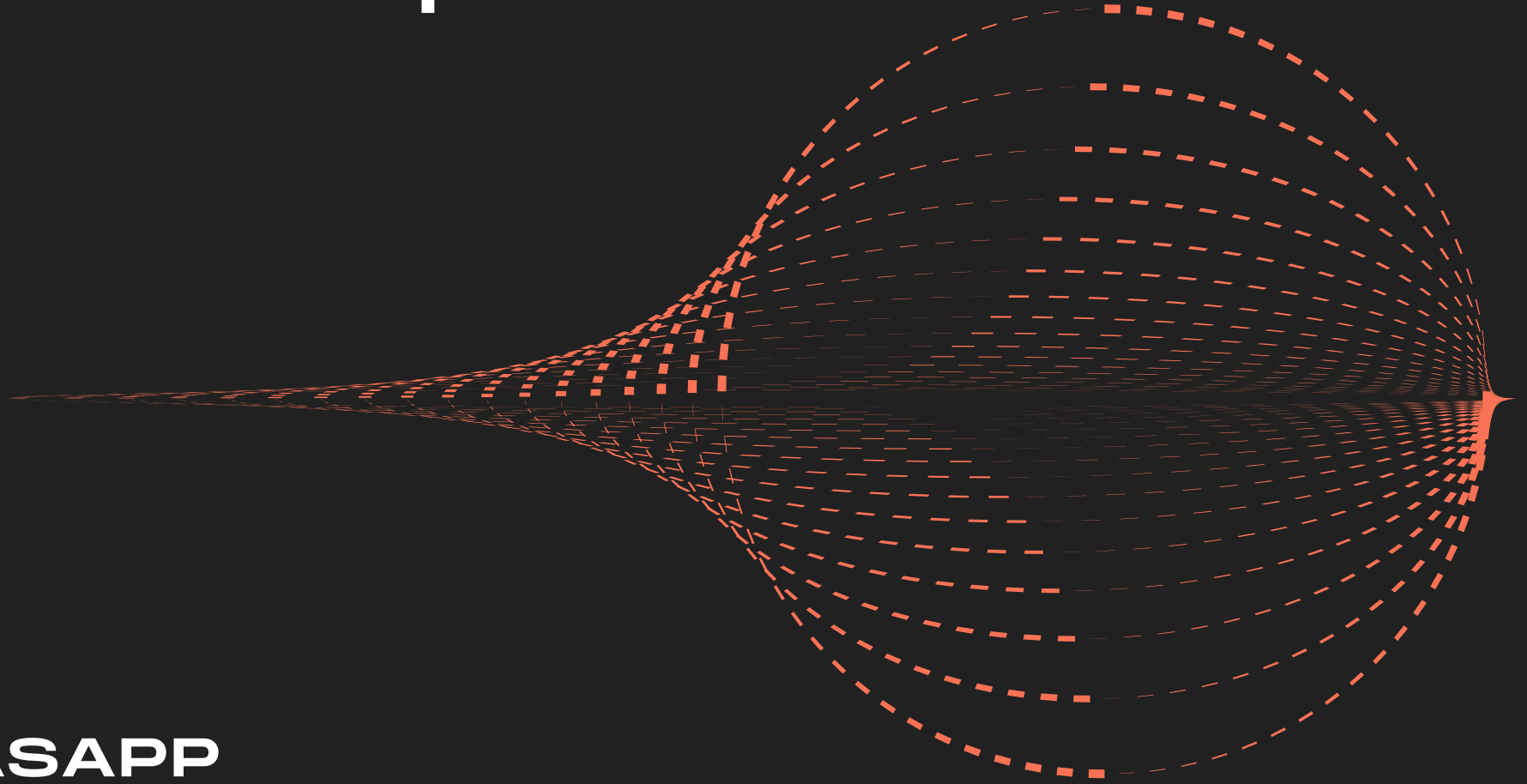


The Modern CX Guide to Transcription



Introduction

The Value of Good Transcription

Greater than the Sum of Its Parts:
Transcription + Summarization

What to Look for in a
Transcription Solution

ASAPP AutoTranscribe

About ASAPP

Accurate, fast, and automatic transcription is crucial for leveraging AI in top-performing contact centers. Yet, not every transcription solution can provide the necessary foundation for maximizing the value of your interaction data and enhancing your AI-driven customer experience technology stack.

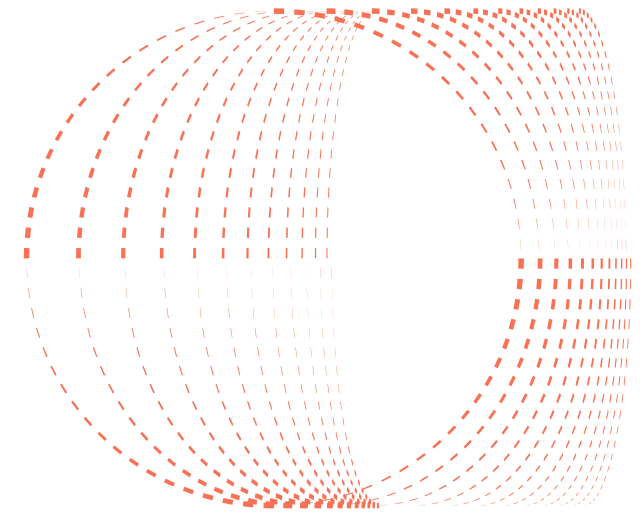
This transcription necessity goes beyond mere table stakes for leveraging AI. It's at the very core of understanding why customers are contacting you and what happens during those interactions. Without precise and automated transcription, uncovering this critical information at scale is impossible. While accurate transcription is fundamental for deploying AI, its significance extends further, serving as the essential foundation for all AI solutions within your customer experience realm.

When done right, high-quality transcription brings immense value to your organization, ensuring:

- Nothing is lost in translation, capturing the subtleties and nuances of every customer conversation, despite language barriers, background noise, and different accents. language barriers.
- Accuracy in your data, specific to your customer conversations and your company's products and services.
- Confidence in insights derived from data, which plays a pivotal role in shaping broader strategies and decisions.

This eBook will cover the best practices and technologies essential for realizing the potential benefits promised by effective transcription. Readers will learn how to:

- Unlock the value of your data with high-quality transcription services, serving as the cornerstone for future AI strategy and development.
- Get the most out of combining transcription with summarization: a synergy that delivers insights greater than the sum of its parts.
- Choose a transcription solution that stands out by incorporating unique ASAPP differentiators.
- Why ASAPP AutoTranscribe is the most accurate and effective transcription solution for your foundational AI technology.
- Benefit from ASAPP AutoTranscribe for seamless, accurate, and efficient transcription processes.



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Good transcription goes beyond the mechanical conversion of speech to text. It is essential to effective communication, customer satisfaction, and detailed analytics. With quickly changing customer needs, every interaction holds valuable insights that can drive improvement and innovation.

Effective transcription captures the subtleties and nuances of every conversation, delivering the unparalleled accuracy that's crucial for maintaining data integrity. Good data leads to good decisions, which pave the way for effective strategies and strong customer relationships. When organizations have confidence in the data underlying their decisions, it leads to more focused actions, better customer experiences, and streamlined operations.



Key Concepts and Insights to Get You Started

Concept	Insight
Essential	Choose the correct transcription solution for CX future.
First Step	Highly accurate, real-time transcription is necessary for AI success.
Limitations	Inadequate transcription limits AI potential and agent efficiency and quality insights..
Quality	Quality transcription underpins NLP, sentiment analysis, and predictive modeling.
Accuracy	Accuracy in transcription is key for valuable, analyzable data.
Foundation	Solid data groundwork via the right transcription tool is crucial for AI effectiveness
Enhancement	Proper transcription guides strategic decisions and enhances AI capabilities.
Communication	Good transcription is crucial for effective communication, satisfaction, and analytics.
Integrity	Accurate transcription captures conversation nuances, essential for data integrity and precise analysis.
Innovation	Drives improvement and innovation through insight-rich interactions.
Confidence	Confidence in data quality fosters focused actions and streamlined operations.



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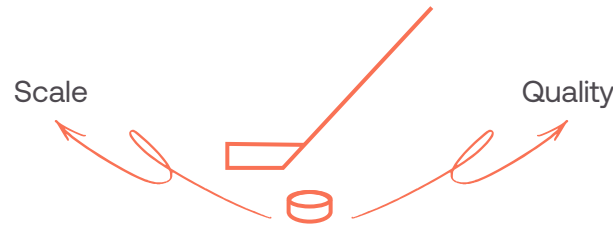
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Infinite Scalability and Improved Quality

A top-notch transcription solution is a game changer, especially when your business starts scaling. More growth means more data to manage, mine, and process. With the right tool, contact centers not only keep up with the pace, they actually improve quality at scale with data that learns with use.

Now, when it comes to monitoring calls and chats to make sure everything's on the up and up, a solid transcription tool is key. It's like having an extra set of eyes that quickly goes through everything, making sure you're compliant and catching any risks before they turn into real problems. It's not just about risk management; it's also about spotting the good stuff agents are doing and highlighting areas where you can level up.



Transcription as the Base for Future AI Endeavors

Your CX future depends on having the right transcription solution. To realize the value of CX AI technology, highly accurate, real-time transcription should be your first step. Otherwise, your agents, AI solutions, and bots won't have the information they need when they need it, and the benefits you may be expecting from generative AI solutions will be stunted.

For example, a low word error rate (WER) is crucial for accurate entity extraction, especially in tasks like customer service chats or financial transactions. Entities such as order numbers, product names, transaction dates, dollar amounts, and sensitive information like the last four digits of an account number or competitor names require a WER of <10% for accurate extraction. This precision ensures that critical information is reliably identified and processed, enhancing the efficiency and reliability of various applications.

Without the ability to translate spoken words into digital text, what can you realistically expect AI solutions to do? Quality transcription provides the essential groundwork for sophisticated AI applications, including natural language processing (NLP), sentiment analysis, and machine learning models capable of predicting trends, automating responses, and customizing interactions with customers.

Transcription accuracy is vital for transforming raw audio into well-organized, analyzable data. It ensures that AI tools have access to high-quality data, enabling a deeper dive into customer needs, preferences, and behaviors, the detailed insights that enable businesses to innovate and stay competitive.

Getting serious about your AI journey is more than just plugging in a few smart tools here and there. It's about laying down a solid base of organized, data-driven groundwork. Picking the right AI tool for transcription does just that. It gets your data in order right from the start, so any AI enhancements you use later work even better. It also helps CX leaders decide what to focus on next, driving your business strategy forward.

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Transcription paired with summarization transforms extensive customer interaction data into concise, actionable insights. This combination is especially powerful in handling high volumes of data, where key information can easily be overlooked. Once transcription data is converted into summaries, it provides agents with essential customer context, allowing them to quickly understand and address the relevant needs.

Here's how the transcription + summarization combination accelerates the process of offering effective assistance:

- Good transcription not only captures the full detail of conversations but also enables the extraction of critical points, decisions, and outcomes.
- Good summarization tools can leverage accurate transcription text to highlight trends, flag issues, and identify opportunities for improvement.
- This streamlined approach enhances operational efficiency, improves service delivery, and drives strategic decision-making by focusing on what truly matters.
- You may have a data swamp of all of your past interactions. A modern transcription + summarization solution can turn that data swamp into a clean navigable data lake.



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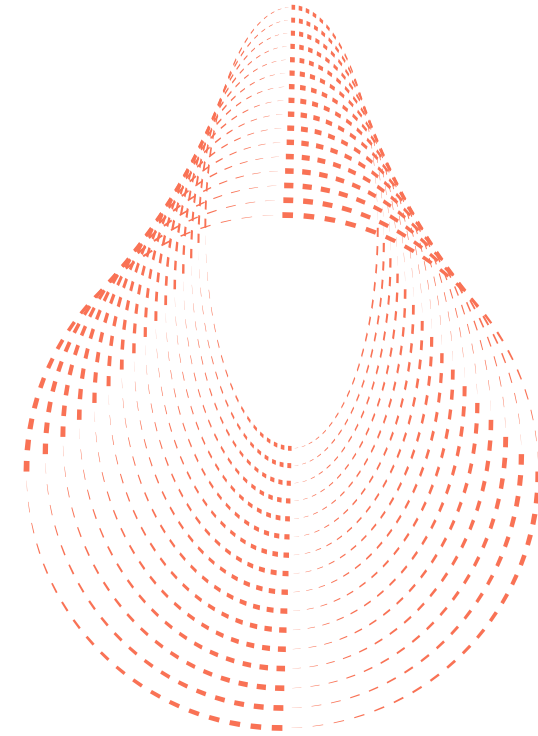
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Excellent, automatic transcription is mission-critical for digital CX transformation if you are looking to:

- 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, intents, and entities from all of your transcripts
- Lay the foundation for all future CX AI initiatives

If you're aligned with those aims, then the number one thing you need to look for is a transcription solution with no tradeoff between speed and accuracy.



The two most critical capabilities for a transcription solution



High Speed

Transcriptions can help both during and after the call. Your agents need to be able to see exactly what is said as it's being said, clearing up confusion or accounting for different accents. They also need to be able to use that real-time data in other AI solutions like agent augmentation tools. So don't compromise. High speed, low latency transcription is essential.



High Accuracy

Most transcriptions get the easy stuff right and can capture over 80% of single words and phrases, but what is left over is the most complex and critical information. Make sure your transcription solution can track not only exactly what was said but also who said it



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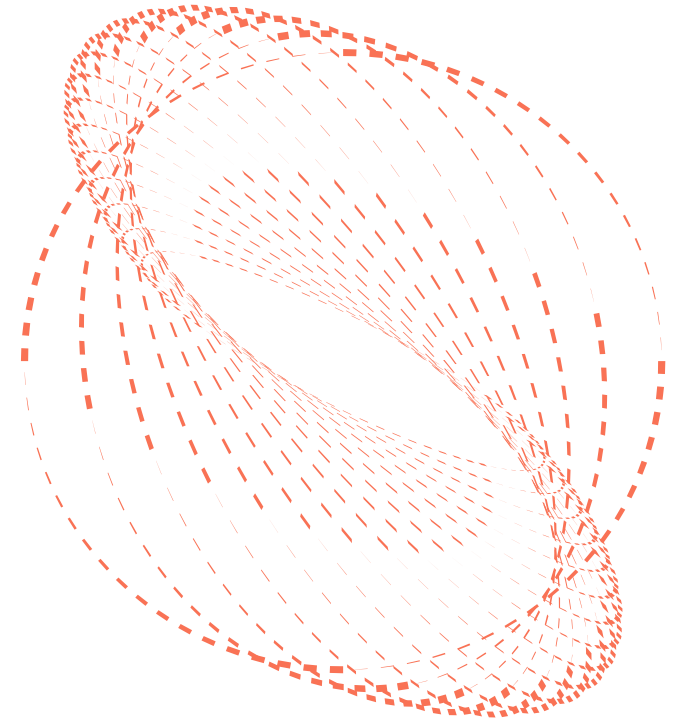
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ASAPP AutoTranscribe stands out in the transcription solution landscape through its core competencies in high accuracy, best-in-class performance, CX-specific models, and rigorous evaluation.

High Accuracy Matters

High accuracy is paramount in transcription services, particularly in environments where every word counts. Most transcription services handle basic conversations well, capturing over 80% of conversations that involve simple words and phrases. However, the real challenge lies in the remaining 20%—the complex, company-specific information critical to understanding and action. AutoTranscribe shines here, offering unparalleled accuracy in transcribing the nuanced and evolving language found in live, human-to-human interactions.



AutoTranscribe is the fastest and most accurate transcription solution on the market.

The most accurate transcription	The fastest transcription
So you won't miss the key details showing you exactly what happened in every call	Because real-time problem-solving requires real-time transcription

89%+ Accuracy

60ms Latency



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Best-in-Class Performance

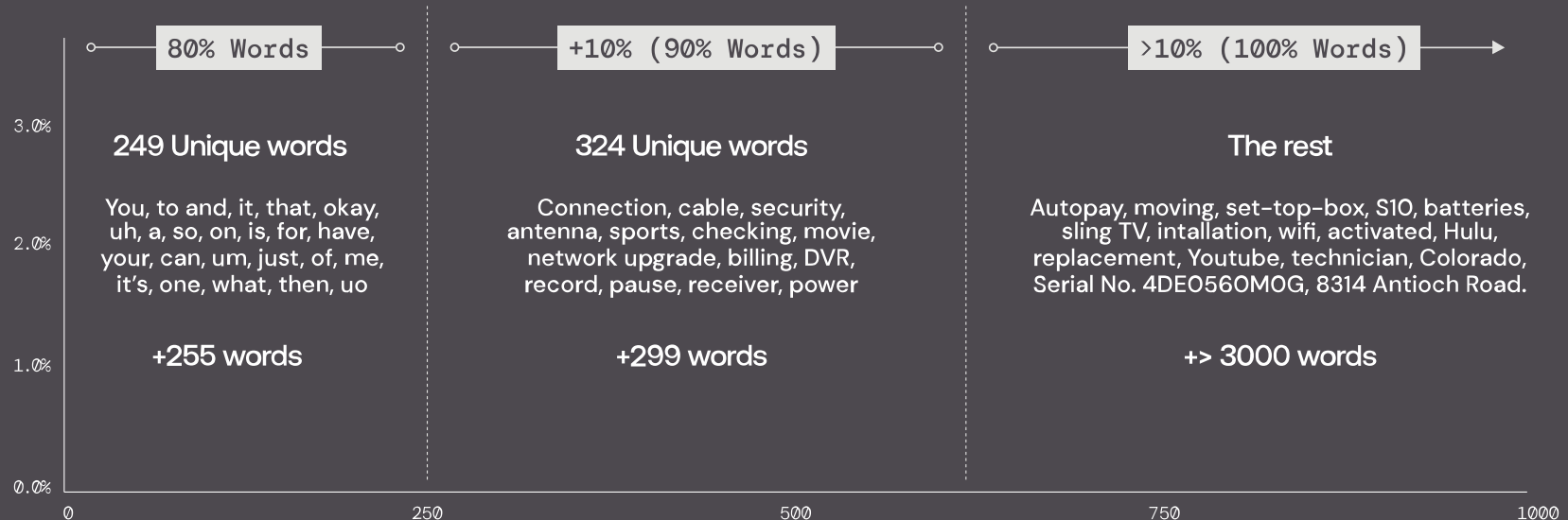
Focusing on contact centers, AutoTranscribe is built on a foundation of real-world data, utilizing actual calls between agents and customers in its training data. This specialized approach allows for best-in-class performance, significantly outpacing generic transcription services.

Each deployment is fine-tuned to the client's specific domain, achieving a word error rate (WER) of less than 11% with continuous improvements. The technology boasts low-latency performance, generating text in less than 60ms from the end of an utterance, ensuring conversations are captured seamlessly and accurately.

Industry-leading accuracy

Low-accuracy, high-latency transcription is holding back your contact center.

80% accuracy 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.



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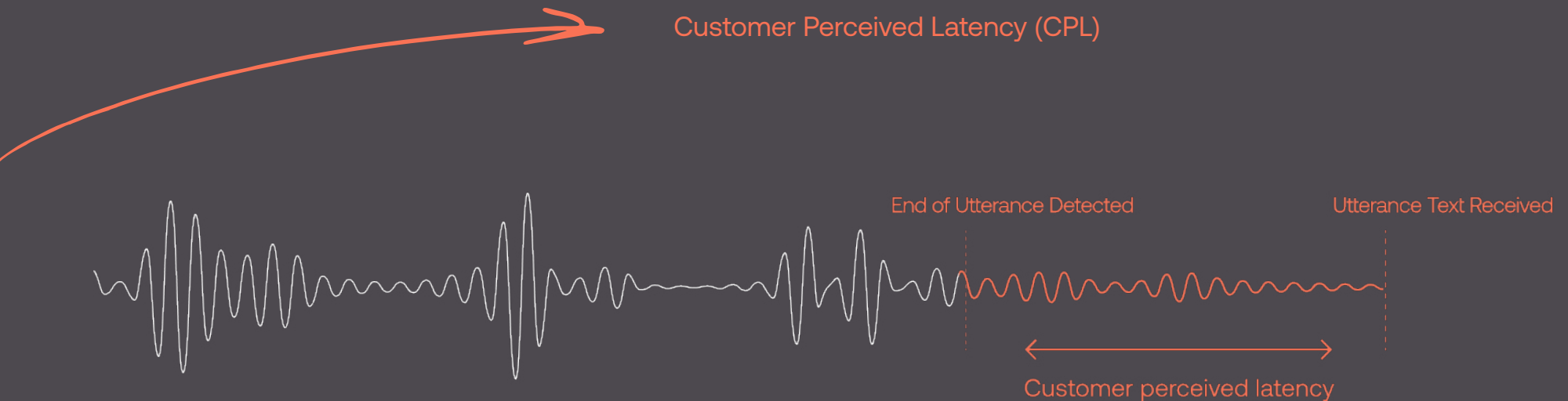
Tailored Models for Your Business

The practical benefits of adopting AutoTranscribe are numerous and impactful. For contact centers, the solution's real-time audio processing capability integrates smoothly with standard telephony systems and supports live audio streams, simplifying implementation. By creating and maintaining models that are uniquely tailored to each business's specific needs, AutoTranscribe ensures that critical vocabulary and phrases are accurately captured, enhancing the customer service experience.

Real-time transcription

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

In a live call or chat scenario, speed is of the essence. ASAPP AutoTranscribe impressively achieves remarkably low latency, enabling human and virtual agents to access transcribed content, swiftly enhancing their efficiency, enabling real-time responses and information processing.



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Rigorous Evaluation

ASAPP's commitment to ongoing research and development means that AutoTranscribe clients benefit from the latest advances in speech recognition technology, continually improving accuracy and performance. This dedication to excellence and customization makes AutoTranscribe not just a tool but a strategic asset for enhancing the quality and effectiveness of contact center operations.

Your CX future depends on having the right transcription solution.

To realize the value of CX AI technology, highly accurate, real-time transcription should be your first step. Otherwise, your agents, AI solutions, and bots won't have the information they need when they need it, and the benefits you may be expecting from generative AI solutions will be stunted.

If you have plans to evolve the effectiveness and efficiency of your CX organization, then only AutoTranscribe will do.



Deploy AutoTranscribe
with a standard, flexible
API integration



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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 transcriptions.

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

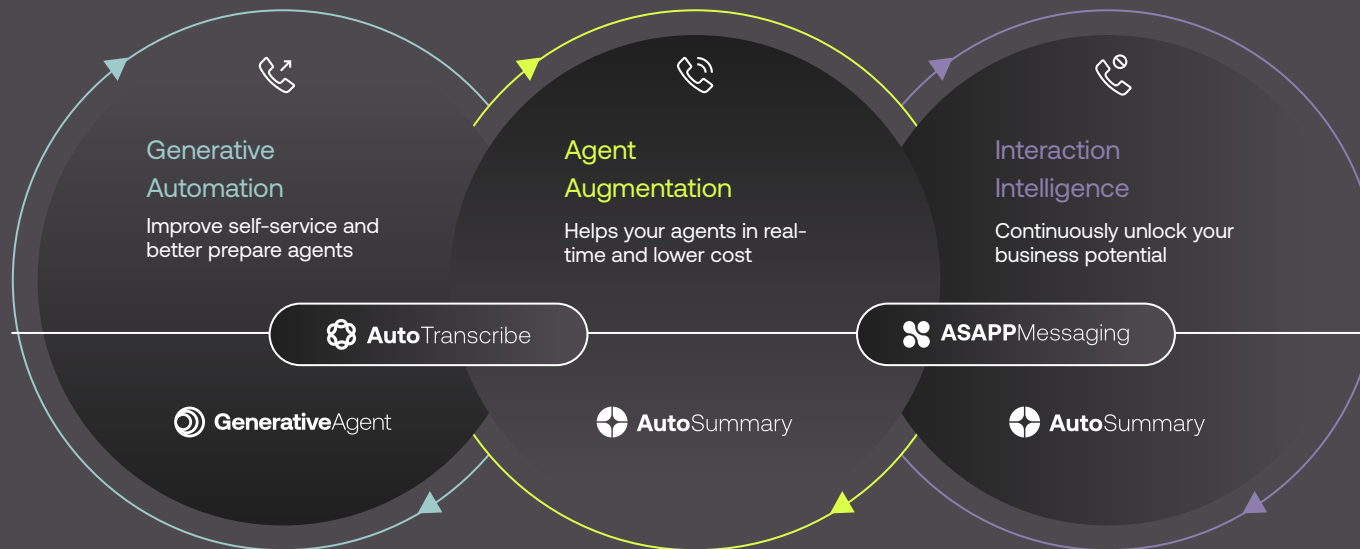
Astound
Broadband
Powered by GRANDE

dish

EY

What do we make?

We make a full suite of AI-native solutions designed specifically for the needs and nuances of the CX industry.



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 on 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](#)



