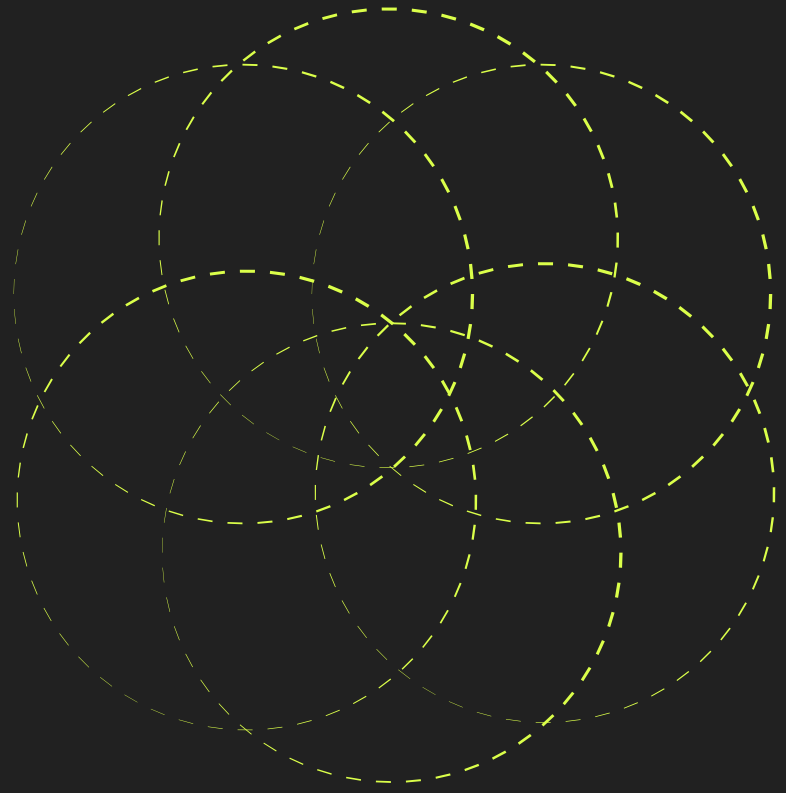
The Buyer's Guide to CX Transcription and Summarization Solutions



ASAPP

Introduction

The Value: Why do you need a transcription and summarization solution?

What do you need in a transcription and summarization solution?

Transcription + Summary is foundational for generative AI

Why ASAPP AutoTranscribe and AutoSummary

Better together: AutoTranscribe + AutoSummary

Transcription and Summary Buyer's Checklist

About ASAPP

It is rare to find a solution that delivers not only immediate value and a positive ROI, but also serves as a mission-critical foundational piece for most of the future technologies that you will want to utilize in the coming years. So when you are considering the next value-driving technology for your CX organization, here are three reasons why it should be a transcription + summarization solution.

By prioritizing a transcription and summary, you do three things in parallel:

1. You lay the foundation with transcription for all generative AI capabilities that follow. The bottom line is you cannot augment agents or automate interactions without real-time transcription, and the better the accuracy and speed of response, the stronger the foundation for future expansion in AI.
2. Efficiency & Quality - these solutions will lower costs and increase the quality of service by eliminating the need for agents to type on their keyboards so they can focus on their customers instead.
3. Get rich insights by mining every word of every conversation to deeply understand why customers are contacting you, how each call was resolved, and where you need to improve, automate, or enhance your customer experience.

However, not all transcription and summarization solutions are the same. Not all deliver the same benefits, and some may even hold teams back as they attempt to implement other generative AI solutions. The market is awash with inferior options, so consumers need to know what they need to look for in a solution and the why behind it.

Sometimes "good enough" isn't good enough. That's where this guide comes in.

Read on to explore:

- The high-level business value to target in a transcription and summarization solution
- The specific capabilities present in the right solutions and the why behind it
- How these solutions build the foundation for future AI endeavors

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Transcription

At the heart of the need for good, automated transcription is this simple fact: You need to know why your customers are contacting you, and you need to know what is happening when they do.

Much like humanity has largely moved from an oral tradition to a recorded, written tradition to pass on knowledge and culture, large organizations need information in text form to make use of it. Data is at the heart of decision-making, so to really understand what is happening in your CX organization, you need to have all call transcripts digitized, or you will never be able to turn those interactions into actionable data.

The right transcription solution will offer the following:

- The ability to turn every voice interaction into text
- Fast, accurate free text summaries that can be leveraged in real-time
- The ability to do this at scale without any burden on agents or managers
- The foundation for any computing
    - Being able to do things like extract data and entities, fulfill an order, manually check what happens, and set automatic alerts requires transcripts

Automatic, accurate, scaleable transcription should be table-stakes in an increasingly digital and data-driven world. If you do not have the ability to see why your customers are contacting you and what is happening when they do, you are wandering through a dark forest without a flashlight.

Summarization

Summarizing 100% of calls accurately and comprehensively is invaluable to understanding and improving your business. They help agents personalize interactions for customers who call back; they help operational leaders understand where they can improve service; they help business owners improve policies & procedures and report on compliance. But too often, extremely manual approaches in summarization leave this value on the table. Manually written notes take up precious handle time, and there is not a great return on that investment – summaries are inconsistent, poorly documented, and have limited value for aggregated insights.

Summaries at scale deliver a wealth of value to your business, including:

- Crucial historical context to help agents and make customers feel known
- Necessary compliance data
- Some of the most valuable customer and business data you can harvest
- A true reflection of agent performance
- Insights into what is (or isn't) driving customer satisfaction

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However, getting good summaries at scale is the challenge. Until now, getting truly useful summaries at scale proved impossible and placed an enormous burden on agents. If a good summary was delivered, it would be by an agent who would furiously jot down their agent notes when they were meant to focus on helping customers and then would hastily summarize their conversation while being incentivized to drive down AHT and spend less time on after-call wrap (ACW).

> Most conversation summary information is effectively useless. The process has been manual and subjective for decades.
>
> Anonymous Contact Center VP, F500 Telco

Enter generative AI summary solutions that give CX organizations the ability to create accurate, usable, data-rich summaries automatically for every conversation without any additional work from the agent.

With the ability to generate excellent summaries at scale, businesses will realize the following value:

- A reduction in AHT
- Elimination of most ACW
- Less distracted, more effective agents
- An increase in CSAT and NPS
  - Due to less distracted agents who are able to get to the points of helping the customer more quickly and customers who feel known and seen
- Actionable insights
  - Such as the ability to analyze which policies and procedures drive KPIs, leading indicators of product or service failures, how often selling is brought up, and how effectively, and more.
- Better data by eliminating misreporting and underreporting from agents
- All of the above automatically and at scale

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What do you need in a transcription and summarization solution?

Good enough isn't good enough with Transcription and Summarization solutions. By just checking the box and choosing the most cost-effective solution or the solution that is already included in your CCaaS or an existing vendor, you may be hamstringing your organization for years to come. If you ever want to incorporate generative AI solutions into your organization, augment your agents in real-time, become a truly data-driven organization, or have accurate, **usable** data and insights, you need the right transcription and summarization solutions.

In this section, we are going to discuss what exactly you need in these solutions and why.

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Transcription

Excellent, automatic transcription is mission-critical for digital CX transformation.

If you are looking to:

- Build the foundation to automate summaries or agent notes
- Capture business intelligence from all of your customer interactions
- Augment your agent capabilities in both digital and voice channels
- Better understand and address agent effectiveness
- Easily extract certain phrases and entities from all of your transcripts
- Lay the foundation for all future CX AI initiatives

...then the two main considerations you are going to want to ensure you have in your transcription solution are speed and accuracy.

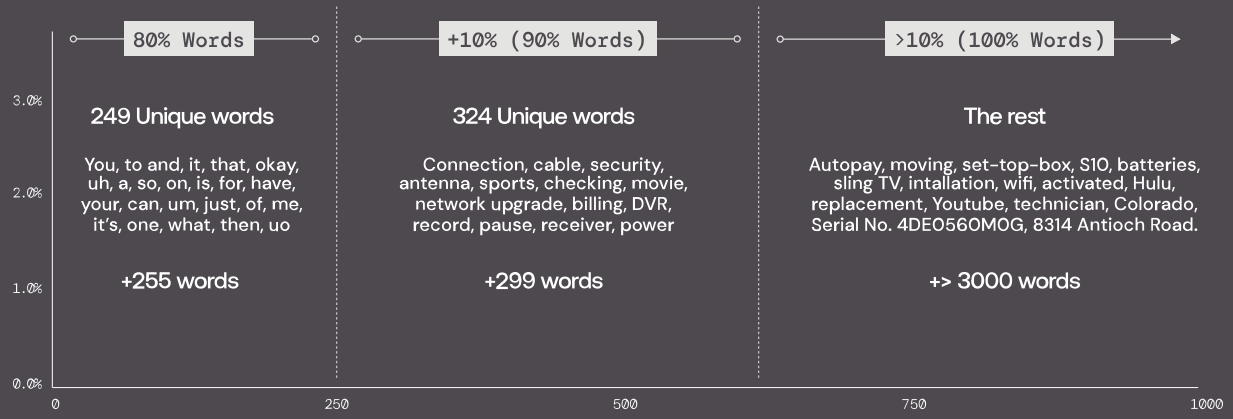
Why you need the highest accuracy.

Low-accuracy transcription will hold back your contact center. But what is low accuracy?

The roughly 80% accuracy that many transcription solutions tout may sound like it is good enough. However, when 80% of the conversation is composed of simple words, it is the last 20% that holds the most critical, company-specific information you need to fill in the blanks. If the solution you are considering is only capturing common words and phrases, you are going to miss out on the most valuable information, such as specific products, services, or policies mentioned, technical details, order or serial numbers, and more.

With transcription, the real story is in the details. Make sure your solution captures the most important ones.

Bonus: The right transcription solution will even let you identify and extract the most critical entities that you would like to glean from the transcript, such as order number, product name, date of transaction, dollar amount refunded/charged/credited, last four digits of account number, and competitor name.



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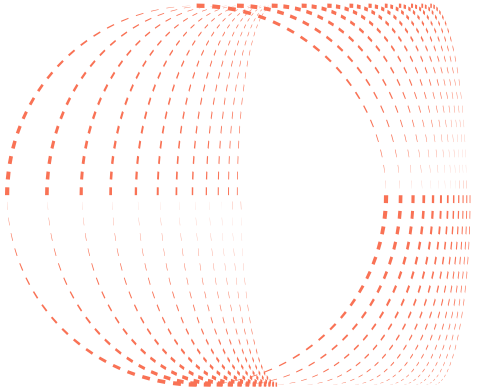
Why you need low-latency transcription.

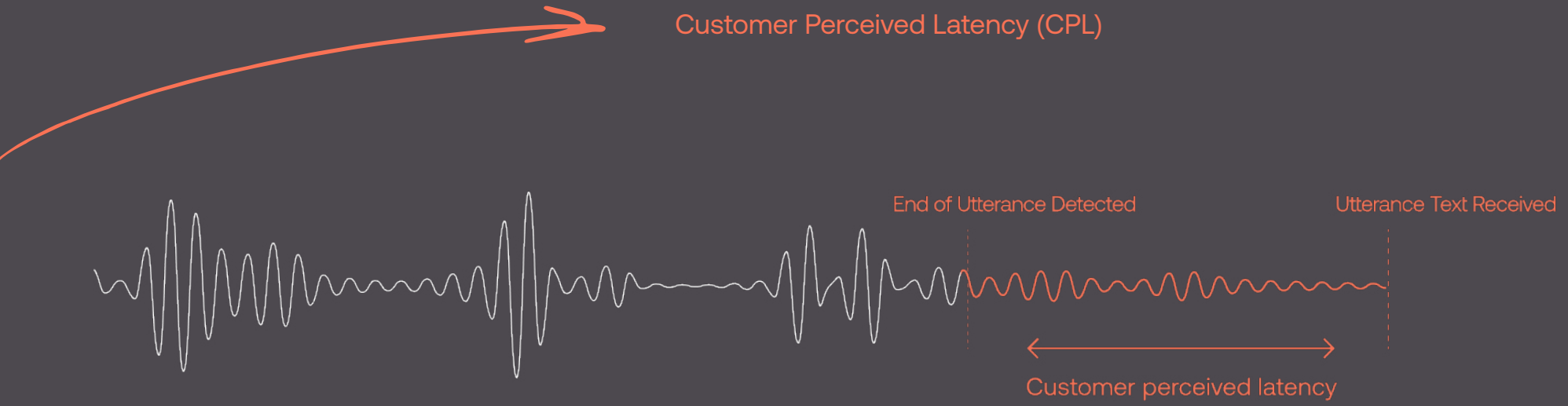
Real-time problem-solving requires real-time transcription.

In a live call or chat scenario, speed is of the essence. Since transcription provides the foundation for generative AI tools like those that provide agent augmentation or generative automation value, having low-latency transcription is table stakes.



Low-latency transcription enables:

Next-level generative AI automation, such as fully autonomous generative agents	Real-time agent assistance and augmentation	Immediate delivery of summaries and/or transcriptions to transferred calls or when a customer calls back



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Summarization

Beyond automating agent notes and summaries, summarization solutions are about capturing, organizing, and enriching the conversation data available to agents and technical leaders alike.

Here are the main things to look for in a summarization product:

Accurate, human-readable summaries for 100% of conversations

That is on par with or better than the highest quality human summaries. Lower-quality summary solutions may just be a wrap around a standardly-available LLM which will result in low quality, data-poor, and inconsistent summaries.

A generative AI solution

Generative vs. Extractive AI vs. Manual

The first thing you may come across when evaluating AI solutions is the question of whether the vendor in question utilizes generative or extractive AI to power their summarizations. While conventional thinking may view extractive AI as a perfect engine for a summarization tool, generative AI-powered solutions can actually offer greater flexibility and quality.

Status Quo	Better	Best
Manual	Extractive AI	Generative AI
- Distracts agents - Add to AHT and ACW - Inconsistent quality - Lack of data	+ Cuts AHT and distractions. + More consistent + More data - Brittle - you must be very specific on what you are looking for and how you want it to be structured in advance - Mediocre quality - Data could be more useable	+ Cuts AHT and distractions + Consistent + On par or better with the highest quality human summaries + Can generate aggregated and structured data for deep analysis + Able to apply new structured data needs to past conversations as well.

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Can generate aggregated and structured data for deep analysis

Customer conversations contain some of the most valuable data your company can harvest. Your summary data should guide corporate policymakers, provide insightful analytics, and be used to arm your agents. For it to truly do this, that data needs to be structured in the following categories for optimal use:

Enrichment

While many solutions wrap their free text summary solution around an LLM, the best summary solutions can go beyond with enriched free text summaries allowing you to define the details you want included and giving you state-of-the-art summarization that delivers the full picture of your CX organization.

Entities	Intents	Targeted Analytics
Fine-tune with standard or custom entities you want to extract, like customer info, competitor names, product mentions, and others.	Automatically categorize calls by customer intents for further analysis. Unlike other solutions, ASAPP can easily track and record multiple contact reasons at once and structure intents with the flexibility needed for in-depth analysis.	Dig deeper into call and success drivers with structured data around complaints, denials, promises, outcomes, and sentiment. This capability can deliver full visibility into your contact center. We explore a few key types of analytics below.

Targeted Analytics Types

Sentiment

Track the specific attributes and tone of sentiment beyond a simple score

Complaints

Did the customer voice dissatisfaction and how should that complaint be categorized

Outcomes

Ultimately, businesses need to understand the outcome of a call and all the related attributes.

Promises

Understand what agents have committed your company to co, and ensure that customer expectations are met

Denials

Customers are often asking for things that agents have to deny. These situations can be flagged for risk management

Bonus tip: The best summary solutions can apply new structured data needs to past conversations as well.

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Transcription + Summary is foundational for generative AI

To realize the value of CX AI technology, structured and enriched summaries, along with real-time transcription, should be a cornerstone of your foundational strategy. Otherwise, the benefits you may be expecting from generative AI solutions will be stunted. These capabilities are table stakes for you to be a data-driven organization.

The right transcription + summarization solutions will deliver all of the following:

Big benefits	**Quickly**	**A Foundation of Intelligence for your AI Journey**
• Reduces AHT • Increases customer satisfaction • Empowers agents • Surfaces key business data • Infinite scaleability • Improves the quality of your summaries	• Can be implemented quickly with a simple integration • Almost turn-key • Can stand alone as a point solution, if needed.	• The right solution can structure your data, serving as a solid foundation for the other solutions which will rely upon it. • The insights gained can also form the blueprint for which areas, issues, or value-drivers you want to address as you build your AI solution strategy. • Real-time transcription is needed for any generative bots or agent augmentation capabilities.

So, when it comes to transcription and summarization solutions, good enough simply is not good enough. Even if an inferior solution may deliver the value that you need in the immediate future, it may hamper your future plans.

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Why ASAPP AutoTranscribe

ASAPP AutoTranscribe is the fastest and most accurate generative AI transcription solution that is purpose-built for CX. Only ASAPP delivers industry-leading speed and accuracy without compromise to either.

The most accurate solution on the market.

Even a small reduction in Word Error Rate makes a significant difference in a production environment.

Most transcription solutions get one thing right: the easy stuff. Over 80% of a customer conversation is composed of simple words and phrases, but what's left over is the most complex and critical. AutoTranscribe excels in accurately transcribing this often-evolving company-specific information in the challenging context of live, human-to-human conversation. AutoTranscribe is also trained exclusively on call center data, enabling it to beat broader, more common models on the market.

>89% Accuracy

Real-time transcription for real-time problem solving

ASAPP AutoTranscribe impressively achieves remarkably low latency, enabling human and virtual agents to access transcribed content, swiftly enhancing their efficiency, and enabling real-time responses and information processing.
These readily available transcripts significantly boost the performance of other AI services.

~60ms Latency

A powerful and flexible foundation for future AI endeavors: Every technology, AI-based or otherwise, that intends to drive digital transformation, introduce automation, and uncover business insights requires accurate, real-time transcription. If you are looking to capture business intelligence from all of your customer interactions, augment your agent capabilities in both digital and voice channels, better understand and address agent effectiveness, or lay the foundation for all future CX AI initiatives, then you need the right transcription solution with no tradeoff between speed and accuracy.

Other Key Features

- **Business-specific entity extraction** to capture the most important words and phrases uttered in your conversations.
- **Customizable vocabulary** to automatically translate often misinterpreted words and to adjust verbiage from commonly spoken words or phrases to the company-specific terminology they are referencing.
- **Real-time or batch processing** so you can easily connect to your systems via API and choose between real-time or batch delivery.

> Seeing the transcriptions gives us warm fuzzies!
>
> Executive, F500 Retailer

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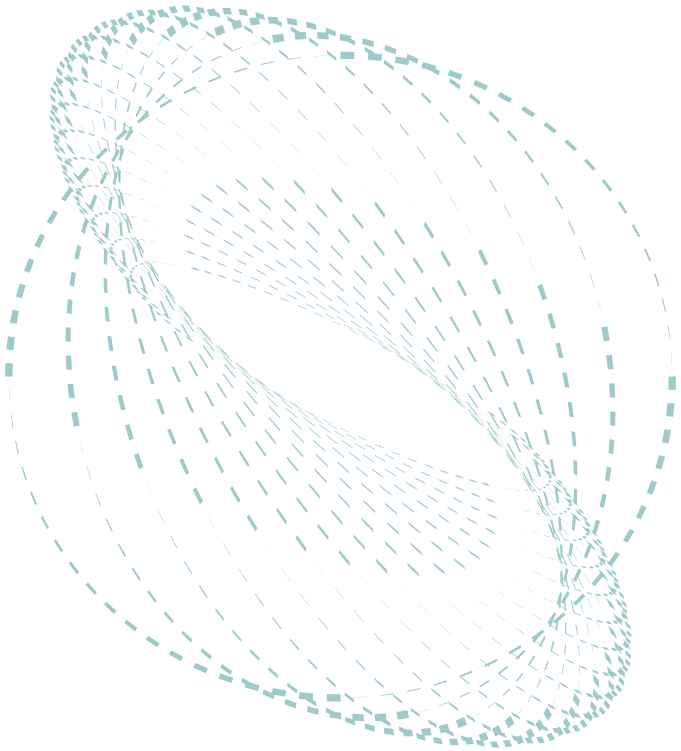
Why ASAPP AutoSummary

Your conversation data is more valuable with ASAPP than any other solution. With our industry-leading structured data and enrichment capabilities, you will have more actionable insights and data discoverability than you thought possible - without any additional work for your agents. All this while dramatically reducing AHT, slashing ACW, and building a solid data foundation for all AI solutions to come.

ASAPP AutoSummary automates 100% of after-call work for agents. Through a combination of human-readable and insights-ready summaries, AutoSummary can offload monotonous tasks for your agents and enable consistent, unbiased data across your contact center.

Beyond automatic and accurate summaries at scale, AutoSummary differentiates itself from other solutions by providing industry-leading capabilities around enrichment and structured data.



All of the insights from your customer interactions, with none of the work.

↑90s

Reduction to AHT / ACW

100%

Conversations dispositioned

↑10%+

Assignments per hour

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Easy enrichment

Summaries are only useful if they are targeted to what the business will use them for, and there are different requirements companies have for summaries based on ever-changing business and/or regulatory needs. ASAPP's approach to summarization is best-in-class. AutoSummary allows free text summaries to be easily customized for the needs of each business.

Through a suite of tools we call Summary Enrichment, ASAPP customers are able to easily specify a number of different dimensions to suit their needs: formatting (e.g. summary length, summary output format); entities and acronyms unique to their business; areas that they want explicitly included or excluded from summaries, such as repeatable processes that happen often and are of little value to capture.

Our Summary Enrichment goes a step further and allows customers to easily specify what topics they want included in a summary (e.g., did the customer open a new account? Did the customer call before on the same topic?)

Example:

Standard Summary

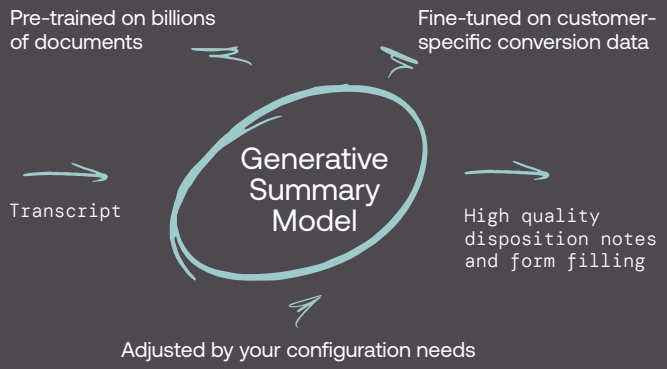
Customer contacted to make a payment arrangement. Customer reported their nephew had taken over their WiFi. And it was now past due. Customer wanted the WiFi to be shut off. Agent explained the service in the customer's area was not currently offered.

Enriched Summary

The customer called to make a payment arrangement and remove WiFi service from their account.

The agent scheduled a payment for $200 on November 3rd and another payment for the remaining balance on November 17th. The agent also initiated the process to disconnect the WiFi service. The agent suggested switching to the unlimited starter plan to lower the bill. The customer agreed to switch the plan. The agent also mentioned the option of enrolling in autopay and paperless billing to get a $5 discount. The issue of making a payment arrangement and removing WiFi service was resolved on the call. The customer agreed to the suggested actions.

AI model generates highly accurate summaries and continually learns



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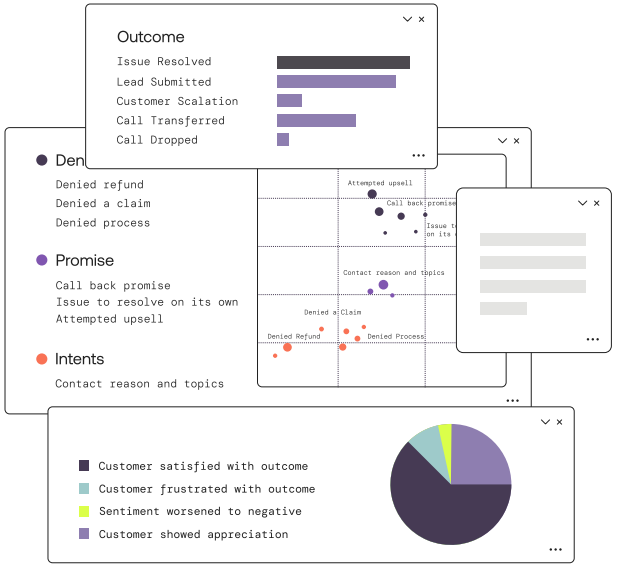
Structured Data

Most existing summarization products stop at a human-readable summary. We know, however, that it is just as important to have aggregated insights to be able to understand and optimize your contact center operation.

AutoSummary Structured Data allows for an easy configuration of what metrics customers would like extracted, using a zero-shot framework so that we can start confidently classifying these values from the first day.



Here's a picture of an AutoSummary output for a customer particularly oriented around classifying and understanding complaints:

Free-Text Summary

The customer called to make a payment for their payment plan. The agent informed the customer that only the first payment is set up for automatic payment, and all subsequent payments are made manually. The customer agreed to make the payment of $93.25 and noted that they will pay the next payment by the end of November. The one-time payment of $93 was processed, and the customer should receive an email within the next 10 minutes.

QA and Entity Extraction

Verification Procedure Followed:(Y/N): Yes
Payment Disclosure Key Info (Y/N): Yes
Payment Disclosure verbatim (%): 87%
Date of transaction (Date): 10/12/2023
Dollar amount ($): $93.25
Last 4 digit of account (#): 1234
Last 4 digits of card(#): N/A

Intents

PAYMENT_NEW

Outcome Analytics (Y/N)

Agent Resolved Issue: Y
Customer Escalated to Manager: N
Agent Promised Follow-up Call: N

Sentiment Analytics (Y/N)

Dissatisfied with Outcome: N
Showed Appreciation: Y
Shifted to Negative Sentiment: N
Displayed Frustration: N
Used Offense Language: N

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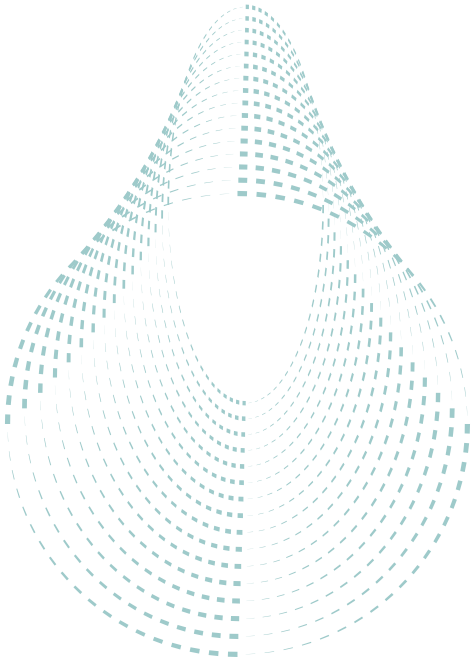
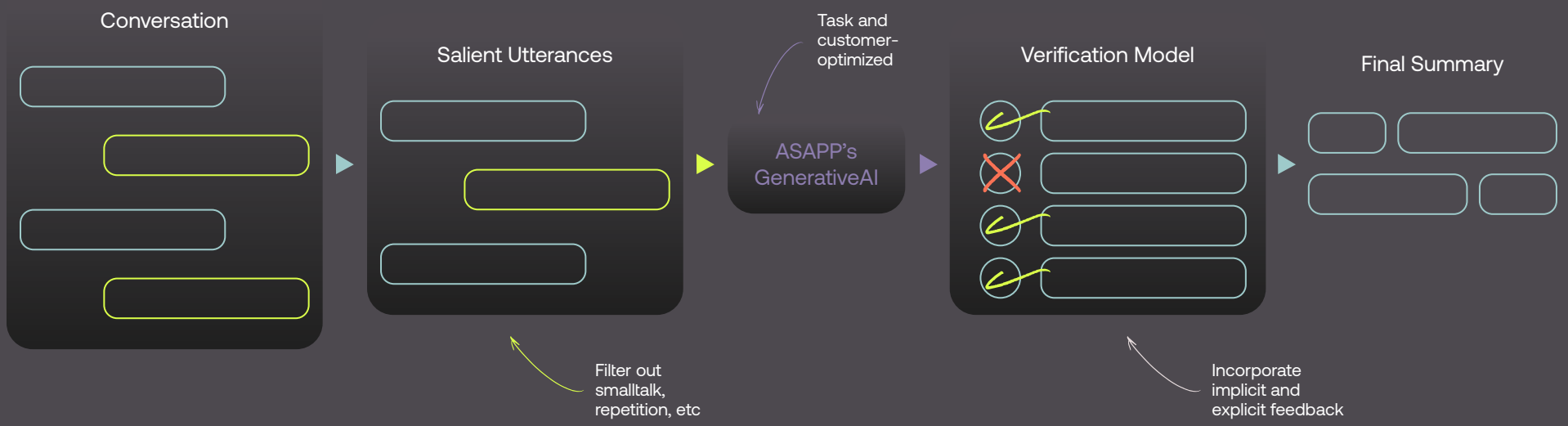
Industry-leading accuracy

Using a baseline large language model will only get you so far. Delivering high-quality summaries requires state-of-the-art saliency models (to filter out unnecessary words/utterances), hallucination detection, missing elements restoration, redaction, and layers of resiliency.

ASAPP's summarization product is an orchestrated suite of models and components that allows us to provide superior quality to baseline generative model capabilities on the market.

Here is a simplified picture of how ASAPP's AutoSummary model produces the most accurate free text summary model customized to each business.





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Customer Interactions for Strategic Insight: Data-Driven Action

AutoSummary is not just about automating a process; it's about enriching the data available to technical leaders.

Technical leaders are pivotal in driving contact center innovation and operational efficiency. Many are looking to generative AI to transform the tedious task of call summarization into an automated, efficient process. By choosing AutoSummary, these leaders can quickly develop a solution that is custom-fit to their organization's unique requirements, sidestepping the burdens of resource-heavy, in-house development.

Many in-house solutions using large language models to process and analyze customer interactions often miss the specificity of data the business needs for goals and compliance. This approach requires extensive testing and prompt training, leading to prolonged development cycles and delayed deployment.

With AutoSummary, the structured summaries generated become a rich source of insight into customer interactions. Technical leaders have the valuable data to inform crucial decisions, from ensuring compliance to shaping strategic initiatives like service optimizations and new product introductions. By opting for AutoSummary, they swiftly implement a solution tailored to their organization's unique needs, bypassing the time and resource-intensive challenges of in-house development.

Ultimately, AutoSummary enables technical leaders to leverage every customer interaction as an opportunity for growth and innovation, positioning them as strategic innovators who enhance both the contact center's role and the overall customer experience.

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Better together:

AutoTranscribe

+

AutoSummary

Transcription and summarization are sister solutions. At the very least, they need to work well together. Ideally, the right pairing of the two will build off the strengths of one another, producing value that is greater than the sum of its parts.

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Such is the case with ASAPP AutoTranscribe + AutoSummary

Great summaries rely on great transcriptions, so any transcription errors are magnified downstream, and an inferior transcription solution will hold back your summary solution. Even seemingly minor differences in word error rate (WER) will mean that you get less salient information available to summarize.

With the combination of AutoTranscribe and AutoSummary, you can be assured that you have accurate, readable, and data-rich summaries enhanced by excellent transcription.

Transcription quality directly impacts AutoSummary

Example:

Other established provider + AutoSummary

- Customer called in about no channels on their TV
- Customer said they had not taken the time to fix the issue
- I confirmed the customer's issue was not a technical issue and advised them to contact property management
- Customer declined further assistance with updating their receiver number

AutoTranscribe + AutoSummary

- Customer called in about bulk receiver service
- Customer told me they live in an apartment complex
- Customer said they have lived in the complex for five months and has never had an issue with the service
- I told the customer we can try to reauthorized the service but it is not working
- I informed the customer that they should contact their property management
- Customer asked if this was a technical issue

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Introduction

The Value: Why do you need a transcription and summarization solution?

What do you need in a transcription and summarization solution?

Transcription + Summary is foundational for generative AI

Why ASAPP AutoTranscribe and AutoSummary

Better together: AutoTranscribe + AutoSummary

Transcription and Summary Buyer's Checklist

About ASAPP

Transcription and Summary Buyer's Checklist

To make your decision easier, this checklist can serve as the starting point in your search for the right transcription and summarization solution for your team, both for the needs of now and for the future

Transcription	
☐	Low latency – less than 100ms
☐	High accuracy – >85% accuracy (80% being baseline)
☐	Business-specific entity extraction
☐	Customizable vocabulary
☐	Real-time or batch-processed
☐	Plays well with your summarization solution and other downstream solutions that you may wish to onboard in the future
☐	Generative AI-native solution

Summarization	
☐	100% of conversations dispositioned
☐	Robust structured data capabilities
☐	Enrichment capabilities
☐	Ability to find key data in previous conversations
☐	Touts industry-leading accuracy
☐	Plays well with your transcription solution
☐	Easy data extraction for other systems of record like ticketing, CRM, and BI tools
☐	Generative AI-native solution

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If you made it this far, thank you. Hopefully, you have learned a few helpful things, and ideally, you are interested in getting serious about transcription and summarization solutions. In conclusion, we'd like to show you what we are all about here at ASAPP and why our solutions are the best fit for you.

Who is ASAPP?

ASAPP is the AI-native software for contact centers, and ASAPP exists to end bad customer service.

We help customer service leaders unlock their full value by minimizing costs & inefficiencies, improving agent compliance & productivity, and surfacing actionable insights while helping you deliver a great customer experience.

Our customers are large enterprises who care deeply about leveraging AI to transform CX by delivering unprecedented cost savings and maximizing customer delight.

F100 Retailer

F100 Insurance Company

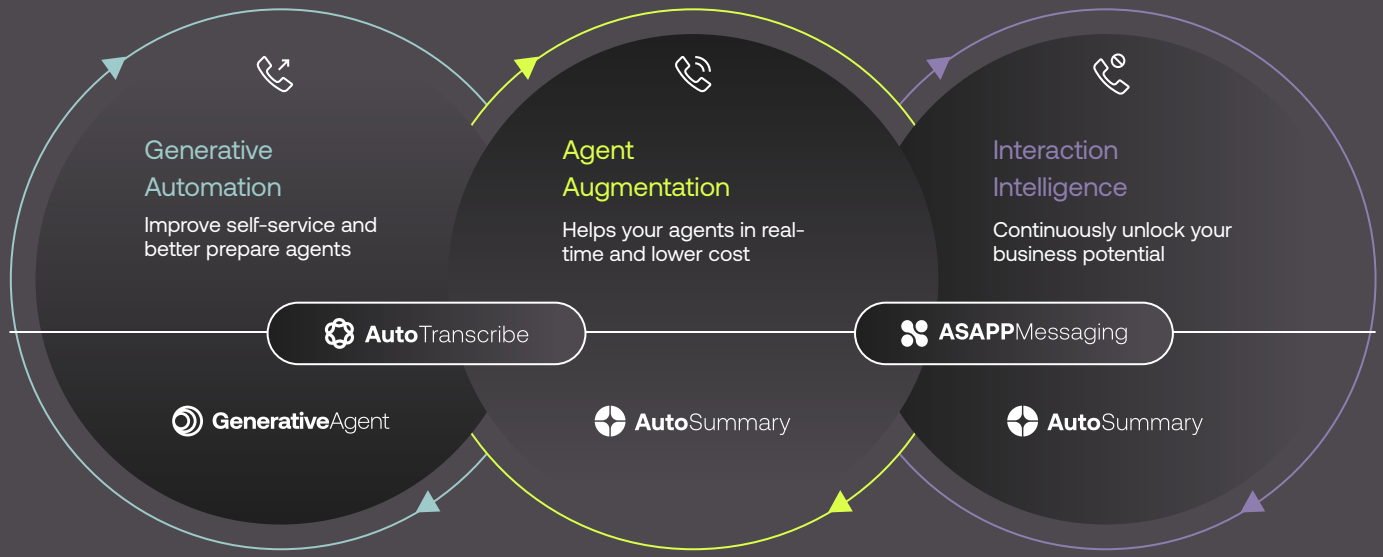
jetBlue

F20 Telco

Astound Broadband Powered by GRANDE

dish

EY



Increase productivity, seize revenue opportunities, and improve compliance.

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Why we are the right partner

We strive to be the best technology partner you have ever had.

ASAPP is not new to the AI or the CX space. We have been building AI-native products for the contact center since 2014 and building our own LLMs since 2018. We invest heavily in our products and our workforce to bring our customers the best solutions on the market and the subject matter experts to ensure those customers are getting the maximum benefit.

We offer white glove service and insight into contact centers' best practices across industries, and our consultative nature drives transformative results. ASAPP is laser-focused on business outcomes, data usability, and helping you realize your desired customer experience.

If you are interested in generative AI for your contact center, please click below to schedule a consultation.

Speak to an Expert

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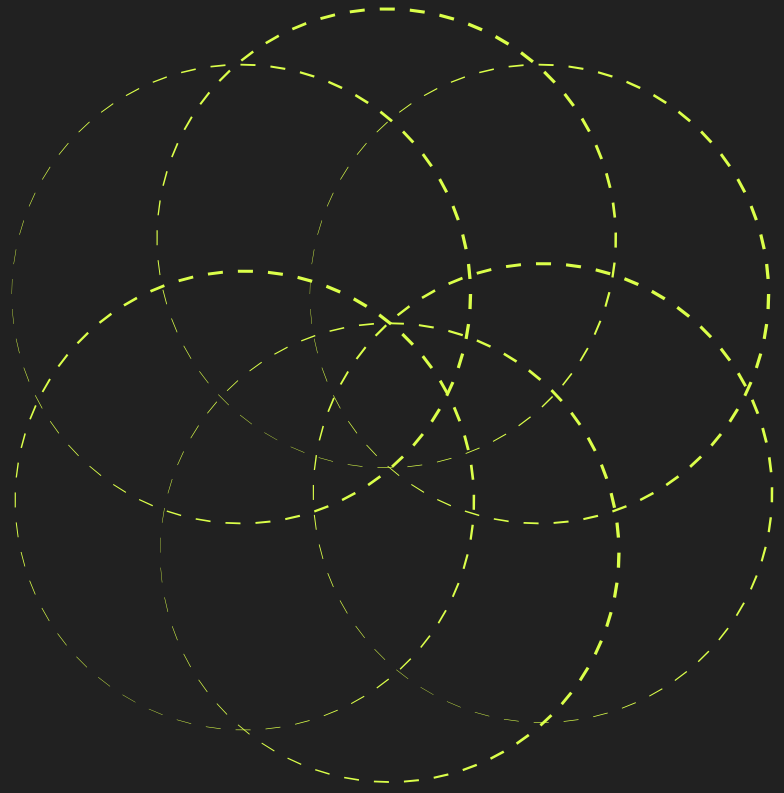

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