

F R O S T & S U L L I V A N

Ozonetel<sup>o</sup>

**2022**  
**NEW**  
**PRODUCT**  
**INNOVATION**

*INDIAN*  
*SPEECH ANALYTICS FOR*  
*CUSTOMER EXPERIENCE INDUSTRY*

## Best Practices Criteria for World-Class Performance

Frost & Sullivan applies a rigorous analytical process to evaluate multiple nominees for each award category before determining the final award recipient. The process involves a detailed evaluation of best practices criteria across two dimensions for each nominated company. Ozonetel excels in many of the criteria in the speech analytics for customer experience space.

AWARD CRITERIA	
<i>New Product Attributes</i>	<i>Customer Impact</i>
Match to Needs	Price/Performance Value
Reliability	Customer Purchase Experience
Quality	Customer Ownership Experience
Positioning	Customer Service Experience
Design	Brand Equity

### *Speech and Text Analytics Profoundly Impact the Customer Experience*

Frost & Sullivan recognizes that speech and text analytics (i.e., focusing on human emotions, expressions, posture, and movements) has many use cases across various verticals and enterprise

*“The company uses client feedback and industry trend monitoring to guide its product roadmap and analyze whether it is a vertical-specific requirement or a region-specific demand. This approach allows Ozonetel to continuously evolve its speech analytics solution and proactively draft a roadmap for the future (i.e., developing new products before customers are ready to adopt them), thereby maintaining its innovative edge.”*

**- Nithin Ramesh,  
Senior Consulting Analyst, ICT Practice**

functions. Moreover, learning from and shaping these sentiments through human-machine interactions transforms how organizations create and deliver value. For example, the industry-specific application of speech and text analytics solutions can profoundly influence the customer experience while improving decision-making and product development within the business. While the contact center is the bedrock of brand engagement, consumers demand easier-to-use and rich self-service options that enable them to interact with companies when and how they want. With customer service the new competitive differentiator, contact centers continuously strive to offer a sophisticated customer journey from the first

interaction to query resolution. Omnichannel customer engagement allows customers to connect on seven or more channels (e.g., social media, chatbots, messaging bots, and mobile apps), sometimes using more than one at the same time. Also, contact centers are increasingly taking advantage of data-

driven automated systems to keep pace with evolving customer expectations and preferences for superior interactions and services from customer support agents. Hence, the industry is awash in interactive voice responses, virtual assistants, intelligent virtual assistants, and speech or chat-driven bots that provide customer self-service and work alongside employees by conducting tasks and guiding agents. However, companies need to seamlessly blend digital and live agent workforces to achieve optimal omnichannel care.

Founded in 2007 and headquartered in Hyderabad, India, [Ozonetel](#) is a leading on-demand cloud communication services provider. The company launched India's first cloud-based customer experience platform using proprietary software. This unique and robust platform helps to eliminate friction and ensure fast deployment; it also facilitates outstanding customer support without the high costs associated with conventional contact center software. Hence, Ozonetel's solutions enable businesses to communicate efficiently via all channels, run innovative marketing campaigns, and track customer interactions. To complement these capabilities, the company recently introduced its in-house-developed speech analytics solution that enhances the productivity of contact center agents and optimizes operations, thereby revolutionizing the customer experience marketplace in India.

In 2015, Frost & Sullivan recognized Ozonetel for its business impact through leveraging technology in the cloud telephony services market and remains impressed with the company's continuing innovation and sustained leadership.

### ***Redefining Speech and Text Analytics***

Ozonetel's corporate culture revolves around using purpose to drive innovation. Its product roadmap (i.e., planning, development, and implementation strategies) incorporates client feedback, ensuring its offerings align with customers' dynamic needs. The company's [speech analytics](#) capabilities take customer experience services one step further than any competing solution.

During the last few years, Ozonetel realized that it could use the data generated by its cloud contact centers (which handle more than five million calls daily) to improve performance. The company developed a proprietary model for speech analytics by applying deep learning techniques. Because current deep learning models are mostly built on top of graphics processing units (GPUs), it uses humongous amounts of data and computing power. However, Ozonetel's patented algorithm enables the company to achieve the accuracy of a deep learning model without the training time or the GPUs needed to run the system. Because Ozonetel's telephony stack supports the solution, the company could solve audio speech analytics technical challenges in real-time. From a business point of view, this advanced technology allows the company to reduce implementation time from a cycle of 30 to 45 days to only three or four days at most. Ozonetel reports that its solution can deliver 60% accuracy after just one day. Moreover, the engine's learning and accuracy keep increasing after deployment. But most importantly, this self-learning system provides real-time actionable insights without involving any back-end processes or training. Secondly, Ozonetel's in-house engine can analyze voice based on the speed or tone of the customer (as opposed to competitors who use costly speech recognition engines from Google or Amazon). The solution also utilizes inputs like how many times the customer speaks (compared to the agent). By simplifying the course of action (i.e., not using transcriptions but applying speech processing techniques on top of voice), Ozonetel's speech analytics package is affordable. It is highly customizable, easy to deploy, and delivers accurate results in the contact center environment. Other systems depend on a transcription service; however, Ozonetel's speech analytics engine offers insights based

on more than 20 data points, helping supervisors improve agents' performance. Ozonetel's new and purpose-built speech analytics solution sets it apart from its competitors, with superior design, reliability, and affordability as its central pillars.

The company is addressing an unmet market need not easily replicated by competitors. Initially focused on large-scale startups and small and medium-sized businesses, Ozonetel primarily serves India's banking and financial services industry. However, it now moves up the value chain to deploy its solution in sizeable enterprises. The company recently won a bid for a 16,000-seater contact center, and the project is in the final implementation stage. Due to its proprietary technology that outperforms earlier solutions, Ozonetel is positioned as a new speech analytics solution leader.

### ***Roadmap to Success: Customer-centric, Continuous, Proactive***

Ozonetel serves more than 5,000 clients across various industry verticals, handling approximately 1.5 billion calls. Moreover, Ozonetel provides exceptional 24/7 customer service through its dedicated team of client success experts that support customers in finding answers to any issues, resolving them rapidly. One of the most significant advantages is that Ozonetel owns the complete stack, from the hardware to the cloud product and the ML engine. Ozonetel can drill down all layers to identify the issue and improve the system, delivering unprecedented reliability and robustness. From a customer point of view, one of Ozonetel's key strengths is its flexibility (due to its micro-service architecture design), allowing integration with leading customer relationship management systems (e.g., Salesforce and Zendesk) and social media applications (Facebook, Whatsapp, and Shopify).

Dedicated account managers pay attention to the specific demands of Ozonetel's top-hundred customers,

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***- Riana Barnard,  
Best Practice Research Analyst***

including quarterly reviews of all service levels. National account managers assess the performance reviews of key account managers, and the company displays all customer satisfaction data on a net promoter score dashboard. Support teams collaborate closely with solution managers, regularly checking in with customers to ensure high satisfaction and offering subject matter expertise. For Ozonetel, it is crucial to understand the business case of each client; therefore, the company assigns individuals to engage and build strong relationships with top clients. The company uses client feedback and industry trend monitoring to guide its product roadmap and analyze whether it is a vertical-specific requirement or a region-specific demand. This approach allows Ozonetel to

continuously evolve its speech analytics solution and proactively draft a roadmap for the future (i.e., developing new products before customers are ready to adopt them), thereby maintaining its innovative edge.

### ***Earning Clients' Trust and Loyalty through Customer-centric Practices***

Since its inception, Ozonetel's sterling reputation and customer-centric framework led to its coveted preferred partner status. Over the years, it added various new clients to its established base by product innovation (i.e.,

adding speech analytics capabilities such as conversation speeds, conversation volume, customer sentiments, and demographics) to help businesses in the contact center space enhance their customer service quality. Furthermore, Ozonetel follows a granular approach and specializes in customized solutions, meeting particular business, region, or industry demands. As a result, Ozonetel's most prominent clients have been with the company for more than five years, promoting rapid growth through a distinctive brand that signals reliability and flexibility. Frost & Sullivan believes the company is well-positioned to drive the speech analytics space into its next growth phase, capturing market share and sustaining its leadership in the coming years.

## Conclusion

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To create a new speech analytics solution, a company needs to understand the market's needs and deliver a solid solution designed and embedded with high quality and reliable performance. Frost & Sullivan finds that Ozonetel embodies this concept. Complementing its cloud-based customer experience platform, the company recently launched its in-house-developed speech analytics solution that enhances the productivity of contact center agents and optimizes operations. Because Ozonetel's telephony stack supports the solution, the company delivers audio speech analytics in real-time. It is highly customizable, easy to deploy, and integrates seamlessly with most customer relationship management systems and social media applications. Furthermore, Ozonetel embraces a customer-centric approach to ensure that its offering addresses the wants and needs of users, paying attention to the requirements of a business, industry, or geography on a granular level.

With its strong overall performance, Ozonetel earns Frost & Sullivan's 2022 New Product Innovation Leadership of the Year Award in the speech analytics for customer experience industry.

## What You Need to Know about the New Product Innovation Recognition

Frost & Sullivan's New Product Innovation Award recognizes the company that offers a new product or solution that uniquely addresses key customer challenges.

### Best Practices Award Analysis

For the New Product Innovation Award, Frost & Sullivan analysts independently evaluated the criteria listed below.

#### *New Product Attributes*

**Match to Needs:** Customer needs directly influence and inspire product design and positioning

**Reliability:** Product consistently meets or exceeds customer performance expectations

**Quality:** Product offers best-in-class quality with a full complement of features and functionality

**Positioning:** Product serves a unique, unmet need that competitors cannot easily replicate

**Design:** Product features an innovative design that enhances both visual appeal and ease of use

#### *Customer Impact*

**Price/Performance Value:** Products or services provide the best value for the price compared to similar market offerings

**Customer Purchase Experience:** Quality of the purchase experience assures customers that they are buying the optimal solution for addressing their unique needs and constraints

**Customer Ownership Experience:** Customers proudly own the company's product or service and have a positive experience throughout the life of the product or service

**Customer Service Experience:** Customer service is accessible, fast, stress-free, and high quality

**Brand Equity:** Customers perceive the brand positively and exhibit high brand loyalty

## About Frost & Sullivan

Frost & Sullivan is the Growth Pipeline Company™. We power our clients to a future shaped by growth. Our Growth Pipeline as a Service™ provides the CEO and the CEO's growth team with a continuous and rigorous platform of growth opportunities, ensuring long-term success. To achieve positive outcomes, our team leverages over 60 years of experience, coaching organizations of all types and sizes across 6 continents with our proven best practices. To power your Growth Pipeline future, visit Frost & Sullivan at <http://www.frost.com>.

## The Growth Pipeline Engine™

Frost & Sullivan's proprietary model to systematically create ongoing growth opportunities and strategies for our clients is fuelled by the Innovation Generator™.

[Learn more.](#)

### Key Impacts:

- **Growth Pipeline:** Continuous Flow of Growth Opportunities
- **Growth Strategies:** Proven Best Practices
- **Innovation Culture:** Optimized Customer Experience
- **ROI & Margin:** Implementation Excellence
- **Transformational Growth:** Industry Leadership



## The Innovation Generator™

Our 6 analytical perspectives are crucial in capturing the broadest range of innovative growth opportunities, most of which occur at the points of these perspectives.

### Analytical Perspectives:

- **Mega Trend (MT)**
- **Business Model (BM)**
- **Technology (TE)**
- **Industries (IN)**
- **Customer (CU)**
- **Geographies (GE)**

