Audio Analysis in Action
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ABSTRACT
Do you voice record customer communications? If you are interested in hearing what your customers have to say but don’t know how to capture information from a large customer base, this presentation will walk you through the process of capturing, transcribing, and analyzing audio data. You don’t have to wonder what your customers are telling you. Using voice to text technology and SAS® Text Miner, we analyze call center voice data and combine it with customer transactional data for knowledge of not only what your customer looks like, but what they think.

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