



Contributor names and short CVs

- Milan Schwarz (Phonexia) - Milan Schwarz, (Mgr. [MS]. Silesian University in Opava, Czech Republic, 2006) is Product manager at Phonexia, s.r.o., Brno, Czech Republic. Milan is responsible for the Contact Center solution product line and is behind the successful launch of Phonexia's Speech Analytics Solution <http://www.spas-solution.com/>. His roles in the company include business development, team leading, customer requirements analysis, and definition of the architecture of contact center products. Since January 2015, Milan coordinates the Horizon 2020 project "Big speech data analytics for contact centers - BISON".
- Maarten Bossuyt (MyForce) - Maarten Bossuyt graduated as Master – Industrial Engineer in 1999. During the start of his career, he gradually transformed from a technical CTI support engineer, over a pre-sales function, into a full-time account manager. When starting at MyForce in 2003, he quickly became responsible for all direct and indirect sales channels. Nowadays, being a MyForce partner, Maarten combines his experience as CSO with the extensive product and market knowledge he gathered over the years to tackle complex and challenging customer contact ICT projects.

Type of the presentation proposed

- **Industrial Applications** - Innovative data applications in different sectors of the European Economy (public sector, finance and insurance, health, energy, telecommunications etc.)

Title of the presentation

- Taking customer contact quality to the next level using big data & speech technology

Summary of the presentation (<100 words)

In a time where customers have become more vocal and critical than ever before when it comes to customer contact, the contact center sector is facing huge challenges to match the desired level of quality without the need for excessive new investments.

The BISON consortium is developing solutions for these challenges, combining state of the art contact center technology, speech technology, and advanced data mining. Replacing today's manual quality control mechanisms with BISON's automated technology, conversation quality monitoring will not only improve significantly but directly influence Key Performance Indicators as well. All of this while keeping an eye on privacy regulations.

Extended abstract of the presentation (at most 2 pages in 11pt A4 format)

The Contact Center (CC) industry involves more than 35,000 companies with 3.2 Million jobs in Europe; this represents 1% of its active population. The whole sector is extremely competitive, working with minimum business margins and stringent performance indicators. Agent-customer speech communication is crucial for CCs and a typical contact center with 1,000 agents, each doing 40 calls a day with an average call lasting for 3 minutes, generates 2,000 hours of audio every 24 hours. This represents a wealth of information for both CC operators and customers. However, only 1-3% of all calls are audited by supervisors nowadays, or analyzed by basic automatic keyword spotting with no direct link between such call analysis and business strategies. Solution for this is BISON - **Big** speech data analytics for **contact** centers.

BISON's objective: to create a multi-lingual, modular and highly versatile software system for big speech data analytics in contact centers.

To reach this objective, BISON consortium is working on:

- basic speech data mining technology
- transforming the raw data into information valuable for business strategies
- real-deployment of the systems by CCs

For example, BISON will help CC businesses in:

- Improving the selection of calls that need auditing by a supervisor
- Improving skills and reaction speed of the agents
- Tracking the agents across calls and campaigns
- Improving the quality and checking the effectiveness of training
- Increasing client retention
- Identifying client behavior and reacting to market shifts
- Having an immediate impact on CCs' financial efficiency, measured for example by improved agent efficiency, improved average call length and improved sales figures.

The BISON consortium is composed of eight players with complementary skills. Two end users running large CC operations (EBOS, ComCzech) are generating user requirements and are ready to deploy the prototypes immediately in real scenarios. Phonexia (the coordinator), Brno University of Technology and Telefónica I+D are experts in speech data mining - from R&D, data processing to developing products placed on the market. Telefónica Móviles is an expert in business outcome mining and MyForce is a skilled Contact Center hardware and software integrator. CC data involve a number of legal issues, therefore, the University of Bologna (with significant experience in regulatory and legal aspects) complements the consortium.

The project will produce two prototypes: (1) smallBison (end of the 1st year) will be a functioning system for real, though limited, deployment and user feedback collection, (2) bigBison (end of the project) will include full range of capabilities and be fully integrated with CC hardware and software infrastructure. Generation of business outputs will be demonstrated on real data.

Business indicators and values for the market were instrumental for the definition of the project and will be crucial for project execution.

Basic facts about the BISON project:

- Start: 1.1.2015, duration 36 months
- 8 partners (6 companies, 2 Universities) from 5 countries
- Funded by the EC under the Horizon 2020 program, ICT 15 – 2014 “Big data and Open Data Innovation and take-up”
- Total budget: 4.1M EUR
- EC contribution: 3.1M EUR
- 8 work-packages, 28 deliverables, 2 demonstrators