



# 5.8 Customer Conversation Patterns Report

## Bright Pattern Documentation

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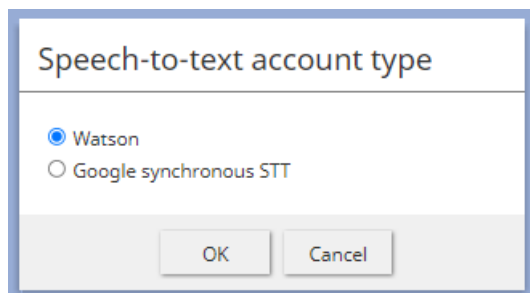
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# Speech To Text Integration (STT)

Speech To Text (STT) integration allows your contact center to use speech-to-text functionality to transcribe voice calls and save the transcriptions to interaction records. Full-text transcripts are searchable and include sentiment attributes (if Natural Language Understanding is enabled).

Bright Pattern integrates with STT providers such as IBM Watson and Google.



Speech-to-text account type

Watson

Google synchronous STT

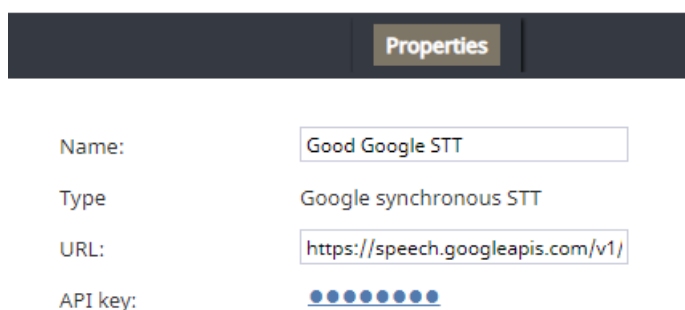
OK Cancel

Select the type of STT integration

## Google Properties

Google's Cloud Speech API converts audio to text. In the Properties dialog, enter the credentials of your Google synchronous STT instance as follows. This allows Bright Pattern to access your STT resource and use it in interactions.

Please note: Google STT requires a payment method to be attached to the account; without this, the STT service would silently not work, and there would be an error in the Google API dashboard.



Properties

Name: Good Google STT

Type: Google synchronous STT

URL: <https://speech.googleapis.com/v1/>

API key: ●●●●●●●●

Google synchronous STT integration account properties

### Name

The unique name of this integration account (any)

### Type

By default, "Google synchronous STT" because you selected this type when adding the account.

## Use phone model

When enabled, *Use phone model* allows you to use the Cloud Speech API's [enhanced model for phone calls](#); the setting may be useful for [conversational IVR scenarios](#). Note that this setting is disabled by default.

## URL

By default, <https://speech.googleapis.com/v1/>

## API key

The service key ID that is used to authenticate Google's Cloud Speech API. This is generated when you get credentials for your service account.

## Test Connection

Click to be sure Bright Pattern Contact Center can connect to your Google synchronous STT account.

## Watson Properties

In the Properties dialog, enter the credentials of your IBM Watson STT instance as follows. This allows Bright Pattern to access your STT resource and use it in interactions.

**Properties**

Name:	<input type="text" value="MS Watson STT"/>
Type:	Watson
URL:	<input type="text" value="wss://api.us-south.speech-to-text.watson.cloud.ibm.com/instances/5a95285f-691d-4c52-bc06-62168f5a18de"/>
API key:	<input type="password" value="••••••••"/>
Default account:	<input checked="" type="checkbox"/>
<input type="button" value="Test Connection"/>	

### Watson integration account properties

#### Name

The name of this integration account.

#### Type

By default, "Watson" because you selected this type when adding the account.

## URL

WebSocket prefix + your IBM Speech to Text URL in the following format:

For example:

**wss://api.us-south.speech-to-text.watson.cloud.ibm.com/instances/1a23456f-121d-4c52-bc06-62168f5a18de**

You can find the URL in your IBM Speech to Text service credentials. Note that STT integration uses the secure WebSocket protocol (i.e., "wss"), so only the wss:// prefix is allowed.

## API key

The API key (string) for the service instance in your IBM Speech to Text resource, which is used for making secure, authenticated requests.

You can find your API key on IBM Cloud by going to your Speech to Text service credentials.

## Default account

Select the *Default account* checkbox to enable the STT integration account.

## Test Connection

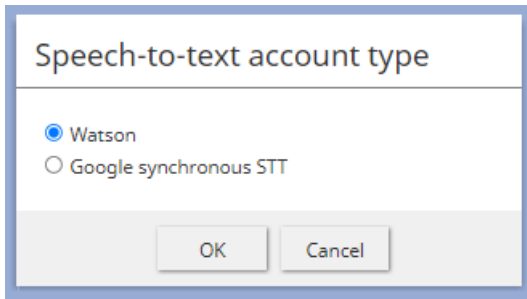
Click to be sure Bright Pattern Contact Center can connect to your Watson Speech to Text account.

1. REDIRECT [5.3:Contact-center-administrator-guide/Appendices/Countries,CodesandTimeZones](#)

# Speech To Text Integration (STT)

Speech To Text (STT) integration allows your contact center to use speech-to-text functionality to transcribe voice calls and save the transcriptions to interaction records. Full-text transcripts are searchable and include sentiment attributes (if Natural Language Understanding is enabled).

Bright Pattern integrates with STT providers such as IBM Watson and Google.



Select the type of STT integration

## Google Properties

Google's Cloud Speech API converts audio to text. In the Properties dialog, enter the credentials of your Google synchronous STT instance as follows. This allows Bright Pattern to access your STT resource and use it in interactions.

Please note: Google STT requires a payment method to be attached to the account; without this, the STT service would silently not work, and there would be an error in the Google API dashboard.

Name:	Good Google STT
Type	Google synchronous STT
URL:	https://speech.googleapis.com/v1/
API key:	●●●●●●●

Google synchronous STT integration account properties

### Name

The unique name of this integration account (any)

### Type

By default, "Google synchronous STT" because you selected this type when adding the account.

### Use phone model

When enabled, *Use phone model* allows you to use the Cloud Speech API's [enhanced model for phone calls](#); the setting may be useful for [conversational IVR scenarios](#). Note that this setting is disabled by default.

### URL

By default, <https://speech.googleapis.com/v1/>

## API key

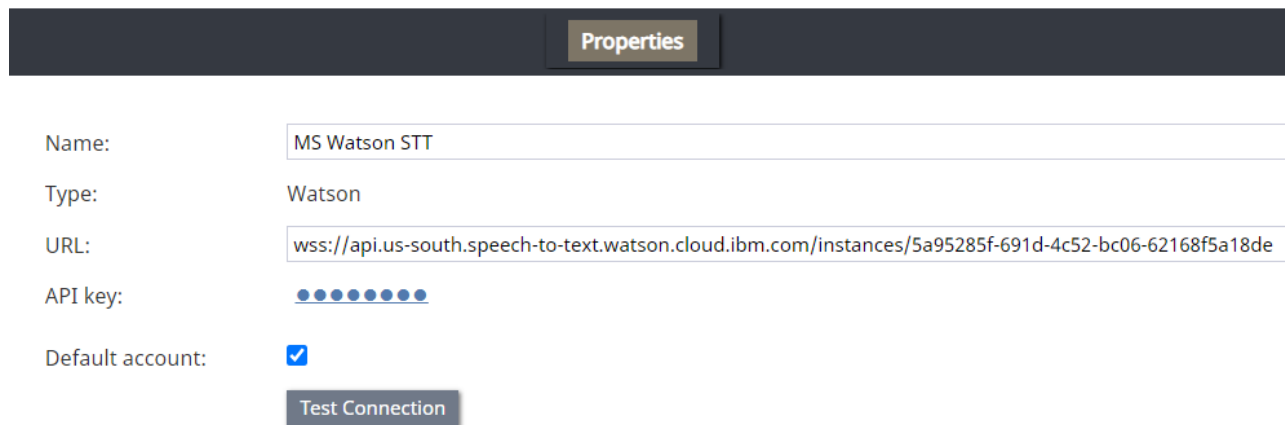
The service key ID that is used to authenticate Google's Cloud Speech API. This is generated when you get credentials for your service account.

## Test Connection

Click to be sure Bright Pattern Contact Center can connect to your Google synchronous STT account.

## Watson Properties

In the Properties dialog, enter the credentials of your IBM Watson STT instance as follows. This allows Bright Pattern to access your STT resource and use it in interactions.



Properties

Name: MS Watson STT

Type: Watson

URL: wss://api.us-south.speech-to-text.watson.cloud.ibm.com/instances/5a95285f-691d-4c52-bc06-62168f5a18de

API key: ●●●●●●●●

Default account:

Test Connection

Watson integration account properties

### Name

The name of this integration account.

### Type

By default, "Watson" because you selected this type when adding the account.

### URL

Websocket prefix + your IBM Speech to Text URL in the following format:

For example:

wss://api.us-south.speech-to-text.watson.cloud.ibm.com/instances/1a23456f-121d-4c52-bc06-62168f5a18de

You can find the URL in your IBM Speech to Text service credentials. Note that STT integration uses the secure WebSocket protocol (i.e., "wss"), so only the wss:// prefix is allowed.

## **API key**

The API key (string) for the service instance in your IBM Speech to Text resource, which is used for making secure, authenticated requests.

You can find your API key on IBM Cloud by going to your Speech to Text service credentials.

## **Default account**

Select the *Default account* checkbox to enable the STT integration account.

## **Test Connection**

Click to be sure Bright Pattern Contact Center can connect to your Watson Speech to Text account.

# **Customer Conversation Patterns Report**

The Patterns report provides supervisors and administrators with a visual representation of keywords found in interaction records, along with the ability to conduct a full text search on interaction records. Keywords are shown in a word cloud, in which the most frequently used words are larger than less frequently used words. Supervisors and administrators should be able to find subset of interaction records based on set of keywords (phrases) they contain.

The Patterns report can be run for a selected timeframe and by service. Either all keywords or only those used by customers can be used for cloud creation. When the report is run, the resulting word cloud should contain information that corresponds to keywords saved with transcripts.

Note that the Patterns report requires Natural Language Understanding (NLU) for identification of keywords and Speech to Text (STT) for converting vocals from voice interaction into text. As such, Patterns reports can be run only if a default [STT integration account](#) and [NLU integration account](#) have been configured for your contact center.





To request a report for a specific time interval within a day, select a day time frame (*Today* and *Yesterday*) and use the *From* and *To* fields to specify the desired interval. This may be convenient if you need to get separate reports for different contact center shifts. To get a report for a shift that begins before, and ends after, midnight, select time frame *Yesterday*, and set the desired start time in the *From* field and the desired end time in the *To* field.

## From

*From* is the date that the desired time interval for the report begins.

## To

*To* is the date that the desired time interval for the report ends.

## Time zone

Click the link to specify your default [time zone](#) and locale for the report's time interval.

## Service / campaign

Any services or campaigns configured for your contact center are listed in the *Service / campaign* drop-down menu. Select the desired service(s) and campaign(s) to be used for the full text search.

## Customer

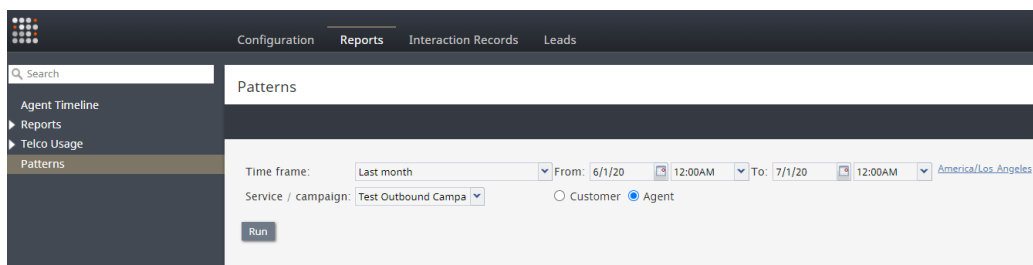
When selected, the *Customer* radio button enables customer interaction records to be searched. By default, the *Customer* radio button is selected.

## Agent

When selected, the *Agent* radio button enables agent interaction records to be searched.

# How to Run a Patterns Report

1. First, make sure that a [Speech to Text \(STT\) integration account](#) has been configured for your contact center. STT is required for converting voice to text for voice services.
2. In the Contact Center Administrator application, go to section *Reports > Patterns*.



The screenshot shows the 'Patterns' report configuration page in the Contact Center Administrator application. The page has a dark header with navigation tabs: Configuration, Reports, Interaction Records, and Leads. A search bar is located in the top left. On the left side, there is a sidebar menu with options: Agent Timeline, Reports, Telco Usage, and Patterns (which is currently selected). The main content area is titled 'Patterns' and contains the following configuration fields:

- Time frame:** A dropdown menu set to 'Last month'.
- From:** A date and time field set to '6/1/20 12:00AM'.
- To:** A date and time field set to '7/1/20 12:00AM'.
- Time zone:** A dropdown menu set to 'America/Los Angeles'.
- Service / campaign:** A dropdown menu set to 'Test Outbound Campa'.
- Customer/Agent selection:** Two radio buttons, 'Customer' (unselected) and 'Agent' (selected).
- Run button:** A small grey button labeled 'Run'.

3. Specify filters (see [Filters](#) descriptions).
4. Click the **Run** button.

