Voice-to-text

A more efficient way to listen, understand, and act on open-ended feedback

▶ Convert recorded comments to text for faster analysis
▶ Synchronize open-ended feedback across channels
▶ Spot emerging themes + stay ahead of issues

Customers aren't shy. If you ask the right questions, they'll tell you where you differentiate and where you need to improve—which means every comment warrants your attention. But when you have feedback coming from different channels and in different formats, it can be difficult to keep it all straight. SMG's voice-to-text technology transcribes recorded conversations, so you can synchronize qualitative insights and spot emerging themes quickly.

SMG's voice-to-text technology uses machine intelligence to convert recorded conversations to text, making it easier to spot emerging themes and synch up qualitative insights.

When customers reach out to your contact center or complete an interactive voice recording (IVR) survey, they're giving you a chance to know more and do better. But listening to recorded comments takes time and energy your front-line teams don't always have. With voice-to-text transcription, all customer comments are in the same place—and format—so you can listen more efficiently and act faster.
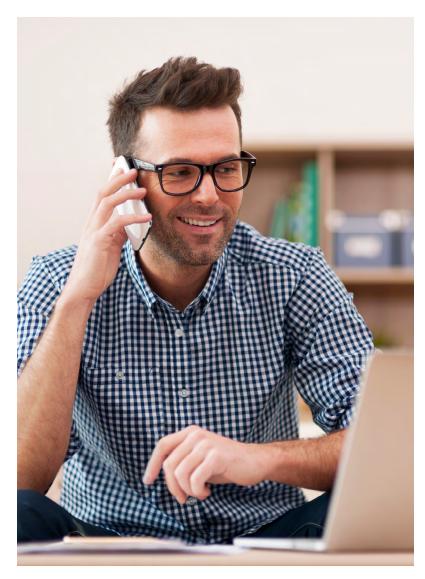
How it works

SMG's voice-to-text technology produces accurate transcriptions through machine intelligence that combines information about grammar and language structure with advanced audio signal recognition. And as time goes on, it uses machine learning to achieve increased accuracy. That means, just like your brand, the more customers you hear from, the smarter it gets.

How it helps

In addition to synchronizing your open-ended feedback, voice-to-text technology allows you to filter recorded conversations through SMG's text analytics engine. With sentiment breakdown and emerging themes, the reporting dashboard makes it even easier to see what your customers are talking about and pinpoint specific ways to improve. »

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Global support

The entire reason you're investing in a CX program is you want to learn from all of your customers. Voice-to-text makes it easier to achieve that goal across channels, but it's equally important to hear from customers across geographies. While we continue to expand our international support, SMG's voice-to-text technology is available in:

▶ English (US + UK)
▶ French
▶ Japanese
▶ Spanish
▶ Portuguese
▶ Arabic
▶ Mandarin

Listening to customers isn't always easy— it takes time and effort. But it's absolutely critical to ensuring your brand meets their expectations. SMG's voice-to-text technology delivers a more efficient way to listen, understand, and act on open-ended feedback. As part of SMG's omniCX™ solution, it's just one more way we help brands build better customer connections. 1

To learn how SMG's voice-to-text technology can help you listen more efficiently and act faster, visit smg.com/contactus.

About Service Management Group

SMG inspires experiences that improve people's lives. We are a catalyst for change, providing actionable customer, patient, and employee insights that boost loyalty and drive business outcomes. Our unique model puts a dual focus on platform technology and professional services—making it easier to collect, analyze, and share feedback and behavioral data across the enterprise. To learn more about our customer experience management, employee experience, and brand research solutions, visit www.smg.com.