

## Biggest Lithuanian Telco Case Study

*A complete solution for AI speech analytics and reporting!*

### At a glance

Our first completed pilot with one of the Top Lithuanian Telcos. We have managed to meet and exceed the expectations for the pilot. By transforming the existing QA criteria to NLP metrics, which were able to deliver superior to human performance.

### Key metrics

We have delivered both verbal metrics, as well as language agnostic metrics like dead air, "Controlling the Conversation" and others. See below some of the key metrics delivered during the pilot.



#### FCR FOCUS

Ability to resolve the issue in one call



#### GDPR

#### COMPLIANCE

Making sure that all processes are followed to a tee



#### TOTAL ANALYSIS

Increase the percentage of the calls analyzed from under 1% to 100%



Oxus.AI



<https://www.oxus.ai/>



Vilnius, Lithuania, EU

### CHALLENGES

- No effective tools to evaluate how different pitches/call content impact the call results
- Less than 1 % of calls are analyzed for QA and improvements - manually
- Slow feedback (2-4 weeks) to agents, and thus ineffective training & development

### SOLUTIONS

Oxus.AI built and trained the AI models for catered speech recognition based on call recordings received from the client. Metrics were established in cooperation with QA managers of our client. All integrations, training of the models, and other pre-operational tasks took 1 month. For the coming 2 months, the client was able to use the solution to its full capacity. The custom model was deployed with minimal interference with the other processes of our client.



**Custom Approach**



**Proprietary Technology**



**Human-level Accuracy**

### RESULTS

1

**100% of the calls analyzed according to the QA Standards**

All the calls conducted by our focus group in the organization were analyzed with our solution and the information was delivered to the QA team in accordance with their scorecards.

2

**Detection accuracy >90%**

Our accuracy in character detection is 94%. The WER was around 20%, most of which was names and words, where the endings were not clearly said, so the verb would be recorded in a different tense.

3

**Reduce the feedback loop from 2-4 weeks to < 1 day**

The faster feedback loop allowed our client to improve the training process and thus decrease the ramp-up period.

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We have analyzed and delivered the feedback on 197129 calls and received positive feedback from both: our client's manager and agents.

## RESULTS

- 4 Detect calls not compliant to GDPR and initial standards**  
GDPR is a very big thing in the EU. We managed to catch 99% of calls that were not compliant with the GDPR requirements.
- 5 100% accuracy on the metrics detection.**  
Our solution will detect all the keywords and phrases with 100% accuracy. The most important thing - is to set your keywords right!
- 6 Show the key criteria correlation to call results**  
The correlation analysis was carried out to determine the level of impact of a particular metric on the outcome of the call. For example, We have learned that the FCR scorecard has a 0.74 correlation with the desired outcome of the call.

Some visuals of how Oxus.AI looks right now

The screenshot shows the Oxus.AI interface with a navigation bar (HOME, USERS, METRICS, CALLS, BUILDER, STATS, LOGOUT) and a call details section. The call details include Agent: Pieng Li Ming, Number: +62 418 907 7694, and Time: 2022-06-09. Below this is a 'Call details' section with a 'BACK' button and a 'COMMENTS' button. A 'Transcription' box is overlaid on the interface, showing a transcript of the call. The transcript includes the following text: 'hey calling mark wayshy calling did i catch you at a bad time there okay well fair enough would it be okay if i took thirty seconds told you why i called and if after doesn't make sense we could just hang up does that sound fair okay great so i'm a sales strategist who works with ah midsize companies to create a game plan for dramatically increasing sales and my clients typically come to me when they're losing sales to low cost competitors their teams are inconsistently hitting sales targets or finally they're just frustrated with a lack of results'.

Name	Performance	Correlation	View metric
Business Impact	54%	0.66	
Intro	63%	0.664	
DM Verification	37%	-0.298	
Ask for the Meeting	27%	0.302	

### Metrics

Double click performance or comment column to edit it. To sort columns, hover over the header. To notify about potential errors, click **Flag error** column.

Status	Name	Time (min:sec)	Label on track	Performance (%)	Comment	Flag error
	GDPR Compliance	N/A	1	40%		
	Intro	0:21	2	100%		
	Needs Discovery	0:42	3	95%		
	Business Impact	2:00	4	100%		
	Ask for the Meeting	2:11	5	100%		
	DM Verification	3:14	6	100%		

