

# Quality Management & Speech Analytics

## – Categories, Topics and Phrases

### What are Categories?

A Category is a collection of Topics for an area of interest - such as Sales and Orders or Customer Complaints.

### Create a Category

1. From the Content Analytics Center, select **New**
2. Select **Topic Category**
3. Enter **Category Name**
4. Choose the **Default Channels\*** which apply to this Category
5. Select **Save**

**Note:** The Category Default Topic Channels appear when creating new Topics for this Category. These can be changed when creating the Topic if needed.

### Category Tips

- Consider what data you want to report on before creating Categories
- Be specific with the names of Categories
- Categories must contain at least one Topic in order to collect Interaction Data
- Categories appear on the Content Analytics Center Map. The larger they appear the more Interaction Data it contains

### \*Channels

Channels determine whether the data will come from input of Agent, Client or both. If selecting only Client channels for example, the system will only search and match based on the Client messages or spoken words.

### What are Topics?

A Topic is a specific search term associated with a broader Topic Category. For example, "Agent Rude" could be a Topic within the "Customer Complaint" Category.

### Create a Topic

1. From the Content Analytics Center, select **New** from the top right of the screen
2. Select **Topic**
3. Enter **Topic Name**

4. Choose the **Topic Category** which the Topic will belong to
5. Choose the relevant **Channels\***. The Defaults from the Category selected appear, but can be changed if needed
6. Select **Save**

**Note:** Topics will only collect data once at least one Phrase has been created for the Topic.

### Topic Tips

- Be specific with the names of Topics
- Topic names can be used in filters when creating reports
- Ensure the correct Channels are selected if different from the Category Default
- Topics can be edited at any time once created
- It is best practice to use the Export function before creating new Categories and Topics

### What are Phrases?

A Phrase contains a key word or key words for a topic. Calls are sorted into Categories and Topics the moment Speech Analytics recognizes specific phrases mentioned in a call.

### Create a Phrase

1. Within a Topic, select the **+ icon** next to Phrases
2. **Assign a language** for the Phrases

3. Type in the Phrase, and select the **Check** icon to confirm
4. Continue this process to add multiple Phrases
5. Select **Save**

### Phrase Tips

- Create unique Phrases for each Topic. Duplicate Phrases used in multiple topics will appear in multiple reports
- Use 3-4 words instead of single keywords
- Phrases can be searched for using filters when creating reports
- Ensure the language is set correctly
- Test Phrases by calling an agent and saying the Phrase in the context intended