

A blue-tinted photograph of a call center team. A man in a suit stands in the background, gesturing with his hands. In the foreground, three women wearing headsets are seated at a desk, smiling and clapping. The scene is set in a modern office with large windows in the background.

Voice Analytics

Evaluation Checklist

Ensure you are maximizing your Voice Analytics investment by using this checklist to confidently evaluate different solutions.

How To Use This Checklist

Evaluating Voice Analytics solutions can be challenging at the best of times, especially as AI and Large Language Models evolve rapidly. Cutting-edge solutions utilizing Generative and other advanced AI are reshaping the market, as they offer unprecedented accuracy, unmatched contextual understanding, complete flexibility, and ease of configuration.

Many vendors still offer outdated solutions due to their complex platforms and technical debt, delaying the adoption of new technologies. Some label these older systems as "AI." While this can technically be correct, if they are based on ML and NLP (subgroups of AI), it makes it difficult for buyers to understand what they are getting.

But be careful: the differences between those technologies are enormous. It's like carrying around a pager and the latest smartphone. They are meant to achieve the same thing (enable mobile communication), but the utility and benefits are worlds apart. To ensure you make a sound investment, it's crucial to identify whether a vendor truly leverages the latest technology.

That is where this checklist comes in. It will guide you through the evaluation process. We recommend you ask these questions about each of the seven Voice Analytics technologies. The first question is always whether the solution is built on Generative or other advanced AI. If yes, give it 5 points and proceed with the bonus questions below it. If not, move on to the next technology. This way, you maximize your ROI by selecting a platform capable of delivering superior insights and outcomes. Happy evaluating!

Transcription

High-quality, accurate Speech-To-Text Transcriptions (STT) are the foundation for any other Conversation Intelligence capability. Transcription engines utilize Natural Language Processing (NLP) to transcribe call recording audio files into text output that can then be analyzed and reported on. Aim for 85% accuracy which is industry leading at the moment.

	YES	NO
Does your solution offer the industry-leading accuracy of 85% with contextual understanding (LLM-based transcription)?	+5	<input type="checkbox"/>
————— If yes, score 5 points and earn 1 bonus point for each applicable question. —————		
• Does your Voice Analytics platform support multiple languages in the same call? Multilingual support ensures accurate transcription for diverse customer interactions.	+1	<input type="checkbox"/>
• Does it provide speaker diarization? This separates agent and customer speech for more accurate analysis.	+1	<input type="checkbox"/>
• Can the system handle background noise and accents? This is essential for contact centers with various regional accents or noisy environments.	+1	<input type="checkbox"/>
Total Score:	_ / 8	

Sentiment Analysis

Sentiment Analysis is crucial for understanding customer satisfaction with your customer service and/or brand. It determines the emotions of the customer and agent during a conversation based on the context, helping to identify positive, neutral, or negative interactions. Contextual understanding is crucial as it provides accurate analysis across complex interactions.

Is the Sentiment Analysis solution Generative AI/ Large Language Model-based with contextual understanding? (Rule-, lexicon-, and keyword-based solutions are not accurate enough.)

YES NO

+5

————— If yes, score 5 points and earn 1 bonus point for each applicable question. —————

- Can you customize your sentiment analysis definitions and prompts (e.g., what constitutes positive, neutral, or negative sentiment) with a prompt designer?
- Does the solution provide an explanation for a sentiment score?
- Does the solution offer reporting on sentiments (e.g., sentiment heatmap)?

+1

+1

+1

Total Score: /8

Topic Analysis

Topic analysis and call classification involve identifying the main subjects discussed in a call and categorizing the interaction accordingly. This helps in understanding call reasons, tracking trends, and improving overall contact center efficiency.

Does it use Generative AI technology? This allows you to configure it using plain language and accurately assigning topics analyzing the content and context of the whole conversation.

YES NO

+5

————— If yes, score 5 points and earn 1 bonus point for each applicable question. —————

- Does it support automatic call classification? Automatically categorizing calls aids in tracking trends and improving processes.
- Can it dynamically identify new topics? Dynamic discovery uncovers new customer concerns or trends.
- Can the solution recognize and categorize multiple topics, including primary and secondary topics, within a single call?
- Does the solution offer reporting?

+1

+1

+1

+1

Total Score: /9

Auto Quality Management

Automatic call scoring or Auto QA refers to AI automatically evaluating all relevant call recordings based on a given scorecard. LLM-based models are highly accurate as they can comprehend not only the context of the conversation but also pick up on the complex nuances of human interactions.

Is it Large Language Model/Generative AI-based? This ensures that the solution understands the context of the entire conversation and is flexible in configuration.

YES NO

+5

————— If yes, score 5 points and earn 1 bonus point for each applicable question. —————

- Can you customize the prompts to create your Auto Scorecards? This ensures the evaluations match your unique quality standards.
- Can you combine Auto QA with Topic and Sentiment Analysis to get a holistic view of agent performance for better results?
- Does this solution allow you to create different scorecards for different call groups, departments, etc.?
- Can you create detailed reports based on your Auto QA results?
- Does the solution provide an explanation for the scores it gives?

+1

+1

+1

+1

+1

Total Score: _/10

Call Summarization

Call summaries involve automatically generating concise overviews of key points discussed in a conversation, saving time and resources.

Is the call summarization Large Language Model/Generative AI-based? Gen AI/LLM-based summaries provide accurate and valuable insights from calls.

YES NO

+5

————— If yes, score 5 points and earn 1 bonus point for each applicable question. —————

- Does your solution allow you to customize the contents and formats of your call summaries (e.g., with a prompt designer)?
- Can prompts for summaries be fully customized, e.g., via a prompt designer? Customization of prompts results in higher quality and more helpful summaries.
- Can you pull the call summaries into your CRM?

+1

+1

+1

Total Score: _/8

AI Insights & Data Extraction

Data extraction involves identifying and extracting specific information from call transcripts and recordings for analysis or integration with other systems. But this goes far beyond simple keyword spotting. Generative AI-based systems can extract all kinds of insights from calls.

Is the AI Insights solution based on Generative AI? Only Generative AI-based solutions have the contextual understanding needed to ensure accurate extraction, including implied information.

	YES	NO
	+5	

————— If yes, score 5 points and earn 1 bonus point for each applicable question. —————

- Does it support multiple languages and switching from one language or dialect to another (code-switching) within conversations?

+1	
----	--
- Does the solution allow you to customize the formats and outputs?

+1	
----	--
- Can it extract multiple entities? Multi-entity extract refers to the ability to identify and extract multiple pieces of data (e.g., names, dates, product codes) from a single conversation.

+1	
----	--

Total Score:

_	/8
---	----

Auto Redaction

Automatic redaction involves identifying, removing, or masking sensitive information from call recordings and transcripts. Only Large Language Model (LLM) or custom-trained Named Entity Recognition (NER)-based solutions are able to automatically and accurately redact sensitive information from both recordings and transcripts with minimum configuration efforts.

Is your data redaction solution generative AI based? Generative AI will accurately identify and remove or mask sensitive information.

	YES	NO
	+5	

————— If yes, score 5 points and earn 1 bonus point for each applicable question. —————

- Can it redact sensitive information from both audio recordings and text transcripts, ensuring consistency across all data formats?

+1	
----	--
- Does the solution have a high rate of identifying sensitive information (recall) while minimizing false positives (precision) to avoid over-redaction?

+1	
----	--
- Can it identify and redact sensitive information in free-form text or speech, not just in predefined fields or formats?

+1	
----	--
- Does it support redaction across different languages and the ability to switch from one language or dialect to another within conversations?

+1	
----	--

Total Score:

_	/9
---	----

Your Scores

Add up all the scores from the seven categories above to calculate a final score. The total score will give you an indication of how likely it is that the Voice Analytics solution you are evaluating leverages the latest technology and, therefore, provides you with maximum ROI.

Transcription	_/8
Sentiment Analysis	_/8
Topic Analysis	_/9
Automated Quality Management	_/10
Call Summarization	_/8
AI Insights & Data Extraction	_/8
Auto Redaction	_/9
Total Score	_/60

54–60 Points:

Fantastic! The Voice Analytics solution you are looking at is among the most advanced available. It integrates cutting-edge AI technologies that will transform customer interactions and boost operational efficiency, compliance, and overall contact center performance. With this solution, you are well-positioned to maximize ROI, gain deep customer insights, and stay ahead of competitors.

44–53 Points:

You are evaluating a strong solution that performs well across several areas. While it might not leverage the latest technology in every aspect or offer all the capabilities mentioned above, it still provides solid capabilities that can significantly improve customer satisfaction, optimize agent performance, and streamline processes. You may need to make a few compromises in certain areas, but it remains a valuable investment for most contact centers.

Below 43 Points:

This score indicates that the solution might rely on older technology, which could limit your ability to optimize operations and gain insights fully. It's crucial to carefully evaluate whether this platform meets your contact center's specific needs, as it may struggle with more advanced tasks like nuanced sentiment analysis, dynamic topic discovery, or contextual transcription.

Ready to get started? Book a demo today!

Ready to see how MiaRec can transform your contact center? [Book a personalized demo](#) to explore advanced features built on cutting edge technology to see how it aligns with your contact center's needs and assess if it's the right fit for your business!

[Book Your Demo Now](#)