

[June 09, 2004]

Mercom Partners With CallMiner To Integrate Speech Analytics to its Suite of Contact Center Products

Mercom Systems, Inc., a provider of multimedia recording and agent evaluation tools for contact centers, announced it has partnered with CallMiner, Inc., a provider of speech analytics tools designed for the contact center market, to integrate speech analytics to its suite of products. Mercom distributes integrated versions of CallMiner's speech analytics and data mining technologies that use advanced speech recognition technologies to create searchable databases of voice transactions in contact centers.

"We're very excited to be offering this cutting-edge product as part of our ongoing commitment to being a competitive leader in providing the latest tools for the contact center market," said Bob Jagendorf, Director of Marketing at Mercom. "With the integration of CallMiner's products with the Mercom suite, contact center managers gain valuable insight into what was said in recorded calls and are able to use that information to improve their business processes and gain new business intelligence."

By integrating state-of-the-art speech recognition technologies, Mercom's customers can turn recorded calls into text, and then mine for key words and phrases, which have been specified by contact center managers. That data is then converted into statistics, and users can search results and view trends in charts and detailed reports. For example, Mercom customers can be alerted if a competitor's name is being frequently used or if phrases like, "I want to cancel my account" are increasing. The product can monitor whether representatives are reading specific disclosures, and companies doing sales audits can use Mercom CallMiner to easily find calls that resulted in a sale.

"Traditionally, call center supervisors have only been able to listen to a small sample of recorded calls to monitor what transpired, but with CallMiner's TrendMiner and Tireless Supervisor, every call that's recorded can now be analyzed and the information used to reveal trends, classify calls and score calls," said Cliff LaCoursiere, SVP Sales & Marketing of CallMiner, Inc. "We're pleased to be partnering with an industry leader like Mercom, to expand our reach into the call center market"

Integrated versions of TrendMiner and Tireless Supervisor are available immediately as part of Mercom's suite of call center tools, which help clients retain customers and agents, reduce call handling time, enhance agents' skills, and minimize training costs. Audiolog, Mercom's award-winning open architecture system for recording, archiving, and playing back multimedia conversations, enables calls to be automatically recorded online and instantly retrieved for weeks, months, or years.