



Article Side

Outbound call centers undertake the Speech analytics to carry the campaigns by [John Smith](#)

Article published on March 19th 2012 | [Customer Service](#)

The outbound Call centers are coming up with some of the new techniques of calling that help them to draw global customers. They have adopted the speech analytic method, which is an automated system that helps in managing, organizing the outbound calling campaigns and the marketing campaigns.

Most of the call centers records the outbound campaigns and they use the speech analytics to search and take out the relevant information so that they can implement in their planning and advice the clients to make the changes required to make the product and the service widely accepted by the targeted customers. There are at time incongruity in the calls that require investigation, generally the callers have to make a general report, or have to analyze the survey and the marketing strategies, then they need to listen to the records and thus they adopt the speech analytic method.

Moreover, there are some of the outbound call center that use phoneme application. This helps the callers to understand the keywords and the expressions that are used by the customers. This application can detect all kinds of languages.

Speech analytics have made the outbound process easy

This helps to extract the information from the pre recorded audio files. This is quite efficient in accessing the locked folders as well. They help them to getting the details by going deep and investigating. They make the analysis foolproof and authentic. This will also help the officials in the call center to locate a particular call done by a caller based on a particular campaign suiting any specific cause.

Moreover, the recording will help the make the reports, will also help to ascertain the success of the outbound calls, and callers might use it later while they face similar calls.

This application has come far ahead in helping the callers in understanding the customers and the clients better. Moreover, the data that they extract will also help them to initiate the customer satisfaction and the up selling and the cross selling as done by the callers.

Usage of the speech analytics

This upcoming application as hoped by the call centers is to be used over a larger area like the marketing, sales, collection of the debts, arranging backups for risk management and so on. Moreover, this tool will help in initiating a proper monitoring on the caller and will keep an eye whether the callers are making the calls in the right and legal manner.

Some of the outbound call centers while training the callers and the agents use speech analytics. They help the callers understand the keywords and the phrases used by the customers in the conversation process. They help the caller by educating them the right ways to heighten the sale, productivity and the efficiency in making the call.

Most of the big call center that have bigger teams and workforce used this technology but now most of the outbound call centers are including process as this has helped them in many ways to initiate

the growth of the company they are working for.

Article Source:

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Some of the a [bespoke campaigns](#) that are doe by the a [call center](#) are also encouraged by similar campaigns that are extracted from old calls by the speech analytic process.

Article Keywords:

lead generation, outbound calling campaigns, call center, Bespoke campaigns, outbound call centers

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