

CallMiner

opens new sales base in Slough

American speech analytics solution provider CallMiner is planning to open its first UK base in Slough.

The office will target business in both the UK and in north-west Europe, and sees the Berkshire base as an opportunity to access a new client area.

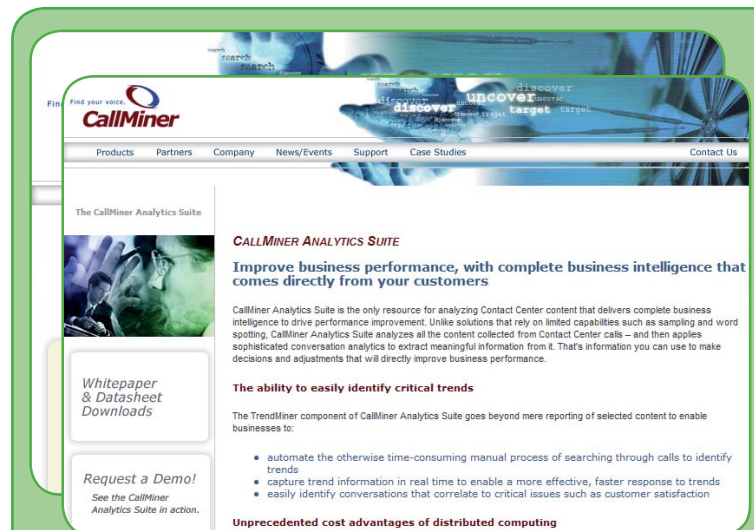
CallMiner helps companies to process data collected from recorded customer calls and demonstrates the business use such services can provide.

Instead of focusing on key words in consumer interaction, their systems are able to process the entire conversation.

The software can also take account of regional accents and business specific functions, CallMiner claims.

However, there is no need for companies to invest in dedicated computing power or a team to deal specifically with the findings. Jeff Gallino, co-founder and chief executive officer of CallMiner was excited about the Slough branch of the firm, which will be located at The Oriel in Thomas Valley Court. He said: "The opening of our first European office is not only a significant landmark in our company's continued emergence and growth, but also serves to highlight many of the unique advantages of our core offering for that growing market."

CallMiner's Virtual Server Room received a 2006 Product of the Year Award from Technology Marketing Corporation this month.



The screenshot shows the CallMiner website interface. At the top, there is a navigation menu with links for Products, Partners, Company, News/Events, Support, Case Studies, and Contact Us. Below the navigation, the main content area features the heading "CALLMINER ANALYTICS SUITE" and a sub-heading "Improve business performance, with complete business intelligence that comes directly from your customers". The text describes the suite as a resource for analyzing Contact Center content. A sidebar on the left contains links for "Whitepaper & Datasheet Downloads" and "Request a Demo!". At the bottom of the main content area, there is a section titled "Unprecedented cost advantages of distributed computing" with a list of bullet points: "automate the otherwise time-consuming manual process of searching through calls to identify trends", "capture trend information in real time to enable a more effective, faster response to trends", and "easily identify conversations that correlate to critical issues such as customer satisfaction".



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