



Press Release

Paris, ~~November~~September 2024

Vocalcom signs a new partnership with Yactraq to enhance its renowned Hermes contact center solution, revolutionising customer service with AI powered conversations analysis.

a mis en forme : Justifié

Vocalcom, a leading French provider of omnichannel customer engagement solutions, and Yactraq, a pioneer in artificial intelligence technologies applied to audio content analysis, recently announced a technology partnership that enables companies to ~~analyse~~analyze strategic information from customer-agent interactions recordings and transform their mutual experiences.

This collaboration marks an important step forward in the use of artificial intelligence to ~~analyse~~analyze and ~~optimise~~optimize interactions, voice or digital, between contact centers and their customers. According to Michael Anthonijsz, Product Director at Vocalcom, this partnership represents the perfect union: *"We have the best dialer, with the best solution for managing omnichannel interactions, and have been doing so for almost 30 years. Yactraq, for its part, has an extensive expertise in listening, ~~analysing~~analysing and ~~summarising~~summarizing conversations, making the agents' job easier and more human."*

Conversations in a customer engagement center, along with all the information derived from them, provide a strategic advantage for companies. This significantly improves the operational efficiency of agents and supervisors, while also generating higher customer advocacy.

The 'Voice of the Customer' as a source of innovation and benefits:

The use of Yactraq's AI ~~will analyse~~analyze 100% of voice and digital interactions recordings. A conversational analysis based on the tone of voice, feelings, semantics and silences identified during exchanges, ~~will give~~provides unsuspected information, such as a customer's propensity to buy a product, or a customer's propensity to generate conflict.

Using dashboards, scoring and word clouds, companies can identify the ~~categorisation~~categorization and recurrence of certain requests, and implement the associated actions: communication, upgrade an offer, adapt a product.... This contributes to the continuous improvement of products and services and generates a real competitive advantage.



On the agent side, the analysis of the conversations ~~will~~ can be used to identify the need for additional coaching, failure to comply with ~~the briefs~~ scripts, increasing frustration, fatigue, etc. It's a sure way of boosting their performance, improving their well-being and reducing churn.

Nicolas Mestchersky CEO of Vocalcom: *"This partnership with Yactraq represents a key step in the evolution of our offering at the service of the customer and the agent. By integrating cutting-edge artificial intelligence into our solution Hermes, we are offering our customers the opportunity to radically transform the way they interact with their own customers, making every conversation more meaningful and productive."*

Jeh Daruvala, CEO and founder of Yactraq ~~(tbc)~~: *"We are delighted to be working with Vocalcom to bring our audio and omni-channel analytics technology to a wider range of businesses. Together we are changing the game of customer service, we believe in the synergy between human and AI, harnessing the power of AI to create augmented, truly exceptional, ~~and~~ human customer experiences."*

Jon Arnett, CRO of Yactraq: "It's fantastic to be partnered with Vocalcom, a recognized and trusted name in the contact center industry, and the synergies are perfect. One thing customer's love about Yactraq's AI analytics solution is that we custom tailor the functions specific to each customer's deployment, for maximum functionality and ROI, rather than a simple "out-of-the-box" solution."

About Vocalcom:

Created in 1995, Vocalcom is the global leader in customer experience and omnichannel contact center solutions in the Cloud for customer service, sales, and marketing. The company offers all-in-one solutions that are flexible, personalized, and intuitive in the Cloud or on-premise. They cater to companies of all sizes that wish to accelerate their digital transformation by modernizing their contact centers and optimizing the digital experience of their customers. Vocalcom has a strong global presence with 16 offices on 4 continents, and counts more than 1 200 company customers in 47 countries around the world.

To learn more: www.vocalcom.com
[LinkedIn : Vocalcom](#)

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About Yactraq: ~~(tbc)~~

Yactraq was founded in 2010, and is at the forefront of audio analytics and speech recognition technology, offering solutions that enable businesses to ~~analyse~~ analyze voice interactions on a massive scale. Using artificial intelligence, Yactraq helps companies extract valuable insights from their voice communications, ~~optimising~~ optimizing customer service and marketing strategies.

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