

Callytics!

Enhance Customer Experience with Artificial Intelligence Supported Call Analytics!

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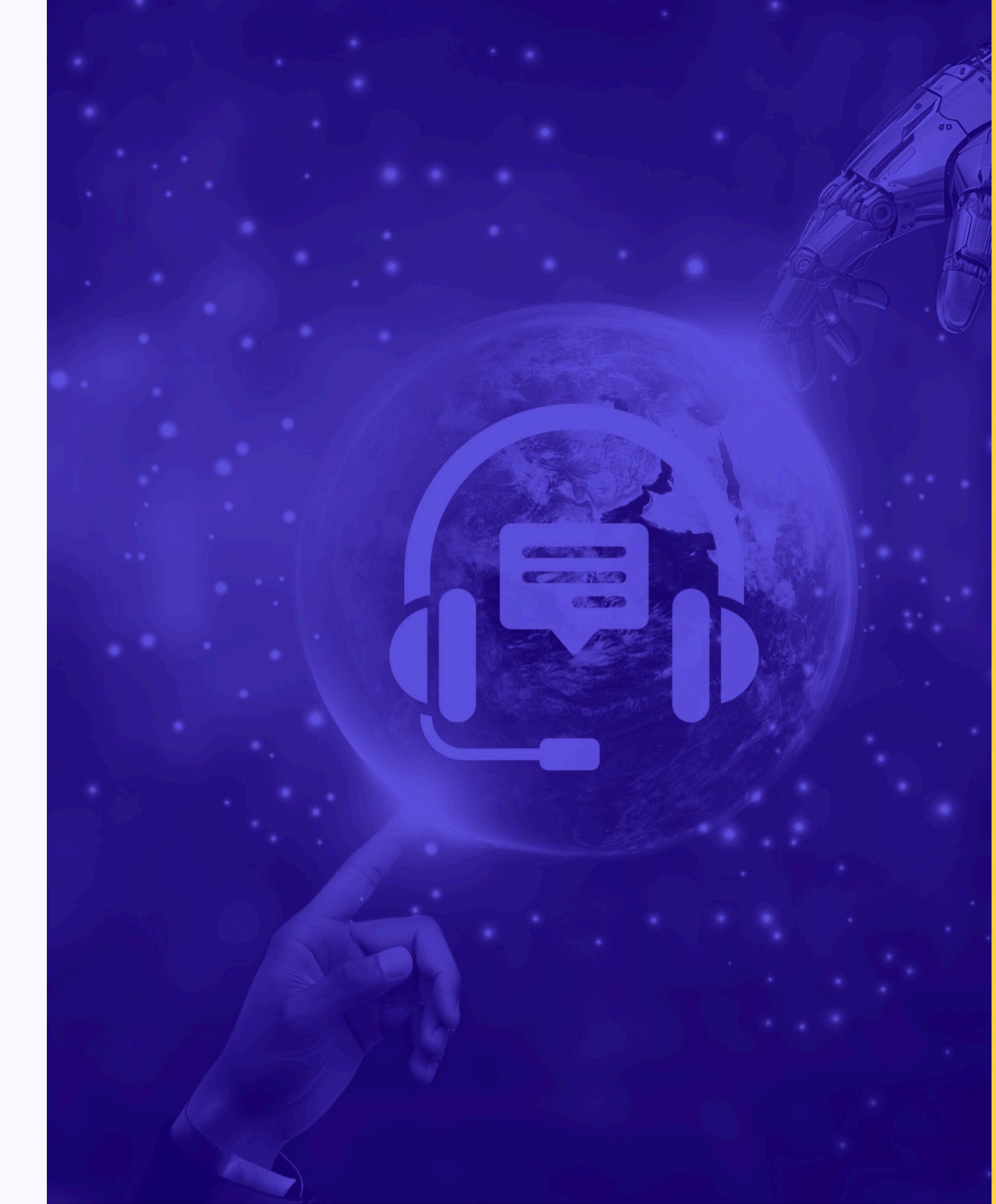
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01 What is it and how does it work?

Callytics is an advanced call analytics platform that combines voice processing techniques, artificial intelligence and big language models (LLM) to provide strategic insights to businesses by identifying sentiment and key topics.

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What is Callytics and how does it work?

Callytics is an AI-powered call analytics platform for customer service and call centers.

It analyzes each call, determines the emotional state, detects profanity & conflict and makes sense of conversations.

- Instead of just transcribing traditional call recordings, it generates valuable insights.
- It works fast, integrated and automated, and does not create manual workload for businesses.

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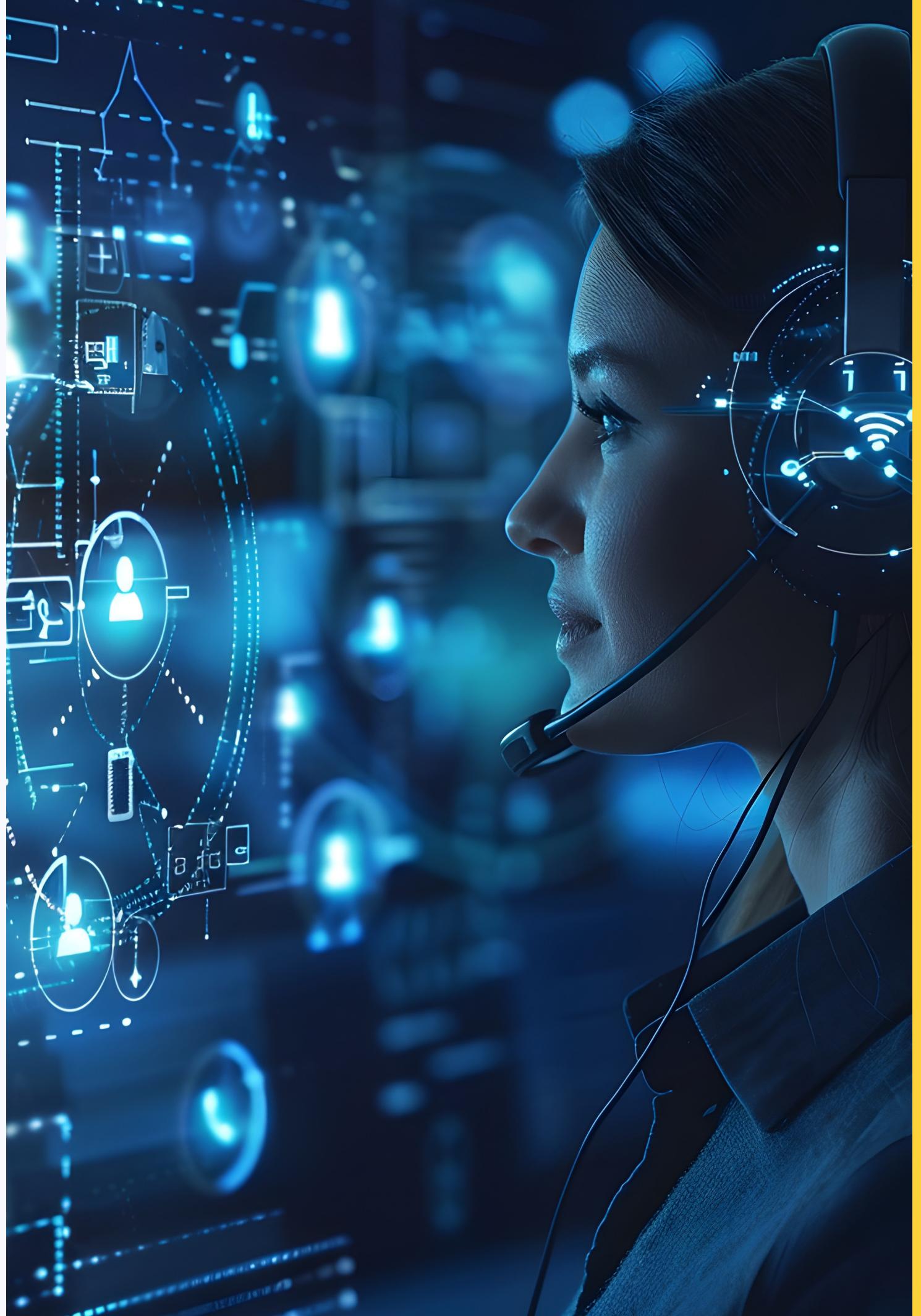
How does Callytics work?

Callytics is an end-to-end call analytics architecture that processes an audio file and performs AI-powered analytics such as dialog detection, speech enhancement, transcription, speaker verification, sentiment analysis, profanity and conflict detection, topic identification and summarization.



Callytics' call analytics process is carried out using advanced voice processing techniques, artificial intelligence and big language models in the following steps:

- 1. Input & Preprocessing:** The audio file is uploaded to the system, removal speaker separation and dialog detection are performed.
- 2. Transcription & Timing:** Audio is transcribed to text with high accuracy and aligned with timecodes.
- 3. Speaker Analysis & Role Classification:** Speakers identified and customer and agent roles are defined.
- 4. Artificial Intelligence Assisted Interpretation:** Emotion analysis, swearing & conflict identification is done, main topics of the interview are determined.
- 5. Summarization & Data Storage:** The most important information is summarized and the results of the analysis are saved in the database.
- 6. Real Time Monitoring & Alerts:** Grafana calls are monitored instantly and alarms are generated for critical situations.



02 Key Features and Competencies

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Callytics

It not only transcribes your calls, but also makes sense of them and generates strategic insights.

Automatic Voice Recognition & Transcription	<ul style="list-style-type: none">• It provides accurate, fast and low error rate transcription with advanced speech recognition.• Diarization correctly tags each voice with speaker separation.
Speaker Verification	<ul style="list-style-type: none">• Enhances security and prevents spoofed calls by speaker authentication.
Sentiment Analysis & Satisfaction Measurement	<ul style="list-style-type: none">• LLM-based model detects emotional states such as happy, sad, angry.• It helps you improve the customer experience by recognizing crises in advance.
Profanity & Conflict Detection	<ul style="list-style-type: none">• Instantly identifies abusive language and reports tensions between agent and customer.
Topic Detection & Categorization	<ul style="list-style-type: none">• Automatically identifies and categorizes the main topics of customer calls.
Summarizing & Reporting	<ul style="list-style-type: none">• It summarizes long calls without manual review and allows managers to quickly assess call content.
Easy Integration & Data Management	<ul style="list-style-type: none">• Works integrated with existing call center software.• Fast commissioning with API, no manual operation required.



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Strategic Advantages of Callytics

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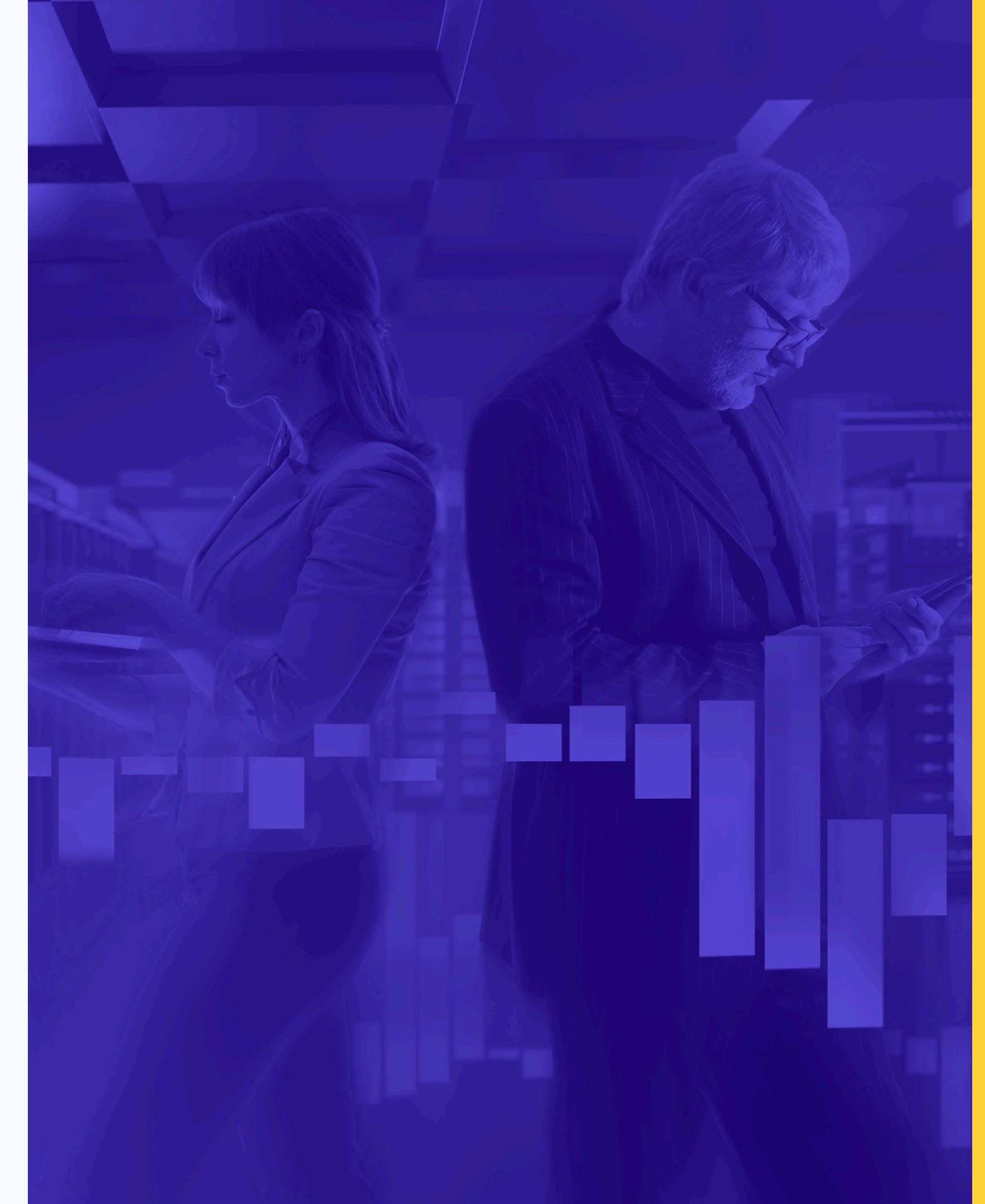
Feature / Advantage	Callytics	AWS Transcribe	Google Cloud STT	Gong.io	Sestek Speech Analytics
Artificial Intelligence Powered Versatile Call Analytics	Provides all analytics on a single platform ✓	Transcription only and limited sentiment analysis !	Sentiment analysis at additional cost !	Mostly focused on sales analytics !	Transcription available but limited analysis !
Emotion Analysis	Optional LLM support (OpenAI, LLaMA, DeepSeek) ✓	Superficial analysis, not sophisticated !	Requires extra costs !	Available but limited accuracy !	Available but limited accuracy !
Blasphemy Detection & Conflict Detection	Swearing & conflict analysis ✓	No ×	No ×	No ×	No ×
Topic Detection & Call Categorization	LLM-based intelligent classification ✓	No ×	Partially supported !	No ×	No ×
Summarization	Reports critical points of the call with LLM ✓	No ×	No ×	Limited analysis available but requires manual process !	No ×
Easy Integration & Fast Setup	Integration with API in minutes ✓	Dependent on AWS ecosystem, integration challenges !	Dependent on Google ecosystem, requires complex configuration !	Often manual and long installation process !	Local integrations are available but complex !

04 Enterprises Provided by Value

Are you looking for a next-generation solution in call analytics?

Meet Callytics!

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With Callytics Increase Your Productivity!

Enhance Customer Experience

- Identify dissatisfied customers early and take proactive action. Understand customer emotions with sentiment analysis and improve your service quality.

Increase Operational Efficiency

- By eliminating the need to manually review calls, speed your teams.

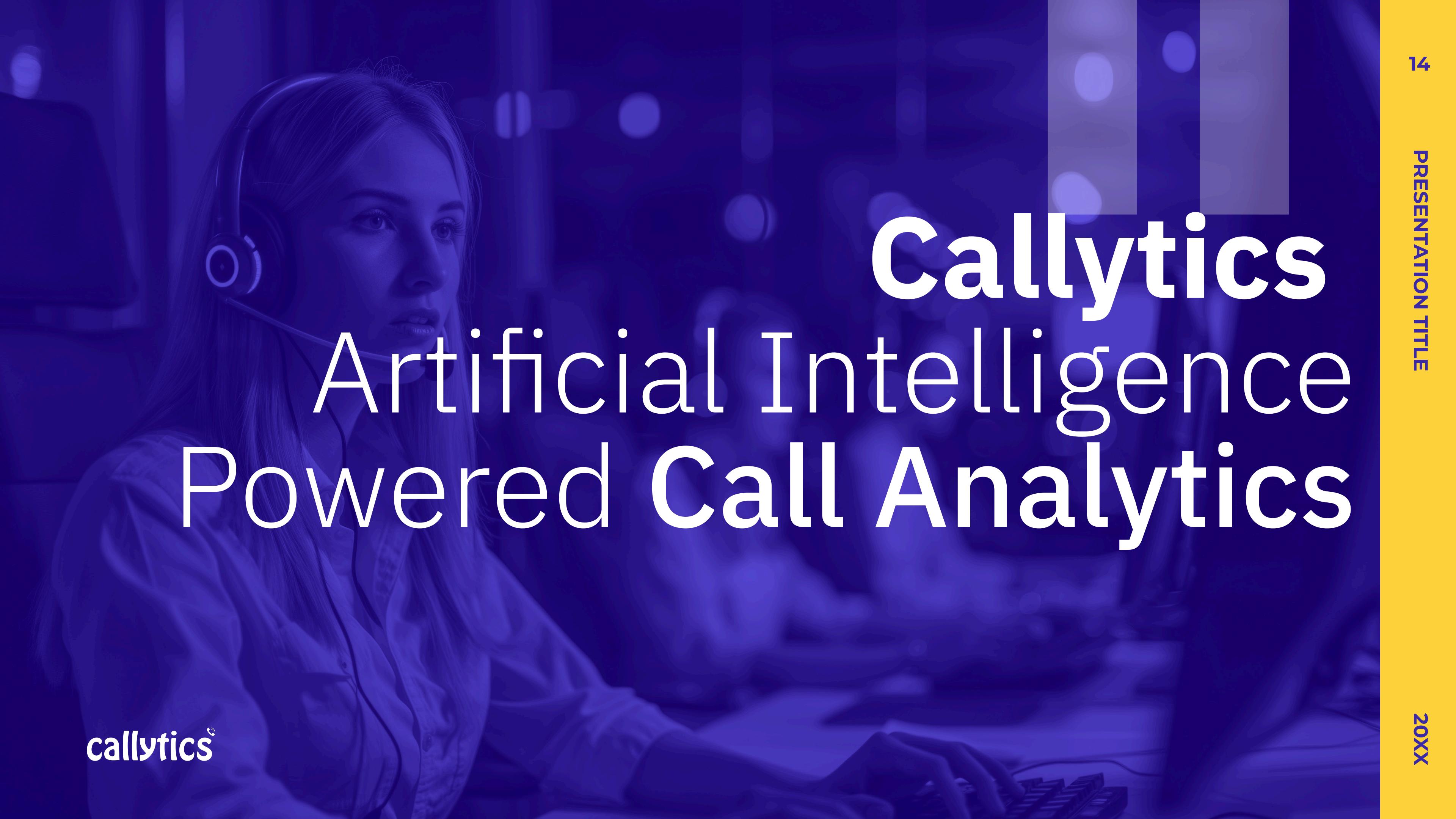
Protect Your Brand Reputation

- Manage negative calls by detecting profanity and conflicts. Ensure your service quality by analyzing customer complaints.

Easy and Fast Integration

- Connects to your existing systems in minutes, no additional burden for your technical teams.

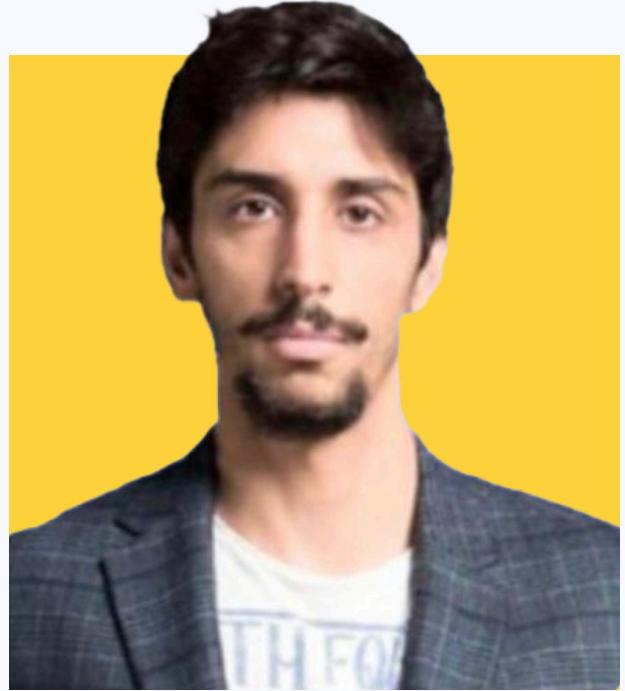


A woman with long dark hair is shown from the chest up, wearing a black over-the-ear headset with a microphone. She is looking slightly to her left with a focused expression. The background is a soft-focus image of what appears to be a call center environment with other equipment and possibly other people.

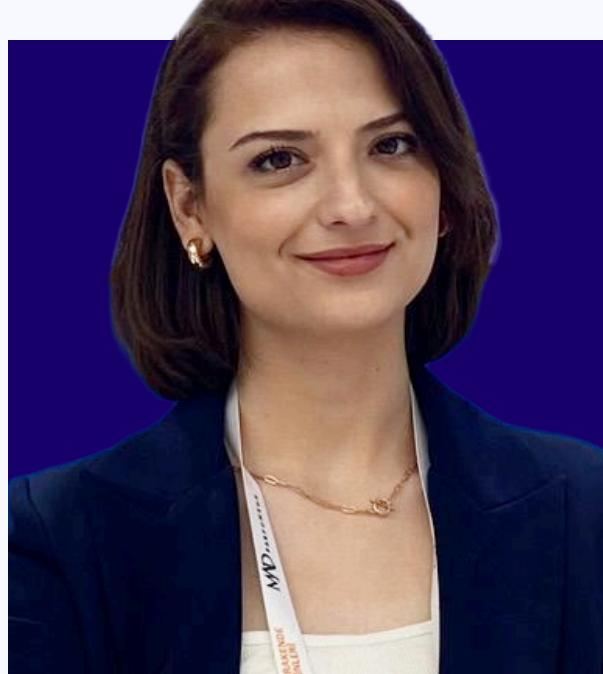
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Artificial Intelligence Powered Call Analytics

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Get in touch with us

A close-up photograph of a woman with voluminous, curly dark hair. She is wearing over-ear headphones and is smiling broadly, showing her teeth. The background is dark and out of focus.

Thank you...

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