significant computing requirements.

Cost and complexity require that speech-to-text systems rely on limited, statistical sampling of calls, typically 3-5 percent of call volume. Engage Analyze offers technology that makes it possible to audio mine up to 100 percent of calls in real-time. The solution does not need massive computing power, ensuring that contact centers can now accurately analyze and recognize trends over thousands of hours of customer calls.

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"With Engage Analyze we're bringing our customers advanced technology that provides them with a powerful tool to enhance business and customer intelligence," said TelStrat President Kevin Smith, in a Monday statement. "The search speed and recognition capabilities make this product a market leader, and we've made it affordable for organizations of virtually any size."

To deliver this performance, Engage Analyze blends full-featured voice and screen recording; intuitive agent performance evaluation, tracking and coaching; powerful agent scripting and call automation; sophisticated workforce forecasting and scheduling; and advanced speech analytics.

Affordability will be key for swift adoption of this solution. So many companies can benefit from the self-service aspect of speech analytics, yet significant up-front capital requirements of on-premise solutions often present too big an obstacle. By appealing to a full range of companies, TelStrat will be able to extend its reach and strengthen its share.

Susan J. Campbell is a contributing editor for TMCnet and has also written for eastbiz.com. To read more of Susan's articles, please visit her [columnist page](#).

Edited by [Tim Gray](#)

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