# ANALYTICS

**Clever Analytics** is a Speech Analytics solution that converts voice recordings into text, enabling organizations to monitor 100% of agent-customer conversations. This helps improve quality assurance, identify areas for improvement, and extract actionable insights without the need to listen to every call in its entirety.


- Features
  - How It Works
  - Benefits
  - Use Cases
- Security
- SOC 2 Compliance
- Q&A

# Features

Features

# How It Works

## 1. Recording Integration

Call recordings are uploaded to the platform along with complementary information (metadata), such as:

- Source number
- Destination number
- Agent
- Campaign
- Disposition
- Call quality
- Custom identifiers

## 2. Automated Transcription

Call recordings are automatically converted from speech to text using speech recognition technology.

## 3. Conversation Analysis

The platform analyzes call content using configurable rules, keywords, and specific phrases to identify events, behaviors, and improvement opportunities.

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| DESCRIPTION | Clever ANALYTICS |
|---|---|
| **Evaluation Features** | |
| Playback conversations | Yes |
| Custom QA Scorecards | Yes |
| Identify repeat customer conversations | Yes |
| "Custom Tag" conversations | Yes |
| Basic filtering (across 8 parameters) | Yes |
| Advanced filtering (across 15 parameters) | Yes |
| Auto Script score | Yes |
| Email notifications basis moment missed/achieved | Yes |
| Adhoc searches across all transcripts | Yes |

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| **Coaching Features** | |
| Add coaching comments against transcript dialogues | Yes |
| Share Scorecards with Agents | Yes |
| Contest QA feedback | Yes |
| Create a coaching session | Yes |
| Tag agent calls to coaching session | Yes |
| Share coaching session notes with teammates | Yes |
| Add calls to playlists | Yes |
| Share playlists with teams | Yes |
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| **AI Features** | |
| Call transcripts | Yes |
| Speaker separation | Yes |
| Call summarization | Yes |
| Call chapters | Yes |
| Auto language detection | Yes |
| Sentiment analysis | Yes |
| Moment achieved analysis | Yes |
| Download transcripts (in docx) | Yes |
| Search transcript(s) | Yes |
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| **Reporting** | |
| Agent level performance metrics | Yes |
| Team level performance metrics | Yes |
| Download reports as CSV | Yes |
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| **Account Configurations** | |
| Create teams | Yes |
| Add/manage agents | Yes |
| QA login | Yes |
| Client login | Yes |

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| Create multiple moments (keywords/phrases) | Yes |
| Add rules while creating moments | Yes |
| Reject calls below X secs | Yes |
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| **Security features** | |
| Redact 16+ PII parameters from audio | Yes |
| Redact 16+ PII parameters from transcripts | Yes |
| Auto delete calls after X days | Yes |
| Disable call downloads for specific roles | Yes |
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| **Security best practices** | |
| SOC 2 Type 2 compliant | Yes |
| Data encrypted at rest and in transit | Yes |
| AWS backed enterprise security | Yes |
| Separation of test and prod environments | Yes |
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# Benefits

## Business Intelligence

Enables organizations to analyze 100% of calls to gain strategic insights into customers, processes, and operational performance.

## Agent Performance Evaluation

Automates call evaluations, enabling objective measurement of agent performance.

## Continuous Improvement

Identifies behavioral patterns and optimization opportunities through conversation analysis.

## Supervision Optimization

Reduces the time spent manually reviewing calls, allowing supervisors to focus on higher-value activities.

## Flexibility

Can be integrated with different communication and operational platforms.

## Conversation Library

Enables organizations to store and access historical calls for agent training and coaching.

## Tags

Facilitates conversation discovery using keywords or specific criteria.

## Transcript Downloads

Transcripts can be downloaded for reference, analysis, or documentation purposes.

## Automated Summaries

Generates AI-powered conversation summaries.

# Use Cases

- Customer service
- Sales
- Collections
- Quality monitoring
- Agent training and coaching
- Process auditing
- Customer experience analysis

# Security

# Reporting and Visualization

The platform provides dashboards and reports that enable users to monitor and analyze:

- Total number of calls
- Process compliance
- Agent performance
- Call duration
- Detected events
- Historical comparisons
- Analysis by groups and campaigns
- Conversation details
- Automated summaries
- Supervisor evaluations

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| **Sensitive Information Protection** | The system can identify and mask sensitive data within recordings and transcripts. |
| **Enterprise-Grade Encryption** | All critical information is stored using advanced encryption mechanisms. |
| **IP Allowlisting** | Access can be restricted to authorized users from specific IP addresses. |
| **Automatic Data Deletion** | Recordings and transcripts can be automatically deleted after the retention period defined by the customer. |

# SOC 2 Compliance

Service Organization Control (SOC) is a set of standards to create, maintain, prove, and even enhance the way a vendor manages data – both on-premises and in cloud environments.

Originally established by the American Institute of Certified Public Accountants (AICPA), SOC 2 defines how organizations handle sensitive data, such as financial information and medical records. The SOC 2 Type II certification requires to undergo an independent audit by a qualified third-party auditor. The auditor then certifies that the vendor meets all applicable requirements in one or more of the following trust principles:

- Security
- Availability
- Processing Integrity
- Confidentiality
- Privacy

# What it Takes to Become SOC 2 Compliant

Our Speech Analytics Solution is SOC 2 Type II compliant, it takes more than just having the right technology in place it needs to have strict processes as well. It’s an assurance that a vendor has implemented the proper controls to protect the confidentiality, availability, and integrity of your data.

The SOC 2 audit evaluates all aspects of service delivery. It also evaluates whether data is collected under consent and whether data is properly secured from unauthorized access and modification. This means that your data is safe and will not be shared with anyone else without your consent first.

Here is a glimpse of what the process looks like:

- First, a team of auditors will thoroughly review the system documentation, including policies and procedures, as well as all aspects of the service delivery model.
- Then they will conduct interviews with key personnel in the organization to verify that the processes and procedures are being followed properly.
- Finally, they will conduct a physical on-site inspection of the facilities, examining hardware and software configuration along with all related network infrastructure.

The end result, it verifies that the service has implemented appropriate security measures in accordance with industry best practices.

# Q&A

## What is Clever Analytics?

Clever Analytics is a conversation analytics solution that converts voice recordings into text to monitor, evaluate, and analyze agent-customer interactions using artificial intelligence and configurable business rules.

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## Is it necessary to listen to every call to perform audits?

No. The platform automatically transcribes calls and generates analyses, summaries, and metrics that enable conversation evaluation without the need to listen to each recording in its entirety.

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## What types of calls can be analyzed?

The solution can be used across a wide range of processes, including:

- Customer service.
- Sales.
- Collections.
- Technical support.
- Telephone surveys.
- Any operation that generates call recordings.

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## How are key events or important moments within a call identified?

The platform uses keywords, configurable phrases, and business rules to automatically detect specific moments within a conversation, such as sales closures, validations, objections, or protocol compliance.

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## Can specific information be searched within conversations?

Yes. Clever Analytics enables users to search conversations using keywords, tags, agents, campaigns, dates, and other configurable filters.

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## Does the platform generate automated summaries?

Yes. Using artificial intelligence, Clever Analytics can generate automated conversation summaries to facilitate review and analysis.

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## Can transcripts be downloaded?

Yes. Transcripts can be downloaded for reference, auditing, training, or process documentation.

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## What information can be included as call metadata?

Examples include:

- Source number.
- Destination number.
- Agent name.
- Campaign.
- Contact list.
- Disposition.
- Unique call identifier.
- Outcome.

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## Can agent performance be evaluated?

Yes. The platform enables organizations to measure compliance indicators and analyze agent performance using configured rules and evaluation criteria defined by the organization.

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## Is the stored information secure?

Yes. The solution incorporates security mechanisms such as data encryption, access controls, IP allowlisting, and sensitive information protection.

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## Can sensitive information be hidden within transcripts?

Yes. Clever Analytics can automatically identify and mask sensitive data to protect the privacy of customers and users.

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## How long are recordings and transcripts stored?

The retention period can be configured according to the customer's requirements. Automated deletion processes can also be enabled after a defined period.

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## Can the platform analyze 100% of calls?

Yes. One of Clever Analytics' key advantages is its ability to analyze the entirety of available conversations, providing a more comprehensive view of operational performance.

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## Is software installation required on users' devices?

Not necessarily. Implementation requirements depend on the architecture and integration approach defined for each customer.

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## What are the benefits compared to manual call evaluation?

- Greater monitoring coverage.
- Reduced supervision time.
- More objective evaluations.
- Automated pattern detection.
- Access to real-time metrics and performance indicators.
- Faster identification of improvement opportunities.