

Finding the Best Interaction Analytics Solution

A Buyer's Guide



VERINT.

When customers want to contact your company, more and more often they are relying on digital channels, such as chat and messaging, rather than phone. That's why it's more important than ever to have a complete picture, in near real-time, of what's driving customer sentiment across all these channels. Without the ability to view and act upon unified insights from both voice and text interactions, you run the risk of incomplete, or even biased insights.

While there are many point solutions that offer glimpses into specific channels— they often lack the ability to uncover and holistically understand the valuable insights hidden across channels.

In this Buyer's Guide, we'll explore some of the key features you should be looking for in an interaction analytics solution that will help you stay ahead of your competition.



Putting It Together for Accurate Unified Insights

While it's often said that younger people tend to primarily use digital channels for contacting customer service, the fact is that the majority of your customers still want to have both phone and digital options. If you aren't getting insights across both phone and text channels like chat messaging, you may be missing vital information about what's actually going on in your contact centers. A unified view of customer interactions across speech and text channels can provide you and your executive team with an accurate at-a-glance view of the overall health of your contact center activities. Because if you don't know there are issues, you're unable to act and fix problems that are negatively impacting customer sentiment.

You want to look for an interaction analytics solution that not only gives you that unified view across channels, but one that also goes beyond simply highlighting top keywords and topics — offering automated alerts that provide actionable insights, and suggested actions to readily address the causes of negative customer sentiment.

Break Down Silos

The unstructured data from digital channels can yield lots of information, but are you sure you're getting what you really need to make informed decisions? Data trapped in silos can only lead to an incomplete analysis of your customer interactions. That's why you need tools that will automatically combine and unify information coming in from disparate channels — providing up-to-the-minute insight into what your current customer sentiment is and what, if any, issues are occurring that are negatively impacting that sentiment. You want to be able to see where your customers are getting stuck along their digital journey, so that the necessary changes can be made to support them wherever they are. For example, can you identify what is causing chats to be escalated to phone calls? Do you have the ability to see a unified analysis clearly showing what trends look like over time — both the "what" and the "why" — across all your channels?

Unified dashboards are needed to provide you with the ability to examine information across channels, in a wide variety of ways, to identify trends and root causes of changes in customer sentiment. In addition, you want to uncover specific topics that might be trending across your channels. Is one channel seeing the bulk of your traffic on a specific topic? Is this changing over time? When this information is stuck in silos, you are only getting a sliver of the whole picture. You may think you have uncovered the root of your problem when, in reality, you've only found one small piece.

The ability to aggregate your data, and then apply artificial intelligence (AI) to do a detailed analysis is only way to make an accurate assessment of the problems and options for remedial actions.

Built-In Alerts and Actions

Undoubtedly, problems affecting your contact center — such as website problems, product issues, or service outages — will occur. When they do, you want to make sure that you know about them as soon as possible so action can be taken to mitigate their effects. You want to be able to make use of built-in alerts that will notify you when there are critical product, service, or agent performance issues that need to be addressed.

The ability to set up automated triggers, that can be triggered when certain thresholds are reached with customer sentiment, interaction category volumes, agent sentiment, etc., means that the appropriate people are quickly notified, and action can be taken before there's significant negative impact on your business. In addition, by adding case management capabilities, you can create closed feedback loops to track cases from initial alert all the way to resolution.



Unique Insights From Each Channel

Although seeing a unified picture across channels is very important, each channel also has its own unique characteristics and insights. For example, long silence or crosstalk are unique to the phone channel. Solutions that are built for text and just ingest voice transcripts may miss these critical cues. Also, different forms of text have different characteristics. For example, some text analytics solutions that were originally built for mining documents are less effective for understanding the conversational dynamic of a chat or messaging interaction. To enjoy the best of both worlds you need a platform that provides a dedicated speech analytics solution that was built specifically to extract the most accuracy and insights from voice, and a dedicated text analytics solution that was built specifically for conversational intelligence. Each solution should have dedicated capabilities for those specific channels and then key insights should be unified into a single interaction analytics view.

Speech Analytics

Whether you're looking for a new speech analytics solution, or are reevaluating your current one, several capabilities should be on your list:

- Market-proven solution, deployed at multiple companies in similar regions and verticals, that can scale to support the future needs of your organization.
- Large community of users familiar with the solution that can help you hire and build a team that can generate impact and ROI quickly.
- Accurate transcription and the ability to easily customize the language model with your own unique terminology, and even dialects and accents.
- Full transcription of 100% of calls to automatically discover and analyze all words, phrases, categories, sentiment, and themes.
- Automatic discovery of unbiased emerging trends, beyond predefined topics and categories.
- AI-driven predictive search functionality that can guide you to the most relevant search terms and search results avoiding guesswork and multiple iterations.
- Ability to leverage vetted speech analytics categories as real-time guidance triggers for real-time coaching.

The voice channel is the richest channel, and in many cases tends to be the last resort after self-service failures or where the channel customers turn when they have a critical or complex issue. A five-minute phone call can include a thousand words. Nothing can tell you more about your business than analyzing your customer calls. The right speech analytics software will turn your call recordings into a gold mine of rich insights about customer satisfaction, customer churn, competitive intelligence, service issues, agent performance, and campaign effectiveness.

A market-leading speech analytics solution will be able to enhance your contact center performance by providing insights that will lead to reduced agent handle time, and repeat calls as well as insights into customer satisfaction, business issues, competitive intelligence, and the effectiveness of your marketing campaigns. A robust speech analytics solution can also help reduce customer churn by discovering root causes of issues and predicting at-risk customers via your contact center recordings.



Text Analytics

As more of your customers turn to digital channels such as web chat and messaging as their first choice when interacting with your company, you want a text analytics solution that lets you extract actionable business intelligence from all of that unstructured data — providing enhanced insight into your customer experience (CX).

When evaluating text analytics solutions, you should look for those that:

- Provide conversational intelligence specific metrics — such as employee and customer message counts, duration, employee and customer response times
- Reduce customer and agent effort, by identifying drivers of dissatisfaction through sentiment analysis at both the utterance and interaction level.
- Identify and explain top categories and sentiment, as well as new and undefined AI driven themes and trending issues that are just emerging
- Monitor trends over time so you can identify changes in customer behaviors that need attention
- Provide similar UI and workflow to your speech analytics solution, so the same analyst teams can use both tools effectively
- Allow integrated platform capabilities such as automated quality monitoring and agent scorecards on textual interactions

Text analytics solutions should incorporate both machine learning and artificial intelligence to provide deep insights into your text-based customer interactions — automatically identifying topics, relations, and significant trends, as well as the customer sentiment throughout the interactions.

Solutions should also allow for the incorporation of valuable subject matter expertise about your business, marrying the breadth of knowledge about your business with the data collected about your customers and services.

As web chat usage skyrockets, advanced analysis of these conversations is imperative. Look for text analytics solutions that are specifically designed for the contact center and include chat-specific metrics like average handle time, sentiment, message count, and more.

You'll also want an application that supports conversational analytics with the capability to separate interactions into employee and customer streams, so you know which words were used by each speaker.



AI-Driven Interaction Analytics

Your contact center leaders are making decisions on last month's data. By the time your data team delivers insights on why NPS dropped or hold times spiked, the moment to act has passed. At most organizations, getting answers from your data requires a ticket to your data team and a wait of days or weeks—meaning your insights are outdated before you can act on them.

Verint® Data Insights Bot™ changes that equation. With it, users of all types can review personalized, curated, automatically generated dashboards—accessing real-time insights easily, using natural language, and without excessive training. With unlimited personalized dashboards, any user can see any data, in any format, at any time and uncover same-day insights.

It's more than just faster access to historical reports. This AI-powered bot proactively surfaces critical information you didn't even know to look for—exceptions, trends, and correlations that standard BI tools would miss. Each user receives headlines tailored to their topics of interest, dramatically shortening the time to discover and fix emerging issues.



As a market leader, Verint continues to deliver faster, stronger, highly scalable, and AI-driven business outcomes that address the most critical challenges in CX automation. By capturing, analyzing, and enabling real-time actions, Verint empowers organizations to personalize and orchestrate customer journeys, driving measurable value through reduced costs, increased revenue, and elevated customer experiences. These outcomes are delivered in weeks.

Frost & Sullivan, Frost Radar: VOC Analytics, Sept 2025

With Verint Data Insights Bot:

- Contact center leaders can spot coaching opportunities before quality scores drop.
- Operations managers can identify and fix broken workflows quickly, before customer complaints start piling in.
- CX directors can prove ROI without building another manual report.

The difference: Standard dashboards show you what happened. Verint Data Insights Bot tells you what's breaking right now and why—giving you the collision warning, not just the rearview mirror.

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