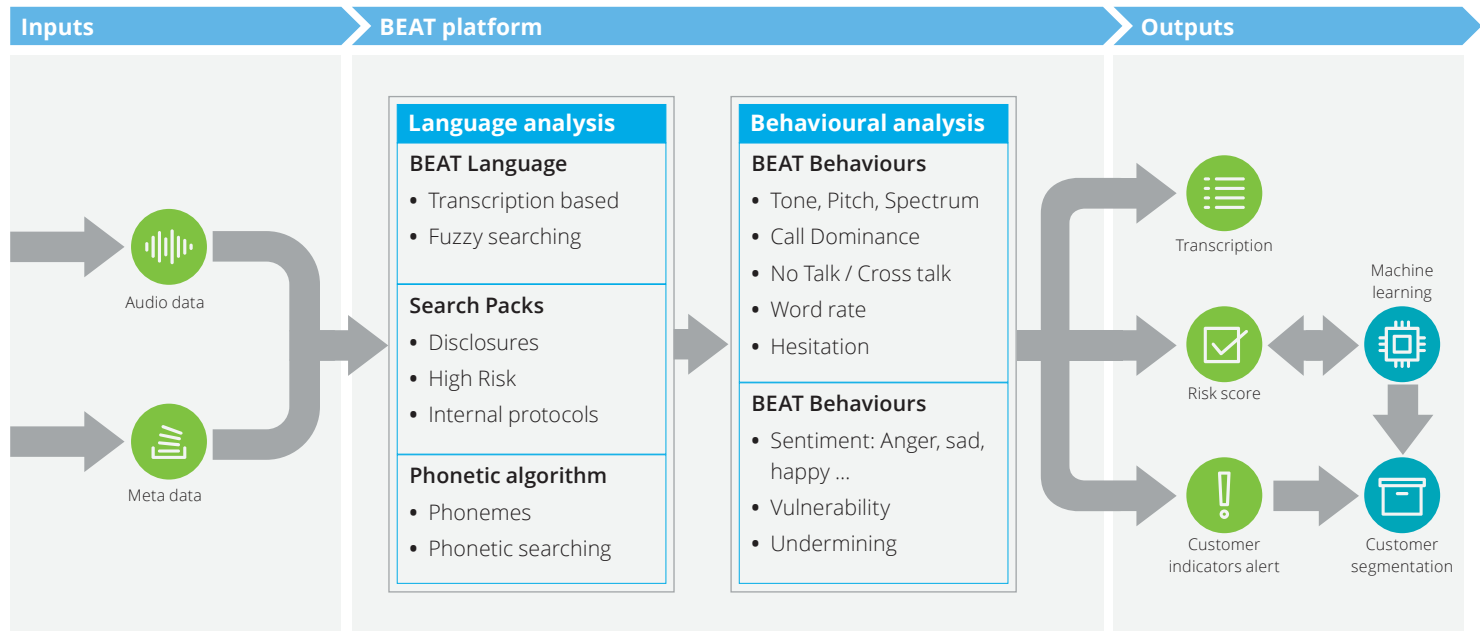




## BEAT helps you listen to what your customers are saying

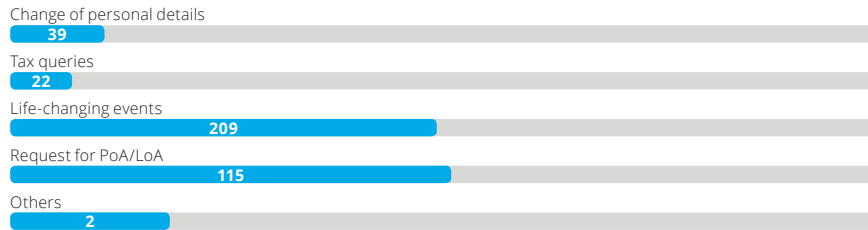
BEAT is Deloitte's voice analytics platform that uses cognitive technology and risk algorithms to monitor voice interactions based on speech, behavioural and human emotional tendencies

BEAT is a fully integrated voice and interaction surveillance solution that monitors customer interactions, manages alerts through risk scoring and provides a view on key risk indicators resulting from an interaction. Models can be trained to detect various different risks and outcomes, including: Mis-selling, potential complaints, repeat calls, Welfare issues, Fraud and Churn.



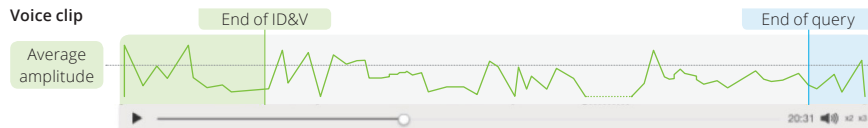
# Outcome based cognitive call centre platform

## Reasons of calls



## Call details

### Voice clip



### Cardinal emotions



### Vulnerable customer



As used in this document, Deloitte refers to one or more of Deloitte Touche Tohmatsu Limited, a UK private company limited by guarantee (“DTTL”), its network of member firms, and their related entities. DTTL and each of its member firms are legally separate and independent entities. DTTL (also referred to as “Deloitte Global”) does not provide services to clients. Please see [www.deloitte.com/about](http://www.deloitte.com/about) to learn more about our global network of member firms.

© 2018. For information, contact Deloitte Touche Tohmatsu Limited.

### Outcome driven

Combining the behavioural and language analyses to predict outcomes

### Behavioural analysis

Behavioural analysis looks at the audio elements of an interaction, to understand if there is a potential for negative outcomes or customer vulnerability beyond the language used.



### Risk scoring

Risk-based segmentation using language and behavioural analyses.

### Language analysis

This is done by using natural language processing to understand sentiment and the potential risk of non-disclosures and sentiment analysis.

## Contacts

### Shane Wallis

Senior Manager |  
Risk Advisory  
M: +44 7470 685690  
[shanewallis@deloitte.co.uk](mailto:shanewallis@deloitte.co.uk)

### Vincenzo Opeka

Senior Manager |  
Risk Advisory  
M: +44 75 845 94029  
[vopeka@deloitte.co.uk](mailto:vopeka@deloitte.co.uk)