

# **Service Description**

## **Recording Insights AI**

AI Analytics  
for Recording Platforms

# SERVICE DESCRIPTION

## Recording Insights AI



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### 1. ASC Expertise

ASC is a leading cloud service provider for compliance recording and analytics for modern communication platforms and collaboration tools. We have in-depth experience in voice recording and provide secure, state-of-the-art solutions for organizations with increased recording needs, especially financial institutions, public safety organizations and contact centers. We enable our customers to record their communications via modern communication platforms and collaboration tools in accordance with internal and legal requirements, to analyze them using artificial intelligence and to measure critical KPIs while monitoring their development. Headquartered in Germany and with subsidiaries in the United Kingdom, France, Spain, Switzerland, Romania, Dubai, United States, Brazil, Mexico, Hong Kong, Japan, Australia, and Singapore as well as certified and experienced system integration partners, ASC is a powerful global player with a worldwide sales and service network.

### 2. Solution Overview

Recording Insights AI allows customers to reliably import all or a selection of their recorded communication and to store it temporarily securely in the Microsoft Azure Cloud. Using Microsoft Azure AI Services and Azure OpenAI, the solution is capable of automatically transcribing all recorded communication and analyzing its content to find the most relevant information and identify compliance risks.

All imported data is encrypted tenant-specifically and saved in an Azure Blob Storage. By offering the possibility to configure access rights on tenant level, the solution ensures that only authorized users may access the data. The settings can be customized according to individual requirements. This enables companies to meet crucial regulations regarding compliance recording and data protection. Additionally, the solution includes a user-friendly interface that allows for easy navigation and management of the stored data. This includes features such as search and filtering options, as well as the ability to download or share specific data sets with authorized users.

#### 2.1. Advantages of Recording Insights AI

- Importing Neo or 3<sup>rd</sup> party recordings for further AI analysis.
- Imported recordings will be available via Recording Insights AI in the 'Recording' tab that includes easy and quick filtering.
- Each imported recording can be accessed for replaying, transcribing, asking AI Questions, and getting immediate answers.
- Recording files will be kept in Recording Insights AI for 90 days (included in user license).
- Analytics results will remain in the system (based on the configured time to live).
- Reliable storage of communication.
- Tenant-specific encryption of data.
- Access rights management.
- Report functionality with alarming option.
- Quick and easy deployment.
- Hosted in various Azure regions (ASC will assign the storage nearest to your location).
- User matching via Microsoft Entra ID (former Azure Active Directory).
- Microsoft Entra Group (former Azure AD Group) Integration.
- Export / Import functionality.
- Multi Language UI (English, German, Spanish, Portuguese (Brazil+Portugal), Swedish, French, Dutch, Italian, Japanese, Chinese traditional Export / Import functionality.)

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### 2.2. Use Cases for Recording Insights AI Analytics

#### Using AI to Enhance Customer Experience

- ✓ Measuring the script adherence of your agents
- ✓ Identifying calls with negative customer sentiment
- ✓ Identifying customers at risk of churn
- ✓ Unearthing inappropriate language and behavior
- ✓ Auto-categorizing calls
- ✓ Providing an automatic meeting summary and extract action items

#### AI Turns Communication Into Business Value

- ✓ AI-driven analysis of the voice transcript
- ✓ Automated scan for critical keywords, patterns and phrases
- ✓ Use of predefined ASC templates for rules, pattern or categories

#### Applying AI to Understand Customer Communication

- ✓ Validating that all disclaimers have been said
- ✓ Auto-categorizing regulated (e.g. FCA, MiFID, Dodd Frank, HIPAA) vs. non-regulated calls
- ✓ Identifying calls that contain personal data
- ✓ Auto-categorizing calls with PCI-DSS sensitive information (e.g. credit cards)
- ✓ Identifying customer complaints
- ✓ Unearthing inappropriate consulting

#### Automated Quality Management

- ✓ AI Policy Engine for automatic quality management
- ✓ Scorecards implemented with AI questions, adherence phrases, and patterns to evaluate your agents
- ✓ With the automatic evaluation you can overview 100% of the calls
- ✓ Actionable dashboards will help to improve the quality of your contact center

### 3. Package Overview

<b>Recording Insights AI</b>
<b>AI Analytics</b>
Exclusive "AI Policies" section
Enables usage of Azure AI services for speech-to-text *
Keyword search*
Automated categorization*
Policy Creator (Keyword, Categories, Adherence phrases, Patterns, AI Questions)
ASC curated policies (e.g. for financial regulations, PCI-DSS, churn risk)
<b>Recording management</b>
Automatic transfer of Recordings from Neo to Recording Insights AI
Import of 3rd party recordings to Recording Insights AI
Replay authorization & Conversation Safe
Search & Replay
<b>User management</b>
User rights & access rules management
Microsoft Entra ID (former Azure AD Group) based user to user mapping
<b>Report dashboards</b>
Reporting & Alarming Options (Dashboards)
<b>Storage Infrastructure</b>
Local redundant Azure Blob storage (LRS)

\* Requires additional packages for Transcription and/or AI Token

#### 3.1. Recording Insights AI (per named user/month)

- Recording insights AI manages your existing recordings with the AI tools for analyzing and categorizing recordings. You bring your recordings either automatically from Neo or from third party recording tools to analyze and get insights on the voice recordings of your company. One Recording Insights AI named user license is required for every user for which recordings should be uploaded and analyzed.

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- Recordings from Neo will be automatically transferred to Recording Insights AI for analytics. Please note that uploading of individual recordings can take up to 30 minutes.
- Transcription and AI based analytics will be conducted in Recording Insights AI.
- Recordings will be kept in Recording Insights for 90 days to be able to listen (view) the recording while investigating analytics results. After that duration analytics results will remain in the system if the subscription for the user is active or the TTL is reached. Please note that it is not possible to re-import the analytics results to Neo.
- Recording Insights AI will be the single UI for analytics configuration, dashboards, search and replay and display of analytics results.
- Microsoft Entra ID (former Azure AD Group) User to user mapping is mandatory.

### 3.1.1. Recording Insights AI primary features include

- Access to ASC Recording Insights AI application providing all required modules, such as Recordings, AI Policy, Dashboard, Settings, and User Configuration. After authentication on the Configuration website, the user can access the functions without having to install additional software on the client-PC (via web access or a native app integrated into Microsoft Teams). To ensure the necessary security during the transmission, a secured connection (TLS) is used.
- User rights & access management for specified named users that can be individually combined to create a company-specific rights structure.

Search and replay rules can be preset to:

- No recordings (User cannot replay recordings)
- Own recordings (User can only replay own recordings)
- Team/group recordings (User can replay own and assigned team/group recordings)
- All recordings (User can replay all recordings)

Access and right rules can be preset to, e.g.:

- User
  - Administrator
  - Define your own rules e.g. for Supervisor, Compliance Officer, etc.
- Encryption with Microsoft Key Management – All data is automatically encrypted before being stored using AES (Advanced Encryption Standard) 256-bit encryption. Encryption with AES guarantees high data security and thus protects against unauthorized access.

### 3.1.2. AI Policy Engine

The AI Policy Engine within Recording Insights AI makes it possible to meet the high, complex, and constantly growing compliance requirements in the financial environment as well as other areas and industries. The AI Policy Engine easily identifies relevant, risky, or non-compliant conversational content by systematically scanning for critical predefined and/or company-specific content using artificial intelligence. In addition to the various compliance use cases, the AI policy engine also incorporates the predefined templates for measurement of the customer experience.

This function enables the use of intelligent functions for analytics using Microsoft Cognitive Services (additional Cognitive Services Consumption Package needed). The user thus has the possibility to gain valuable, deeper insights into the recorded communication. It is featured with configurable analytics rules per user and specific analytics centric dashboards and reports.

It also provides users with an intuitive workflow to consolidate and retain critical or valuable conversations for further case processing.

- Visualized transcript - The conversation is transferred from speech to text.
- Highlight keywords - All predefined keywords that are spotted within the recording are marked and displayed as keywords.
- Categorization based on keywords – Categories are displayed within the respective section, highlighting the relevant keywords that are spotted.

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- Displaying sentiment - All sentiments within the recording such as neutral, positive, mixture or negative are marked and displayed.
- Usage of additional analytics user rights & access management for specified named users.

### Analysis rules can be set to e.g.:

- No Analytics allowed.
- Analyze on demand.
- Analyze all.
- Individual analytics.

### Usage of additional reporting:

- Analytics report: A analytics report can be created based upon the number of calls with selected keywords or categories.
  - Exclusive section for Compliance Officer/Supervisor
  - Easy-to-use interface for creating individual policies. A wide range of functions is available for this purpose, enabling communication to be monitored reliably. Simple to complex policies can be created from sensitive keywords, categories, adherence phrases, patterns, and AI questions.
- Provisioning of ASC's predefined policies that are continuously updated. These can be adapted to individual needs and use cases at any time.
  - Extra tab showing policy hits with time stamp directly in the detail view of a conversation. Time stamps enable to jump to the point in the conversation where the policy hit occurred.
  - Automated adjustment of retention time based on call content.
  - Assignment of individual risk ratings per policy.
  - Exclusive access to Conversation Safe, which allows critical conversations to be stored securely beyond their retention time and protected from unauthorized access. Ability to create individual folders and grant authorized access rights to specific users.
  - Ability to create extended reports and monitor them through a visualized dashboard. In addition, it is possible to create alarms for threshold values reached and to automatically send regular reports on specific KPIs via e-mail to a defined group of recipients.
  - An extended user rights & access rules concept can be used to create more granular analytical and access rules.

### 3.1.3. Storage

The recorded data is securely stored within a Microsoft Azure block object (blob) Storage. Within the tenant the storage for up to 90 days per recording is included in the named user subscription.

Locally redundant storage (LRS) replicates your storage account three times within a single data center in the primary region. LRS provides at least 99.999999999% (11 nines) durability over a given year. For additional information about Azure blob Storage LRS, please refer to: [Data redundancy in Azure Files | Microsoft Learn](#)

### 3.2. Requirements on Neo Side

- Neo 7.0 or higher required
- Each Neo user to be analyzed must have an Azure account (e.g. Office 365)
- Audio in Neo must be uncompressed.
- Neo must be able to access an Azure Blob Storage and Azure Key Vault provided by ASC (firewall port 443)
- Outgoing bandwidth to the Internet must be able to accomplish transfer of recordings (1 MB per minute for audio)
- An export job needs to be configured in Neo (can be bulk or rule based) – requires Import/Export license and Azure access information provided by ASC.
- All Neo employees to be analyzed need an extended import key configured (can be set during LDAP import or starting with Neo 7.3 through Microsoft Graph API import).

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### 3.3. Requirements on Recording Insights AI

- Clarification which regional Azure storage shall be used. Selection provided by ASC.
- Customer Azure tenant with Azure users
- Onboarding to RI by ASC Onboarding Team
  - User import/sync from Azure Entra ID (ideally Entra group or one by one manually)
  - ASC will provide access information for Azure Blob Storage, client registration and Key vault (needed to setup Neo export job)
- An import job needs to be configured.
- Training/Introduction
  - Setup of AI policy rules and dashboards

## 4. Additional Options

### 4.1. Utilization of Microsoft Azure AI Services

With each package 100h of recordings can be analyzed per month (shared within the whole tenant, unused analysis time expires).

- Transcription (100 h) – per package / per month:

The Transcription package includes the ability to perform analysis based on Microsoft Cognitive Service Speech to Text providing a complete transition of spoken words into text. Based on this search for keywords and phrases is possible as well as categorizations and keyword spotting based on predefined or preconfigured word lists.

At least the Transcription package listed above is mandatory to use the respective analytics functionalities within Recording Insights AI. For example, having a transcript available for all or certain conversations, categorization based on keywords, highlight keywords, and reporting conversations that contain certain keywords.

### 4.2. Utilization of Microsoft Azure OpenAI Services

To use the AI capabilities within the AI Policy Engine or the AI Assistant additional consumption-based AI Token packages must be subscribed.

- AI – 20 million Token – per package / per month:  
With each package you get 20 million Tokens for AI analysis per month (unused Tokens expire). Generally, an AI-based policy analysis for one conversation (duration of two (2) minutes) consumes about 350 Tokens.

## 5. Additional Services

### 5.1. Neo Interconnect Setup Fee (including Onboarding & Administration Training)

This package includes configuration of ASC Recording Insights and an existing on-premises Neo system to connect both systems.

The Onboarding & Administration Training includes a 2h web-based training for onboarding and a 2h web-based training for user administration & configuration.

The following items and services are included:

Azure resource creation

- ASC subscription – implementation work
- Customer subscription – support during customer implementation

Licenses on Neo

- Export & Import license.
- Storage Expansion for Azure license

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### Configuration on both ends

- Tenant specific settings in RI
- Job configuration in RI
- Azure drive setup in Neo
- Verification of accessing Azure resources from Neo
- Job configuration in Neo
- User mapping setup
  - manual (requires Extended Import Key adaption by ASC – up to 15 Users included\*)
  - automatic – LDAP sync (not included\*, implementation process tbd by ASC) \*

\*ASC offers an individual quotation. Please contact the responsible Sales Manager.