

The Power of The 3 A's:

Automate, Authenticate & Analyze



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Company: **Sestek**

Founded: 2000

Specialty: Offers a full-stack of voice processing technologies that span voice biometrics, natural dialog, automated speech recognition (ASR), text-to-speech (TTS), call recording, and speech analytics solutions.

Distinction: Orchestrated implementations of Sestek's core technologies enable businesses to pursue "The 3 A's": Automate, Authenticate, Analyze to improve customer experience, streamline self-service, and maintain competitive advantage.

Orchestrating Conversational Solutions for the Post-Pandemic World

The drumbeat for "digital transformation" in self-service has been building for years. But the COVID pandemic accelerated a fundamental change in how businesses leverage digital technologies to interact with their customers. The demand for customer self-service options has skyrocketed, serving as a powerful incentive for CX teams to dedicate more time and resources to improve the customer experience.

Digital transformation initiatives that were on the roadmap for years into the future were suddenly thrown into the spotlight as teams pivoted to find ways to connect with their customers through more digital channels. To the point, organizations are increasingly required to anticipate customer needs and provide immediate, accurate responses at scale. Bots and intelligent assistants have become a necessary part of digital transformation strategies.

Achieving Automation At-Scale

How are leading customer care organizations adapting to this new paradigm? As seen across all vertical industries, at the outset, the COVID pandemic practically eliminated all face-to-face communication, dramatically escalating the importance of digitization. Leveraging voice-enabled IVRs, chatbots or intelligent assistants, and mobile SMS assistants has become a necessity to fulfill on fast, convenient, customer support.

This demand has created a boon for automation. But technology self-service automation is no longer purely about call deflection or keeping customers from talking to agents. Automation today must meet customers' needs, perform accurate actions at scale, and increase efficiencies without compromising customer experience.

ALLOWING CUSTOMERS TO NATURALLY INTERACT WITH SYSTEMS IN THEIR OWN WORDS USING NATURAL LANGUAGE PROCESSING ENABLES ORGANIZATIONS TO PROVIDE SOPHISTICATED, INTUITIVE, AND INTELLIGENT SELF-SERVICE SOLUTIONS TO THEIR CUSTOMERS.

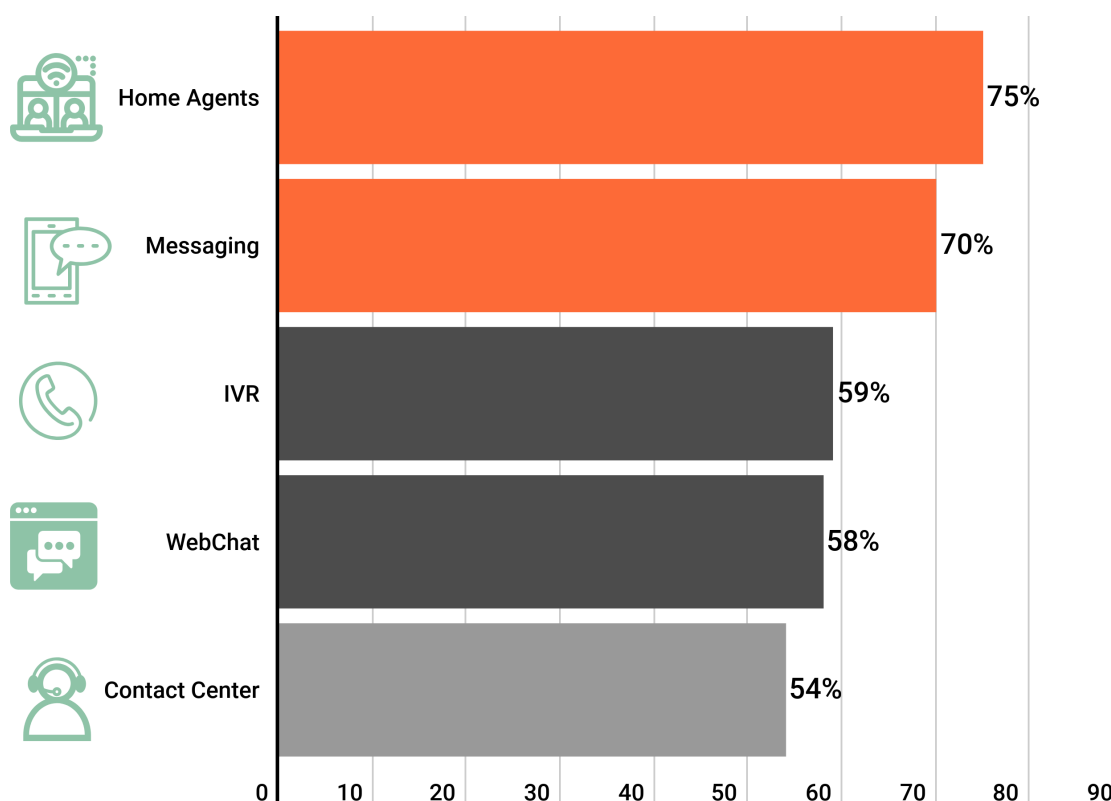
Meeting the Challenges of Today's Security Threats

Speaking of natural interactions, leveraging voice identification and authentication has the ability to deliver secure, personalized customer care. With ever-increasing fraud threats, seamless authentication is not only about building better customer experiences, but also thwarting fraudsters and improving the bottom line.

The post-pandemic world has become a playground for identity thieves who are infiltrating customer care organizations in the form of account takeovers. Fraud is increasing and exposing security vulnerabilities in all channels and customer touchpoints. (See Figure 1 below). The pandemic also accelerated a migration of customer service representatives from secure, brick-and-mortar contact centers into work-from-home (WFH) facilities.

According to a recent executive survey conducted by Opus Research, organizations report a significant increase in COVID-driven fraud in every channel.

Figure 1: Organizations Reporting Increased Fraud (By Channel)



This significant increase in COVID-driven in fraud activity emphasizes the need to properly identify and authenticate legitimate customers. Invoking active voice authentication (for example, repeating a phrase such as “my voice is my password”) or leveraging text-independent voice technology, allows organizations to seamlessly authenticate both customers and contact center agents saving time and resources.

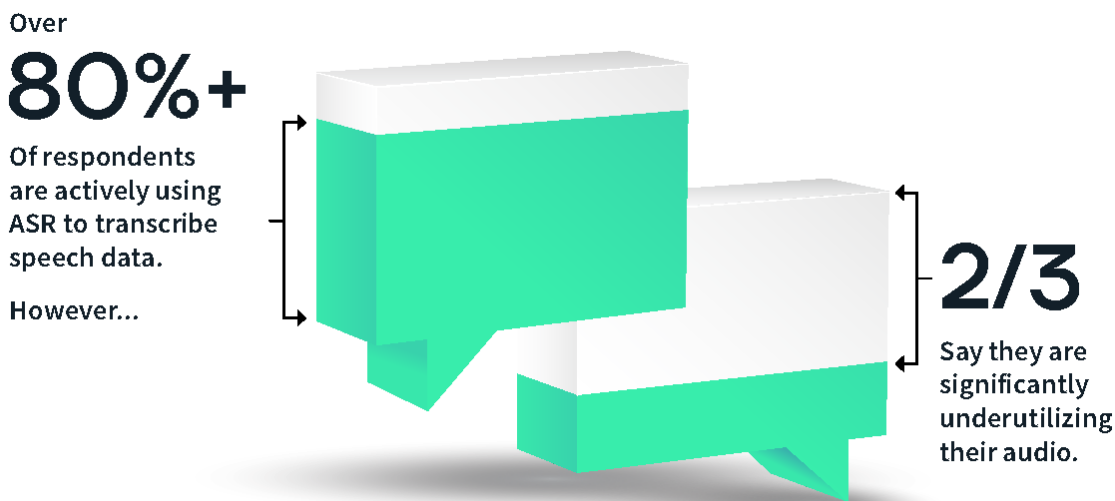
Analyze This: Leveraging Conversational Intelligence

Conversational data generated between brands and their customers or prospects from various channels provides invaluable insights of customer issues and agent performance. This “Conversational Intelligence” provides a rich source of insights that support improved business outcomes for operational efficiencies and customer care.

Analyzing conversations from the beginning of a self-service interaction through to connecting with an agent allows organizations to capture critical elements and historical information. AI-infused speech and text analytics enables business intelligence.

In another recent Opus Research study, we sought to understand the importance of speech recognition technologies, where treating all conversations as Conversational Intelligence enables businesses to maximize self-service and support digital transformation goals. The survey of 250 executive decision-makers asked about the use of speech transcription and capturing speech data in aligning with a company’s enterprise strategy. In Figure 2 below, an overwhelming majority (80%) actively transcribe speech data, but two-thirds of these organizations fail to fully leverage conversational assets for business objectives.

Figure 2: How Businesses Underutilize Captured Speech Data



Sestek: Building on Two Decades of Success

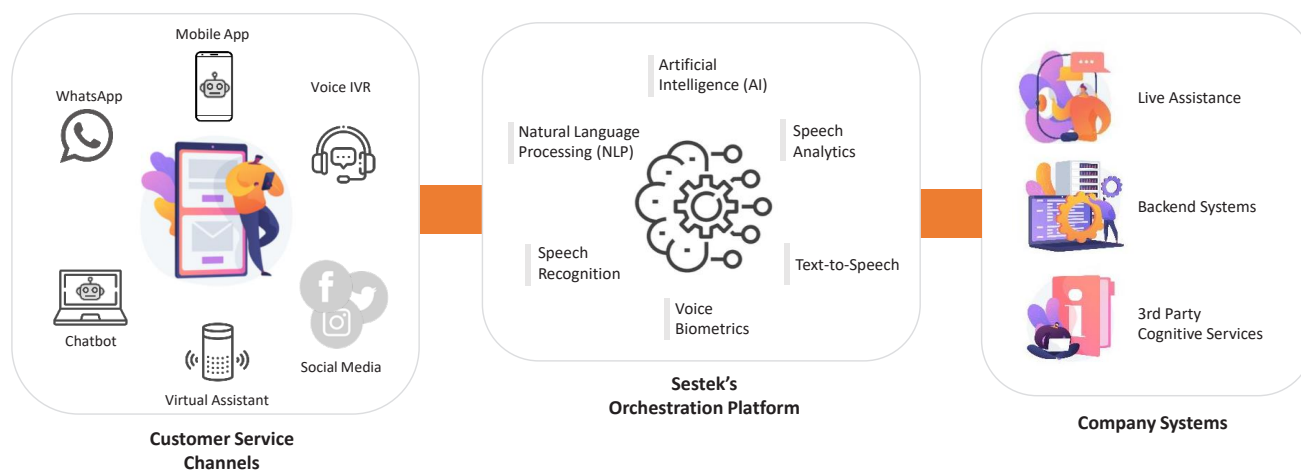
One leading solution provider delivering on the “3 A’s” (Automate, Authenticate, Analyze) is Sestek. The Turkish-based technology firm helps organizations increase efficiency and performance by capturing conversational insights to improve business flows. With a solid base of enterprise clients, Sestek seeks to close the gap of business shortcomings by fully leveraging conversational technologies.

The primary focus of Sestek business solutions center on:

- Core automation (ASR, TTS, NLP) – Channel of choice
- Authentication (Voice Biometrics) - Fast & secure
- Analytics (Speech Analytics and AI) - Value of data & integration opportunities

For implementation and integration problems, Sestek offers an orchestration platform all supported by home grown NLU and Conversational AI. The platform is in the center of customer service operations. With a single integration, all Sestek solutions are made available.

Figure 3: Sestek’s Orchestration Platform



Key to the company’s success is tying technology benefits to business results. This includes measuring business outcomes such as increased self-service, improved CSAT measurements, chatbots resolutions, lowering average handling times, and root cause analysis.

Real-World Case Studies In Action

Digital Transformation Accelerates with Conversational AI

Kuveyt Turk is one of the most innovative participation banks in the world. A participation bank offers both commercial banking and investment products. Kuveyt Turk embarked on a digital transformation campaign to provide faster and more efficient services. They created a virtual banking assistant (Selim) to understand customer questions and provide accurate answers. Selim was able to achieve 97% intent recognition accuracy, answering 6 million customer questions and delivering a full return on investment (ROI) in less than one year.



Selim The Virtual Assistant



Conversational Biometrics Shortens Customer Calls

With more than 500 contact center agents, ING Turkey has a substantial customer base. But a long authentication process (almost 60 seconds per customer) was decreasing customer satisfaction (CSAT) rates. By implementing a passive voice authentication technology solution, ING Turkey was able to save significant time, saving 15-30 seconds in the authentication process. Additional benefits included a better agent experience, allowing agents to take on more of an advisor role and reduce agent turnover.

Global BPO Increases Call Quality Score with Analytics

In an effort to improve agent efficiency, Webhelp Turkey deployed speech analytics to train more than 7,500 agents. Sestek's conversational analytics help monitor and analyze 100% of calls, providing continuous call management and finding root causes for problems in contact centers. The quality management system utilized AI-infused speech analytics to reduce agent interruption rate by 86% and the call quality score of agents increased by 7%.



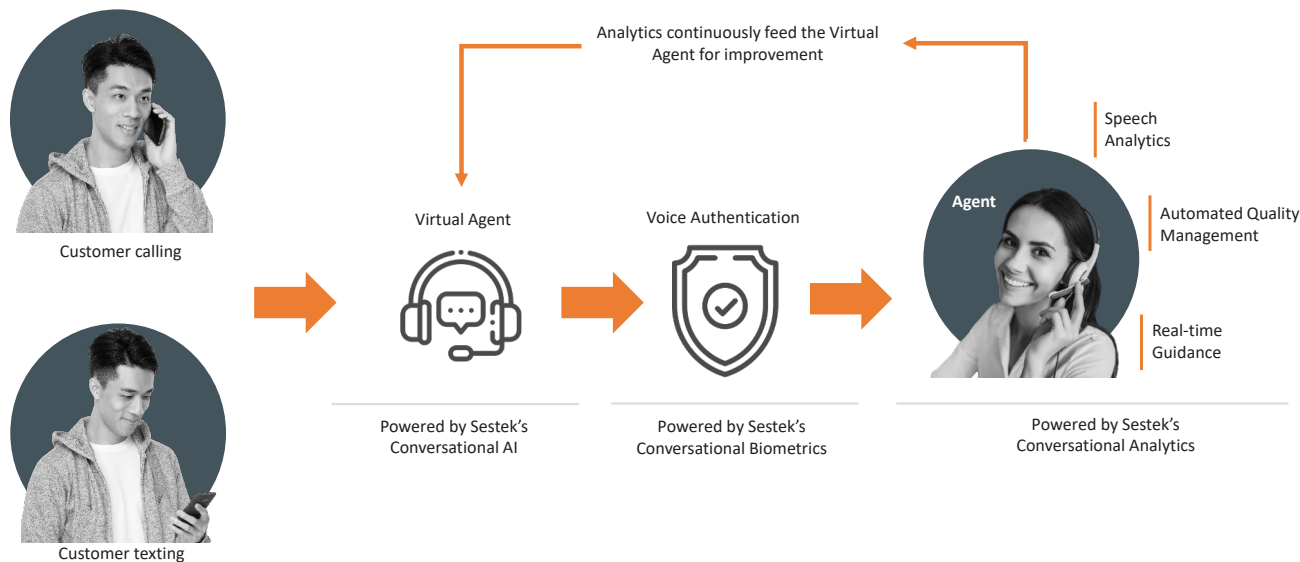
Technological Synergy Between Sestek's 3 A's (Automate, Authenticate, Analyze)

Ideally, brands want to welcome and serve customers with virtual agents first. This would enable easy/low-value tasks to be solved by self-service without occupying expensive live agent time. For customers asking for more complex tasks, voice biometrics can authenticate these customers via passive authentication without them even realizing it.

For the remaining of customers wanting to speak to a live agent, they are transferred with their conversation history so that customer representatives can react fast. At this stage, the customer-agent conversation is monitored and analyzed. Real-time analytics assists the agent, while Automated Quality Management (AQM) scores her performance. After the call is finalized, the conversational data is used to enrich the virtual agent's performance (simply to make it smarter) so that more and more customer inquiries are solved without the need of live agents.

SESTEK IS MEETING THE FIRST-ORDER CHALLENGE FOR EXECUTIVES IN CHARGE OF DIGITAL TRANSFORMATION WITH AN AI-INFUSED PLATFORM AND DEMONSTRATED ORCHESTRATION CAPABILITIES.

Figure 4: Technological synergy between Sestek's solutions



Market Impact: Med/High

As digital transformation accelerates, enterprises are asked to choose between best-of-breed technologies or a platform of solutions from a single vendor. Sestek takes a product development and marketing approach that appeals to decision makers who opt for “both.” In doing so, they demonstrate the value of a la carte offerings of voice processing, voice biometrics, and speech analytics that are made better when implemented in an orchestrated fashion.

Sestek is meeting the first-order challenge for executives in charge of digital transformation with an AI-infused platform and demonstrated orchestration capabilities. Self-service, authentication, and the addition of speech analytics are filling technology gaps and addressing business needs for each step in the digital transformation journey.

Sestek's orchestration platform makes it easier for enterprises evaluating options for bringing AI into customer care infrastructure. The result is having a single vendor with a full platform to increase efficiency without compromising CX, reflected in higher CSAT, improved NPS, and concrete business benefits.



About Sestek

Sestek is a global R&D company helping organizations with Conversational Solutions to be data-driven, increase efficiency and deliver better experiences for their customers. Sestek's AI-powered solutions rely on its patented text-to-speech, speech recognition, natural language processing and voice biometrics technologies. Founded by Prof. Levent Arslan in 2000, Sestek brings 2 decades of expertise in the customer service vertical.

About Opus Research

Opus Research is a diversified advisory and analysis firm providing critical insight on software and services that support digital transformation. Opus Research is focused on the merging of intelligent assistance, NLU, machine learning, conversational AI, conversational intelligence, intelligent authentication, service automation and digital commerce. www.opusresearch.net

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