Audio analytics

What is audio analytics?

How can it help me save costs and improve productivity?

How has it been successfully implemented in other organizations?

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Audio in the era of data analytics

In the last years, not only has data analytics become more ubiquitous, it's also gained in analysis depth. Several models allow to extract information from audios beyond just transcribing. Sentiment analysis is frequently used, but mining useful information is also providing very satisfactory results. In this context, we must rethink the importance of audio analytics: it should be integrated into your data analytics strategy and incorporate latest AI advances.

What is audio analytic*s*?

According to Gartner, audio analytics is the use of transcription, phonetic, or keyword technologies to extract insights from audio files. It's usually focused on human voice analysis but not limited to it.

What can I do with audio analytics?

The functionalities of this technology are very diverse because we're dealing with very consolidated solutions that can be integrated in more complex AI solutions.

- **Analyze data:** Intentions, sentiment, keywords, topics, or entities can be detected.
- **Filter data:** It can help scan and detect pertinent information in long recordings, so workers can focus on more complex tasks.
- **Enrich content and experiences:** It allows to automatically add close captions or even dubbed audio tracks to audiovisual content. Likewise, it improves the performance of assistive devices for people with hearing loss.

What benefits does audio analytics offer?

Organizations derive substantial benefits from implementing audio analytics tools. Use cases for this technology apply to many sectors and improve these features:

- **Efficiency:** Automating processes saves time and resources. This could be implemented in areas as different as Human Resources or healthcare.
- **Security:** Audio analytics can detect noises of interest in CCTV cameras or audit the compliance of security procedures.
- **Accessibility:** Audio analytics offers affordable options to make sure anyone can access your content.
- **Quality:** Audio analytics enables you to customize content.

What technologies support audio analytics?

Audio analytics tools include a wide range of **AI** technologies: cognitive services for voice transcription (STT), text analytics to extract sentiment or generic entities, or NLP (Natural Language Processing) models to identify particular entities and specific intentions. Thanks to that, it's easy to integrate audio analytics in complex solutions that process, analyze, and take decisions based on insights extracted from audio.

Success stories

In Turing, we've been working on audio analytics for years. We sketch below some solutions we've developed for our clients.

Quality control in a call center

The calls made from the call center are subject to a quality control. This is achieved through a content analysis of the audios. Achieved benefits include:

- Cost saving: Quality control is partially automated.
- Decrease of client churn: The call center's staff performs center.
- Increase of sales, thanks to the better performance of the call center.

Scanning recordings of court sessions

Customizable transcriptions are generated based on extensive recordings of court sessions. The solution is multilingual and allows to extract insights. It has provided the benefits below:

- Cost saving: Neither time nor outsourcing is spent to get transcriptions.
- Greater availability: Transcription services are available 24/7, without interruptions.
- Increase of productivity: Workers are more efficient thanks to this self-service tool since automatic transcriptions are available much faster than manual ones.

Video autodubbing

Videos are automatically dubbed into ten languages. Speech speed is adjusted to synchronize with the video. The solution reaps the following benefits:

- Cost saving given the expensiveness of the alternative (voice actors).
- Increase of productivity: The process was speeded up and centralized in a single team.
- Quality: Automated dubbing implies fewer errors than manual dubbing. Furthermore, new realistic voices are hard to tell apart from a person.
- Accessibility and global reach: The solution enables people all around the globe and with different abilities to access the video.

Filter CCTV videos

Alerts are prioritized in CCTV videos. Noises of interest are detected and classified, including baby crying, household appliance alarms, glass breakage, or dogs barking. These benefits are obtained:

- Cost saving: Each employee can review more videos thanks to automatic classification.
- Increase of productivity: Videos can be cataloged faster.

Further information

You can find more successful cases and whitepapers in our website: https://www.turingchallenge.com/downloads. If you want a full demo of a product and a customized estimate, please contact us in info@turingchallenge.com.