COGITO POST-CALL TRANSCRIPTION DATASHEET

COMBINE WHAT IS SAID WITH HOW IT'S SAID

Cogito's AI solution delivers in-call behavioral guidance to agents and a real-time measure of customer perception for every phone conversation. Cogito is helping thousands of agents build better relationships with millions of customers.

Research has proven that behavioral, non-verbal signals carry more meaning about the conversation that cannot be communicated and understood by simply looking at text transcriptions alone. However, text can add an additional layer of context to behavioral signals that reveal even more potential insights than either could provide alone.

Cogito is pleased to deliver to customers a product add-on offering for Cogito Dialog that delivers post-call batch transcription capabilities for all Cogito-guided calls where Cogito is receiving and retaining audio.

BETTER TECHNOLOGY FOR BETTER TRANSCRIPTS

Call transcription converts call audio into written words on a word-by-word and utterance-by-utterance basis, meaning your analytics teams can ingest the right type of data for their computation. Call transcripts can aid in a variety of contact center applications: improving training and feedback for employees; identifying trends in support or product-related issues; and uncovering competitive marketing impacts. Call transcripts are also valuable for legal purposes by simplifying the discovery and data collection processes.

Cogito uses dual-channel (i.e., speaker-separated) audio to accurately and efficiently create written transcripts of the calls handled in your contact center. Creating transcripts using speaker-separated audio is critical, as it minimizes the number of transcription errors, especially if participants speak over each other, which is a behavior that Cogito detects and coaches on in real-time. Additionally, it allows applications to isolate and analyze who mentions what, based on who initiated the dialog.
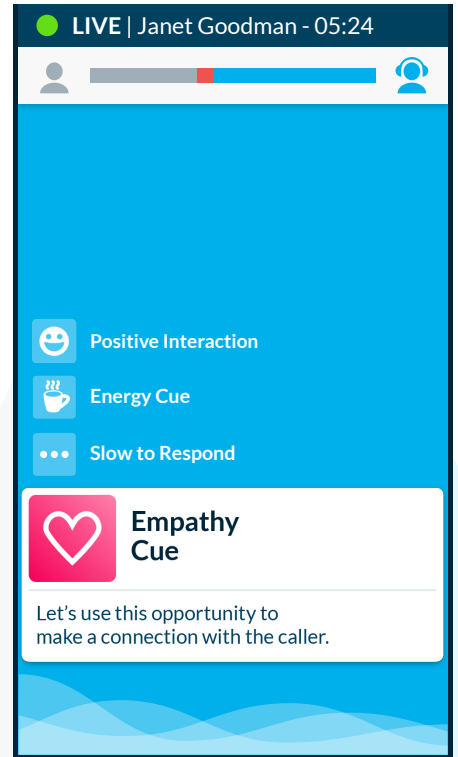
> "My team is excited to combine human behavior and call transcriptions from Cogito to discover new insights."

- Head of Analytics, F500 Insurer

PURPOSE-BUILT FOR YOUR ANALYTICS TEAMS

Cogito's transcripts are outputted as single, per-call-segment output files. These files are machine-readable and suitable for ingestion into machine-learning engines as well as business intelligence tools. These files are made available within 24 hours of call completion (i.e., before the start of the next day) and are delivered to an Amazon S3 bucket for customer retrieval, which can be configured to notify your processes of the availability of Cogito transcripts for ingestion into business intelligence or other platforms.

When paired with Cogito Behavioral Data Exports, these post-call transcripts allow teams to pair **what** was said with Cogito behavioral insights on **how** it was said. Together, this wealth of complementary data empowers analytics teams to unlock, for the first time, the true meaning of a customer interaction.

Table 1: Cogito Post-Call Batch Trnascription Features and Highlights

Product Feature	Highlights

Single Output Files in Standard, Machine-Readable Format	Single output file per call segment includes
	• Text Transcription
	  • On a Word-by-Word basis
	  • On an Utterance basis
	• Call Date and Time
	• Unique Call ID (UCID) for correlation to business metrics

Built for Cogito Behavioral Data Exports	Using a transcript file's UCID, text transcripts and Data Exports can be linked together for an even fuller picture of every call
Native Speaker-Identified Audio	Reduces transcription errors and eliminates the need for diarization
Post-Call Delivery	Single output files are targeted to be fully available within 24 hours of call completion (i.e., by start of the next day) in a client-specific, encrypted and secure Amazon S3 bucket
Optional Add-On Functionality	• Redaction of sensitive (PII or PCI-compliant) information • Advanced optimization for customer-specific product lines or terminology
Cogito Call Audio Retention	Required for post-call transcription capabilities (audio retention periods are negotiable)

SECURITY & COMPLIANCE

Cogito considers the protection of client data our number one priority and is committed to delivering a secure platform that not only meets but exceeds the complex security and compliance needs of today's largest enterprises. Cogito follows a defense-in-depth methodology by building multiple layers of security into the application and infrastructure, which employs several controls including, but not limited to, strong access control using the least access principle; encryption in transmission and at rest; IP filtering; vulnerability management; and system hardening.

Cogito implements the necessary administrative, technical, and physical controls to not only protect your data based on risk, but also to comply with relevant industry-specific requirements. Cogito has undergone certification for PCI-DSS and HITRUST by a qualified third-party auditing firm has certified compliance with the U.S.-EU and Swiss-U.S. Privacy Shield Frameworks set forth by the U.S. Department of Commerce for the cross-border transfer of European and Swiss personal data. Furthermore, Cogito has implemented appropriate technical and security processes to ensure we are compliant with GDPR obligations.

LICENSING

Cogito charges for use of Cogito Dialog through an annual subscription fee, which reflects two components:

1. A **software component** that reflects the tier of functionality elected by our client. This component is measured "per user" but pooled across a line of business;

2. An **integration component** that reflects the integration complexity with our client's telephony system. This component is measured "per integration method" and allows a client to obtain a complete Cogito integration with its telephony system(s).

Cogito's subscription fee includes the professional services that are required to deploy, integrate, and enable client users; ongoing cloud monitoring, security, and operational support of the client's dedicated production environment; call audio storage; access to updates and upgrades for their tier; ongoing support for supported telephony integrations; technical and telephony support; and support from a Customer Success Manager. Discounts are available for larger license quantities and longer-term commitments. Behavioral data exports and transcription services require additional fees and services, and minimum license counts may apply. Contact your Cogito sales representative for more detail.

PROFESSIONAL SERVICES

Cogito offers a wide range of professional services programs designed to help you optimize the value of each and every conversation. Our Professional Services team consists of a wide range of experts with deep knowledge in implementation and deployment, behavioral research, data analytics, change management, and frontline adoption and success. Based on our cumulative experience, Cogito Professional Services easily aligns with your organization's business processes and goals to deliver the right combination of technical, business, and behavioral methodologies to ensure success.

FOR MORE INFORMATION

For more information about Cogito, visit **www.cogitocorp.com** or contact us (**info@cogitocorp.com**) with questions or to request a demo.