V-Spark Quickstart Guide

Version 4.3

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Abstract

This document provides a brief overview of how to use key V-Spark features, and how to view, customize, and interpret file, agent, and application data.

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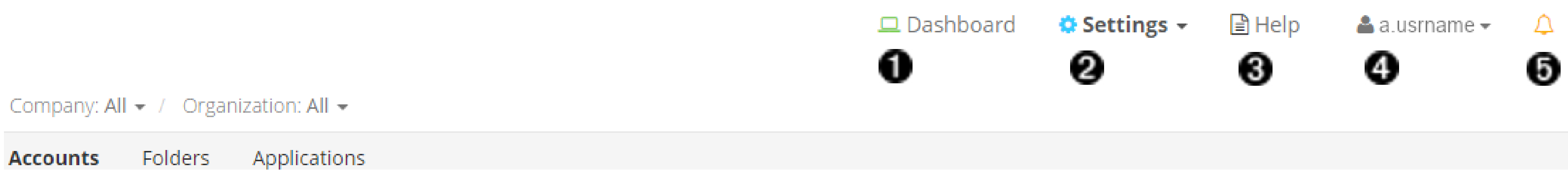
Logging In

You must have a user account to use V-Spark. Click **Sign up** from the home page and fill out the form to request an account. You will receive a confirmation email with a link to V-Spark after your account has been approved by an administrator.

The standard authentication method uses a V-Spark-specific username and password. Some installations use the same networked authentication method for many different systems within the company such as LDAP. If using LDAP credentials, click **Sign in with LDAP**. Ensure that the login page says "Sign in with LDAP" before continuing.

Using the Main Navigation

The following image shows the menu options at the top of the **V-Spark** screen. These menu options provide access to the screens used to examine, analyze, and upload data.



1. View and search call and application data.
2. Upload audio and customize analysis.
3. Access user documentation, system information, and the audio evaluator.
4. Edit user details and email report options.
5. Display announcements and notifications.

The data that is processed and analyzed by V-Spark is organized as follows. Access any of these options from the top left of the screen:

- At the top level, data is associated with a **company**.
- Each company is subdivided into one or more **organizations** that allow you to partition your data in ways that mirror the company's structure.
- Data from each organization is further subdivided into one or more **folders**, which provide a low-level classification mechanism for audio from specific sources, audio from specific dates, and so on.

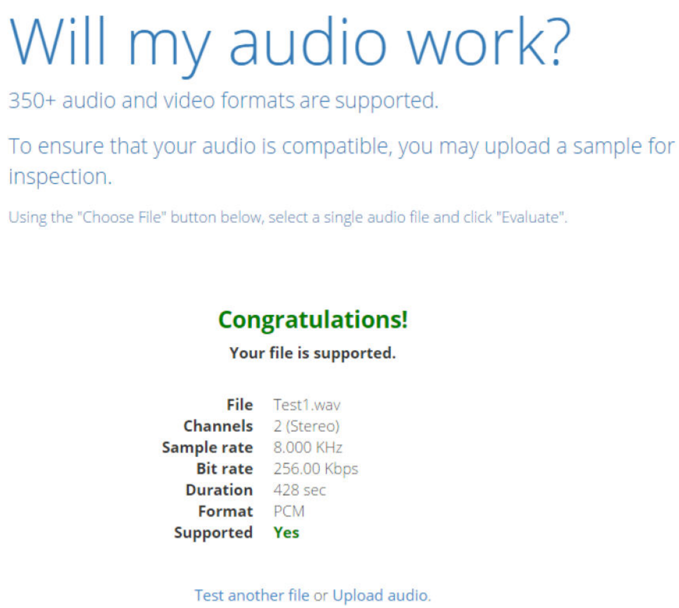
The Audio Evaluator

Voci recommends analyzing sample audio with the audio evaluator before submitting audio files to V-Spark or configuring folders for that audio. This ensures that V-Spark can use the audio for transcription and analysis, and that folder settings match audio properties.

The audio evaluator shows audio properties for the uploaded file, including the number of channels, and whether the audio is supported by V-Spark. Files submitted for evaluation are not saved.

Use the following procedure to check audio with the audio evaluator:

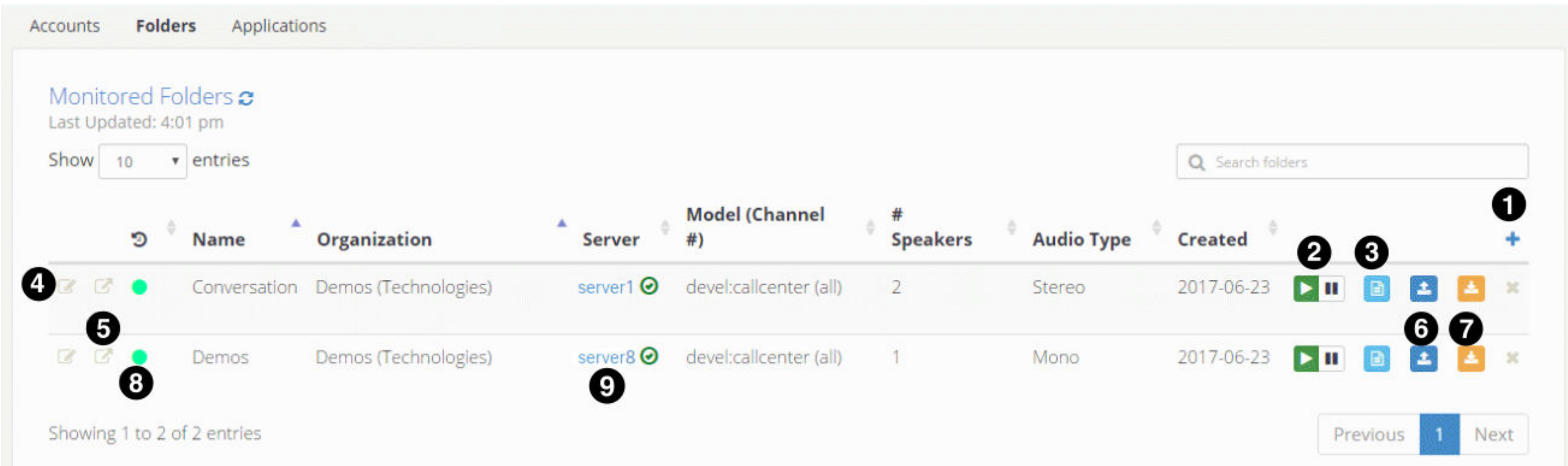
1. Click **Will my audio work?** on the V-Spark homepage or in the **General** section of the **Help** page.
2. Click **Choose File** and select the file to be analyzed.
3. Click **Evaluate**. The file uploads and evaluation results display. The following example shows the results for a compatible file:



IMPORTANT
The values displayed for **Supported** and **Channels** must match the configuration of the V-Spark folder that will process the audio the evaluated sample represents. If your audio is not supported, contact the Voci support team.

Using and Creating Folders

The **Settings** screen shows how to interact with folders on your system:



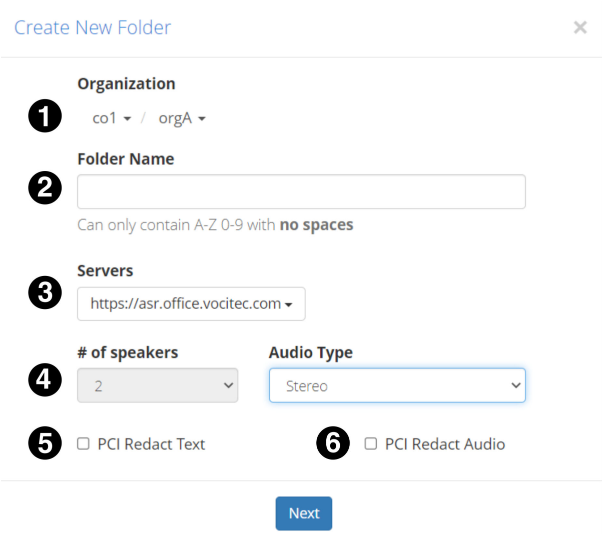
1. Create a new folder
2. Pause file processing for a folder
3. View folder processing status
4. Edit a folder
5. View folder on dashboard
6. Upload audio to a folder
7. Download a zip archive of files from the folder. Displays a dialog that allows you to specify the type (JSON, text transcript, MP3) and date range of files to be downloaded. The maximum size of the zip file is 2 GB. To work around this limit, use a smaller date range or download specific types of files together.
8. Indicates how recently files were last processed. Hovering over the indicator displays the time of last completion
9. Shows the server name and a symbol indicating authorization token validity (green check for valid, red x for invalid)

Creating a New Folder for your Audio

If you want to create a new area for storing audio from a specific source or from a specific time period, create a **folder** in which to store that information.

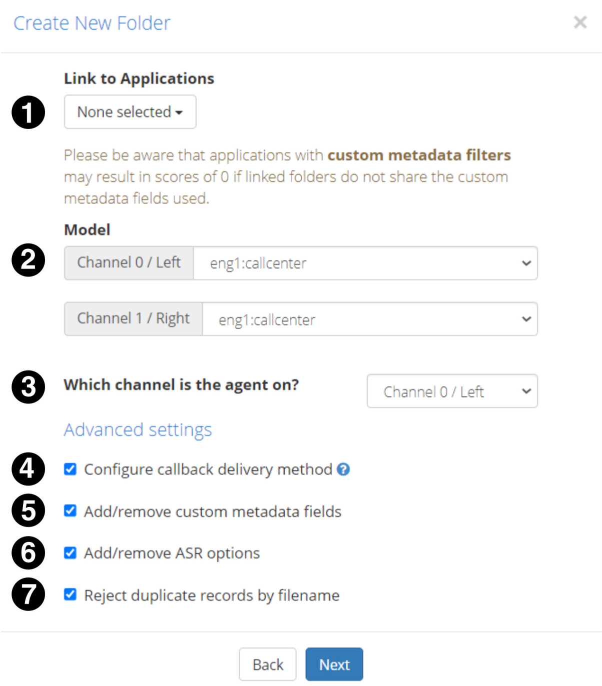
> **NOTE**
> To create folders, you must be a system administrator or user with create/edit permission for a company or organization.

To create a new folder, navigate to the Folders page and click **+**. The **Create New Folder** screen displays with the following options:



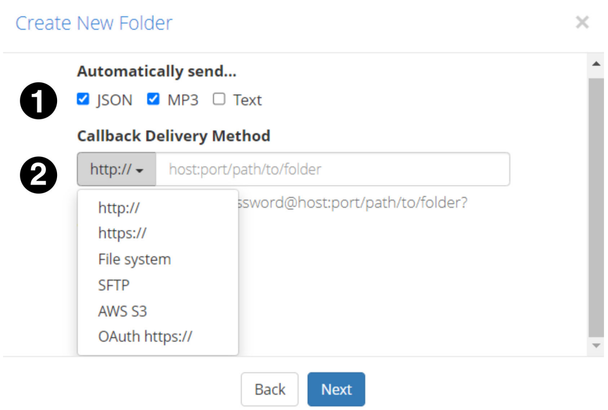
1. Select the company and organization
2. Enter the folder name
3. Select the appropriate transcription server or servers from the dropdown
4. Select number of speakers and type of audio (Mono 1-channel; Stereo 2-channel)
5. Select this box to automatically redact text
6. Select this box to automatically redact audio

After providing the information requested, click **Next**. The **Advanced Settings** screen displays:



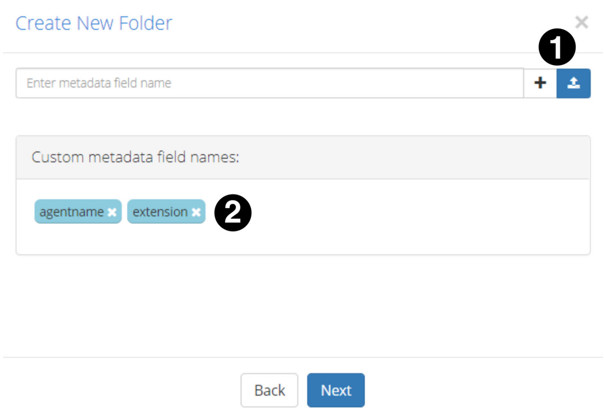
1. Select applications to use for analysis
2. Select call model for each channel.
3. If the audio was recorded with a separate stereo channel for each speaker, select the agent's audio channel.
4. Check to send JSON, audio, or text to a location as audio is processed
5. Check to edit custom metadata fields
6. Check to edit ASR options
7. Check to reject duplicate files based on name for this folder only

After completing the advanced settings, click **Next**. If you checked "Configure callback delivery method", the **Callback Delivery Method** screen displays. These options enable you to configure the callback delivery method and specify which kinds of files will be sent.



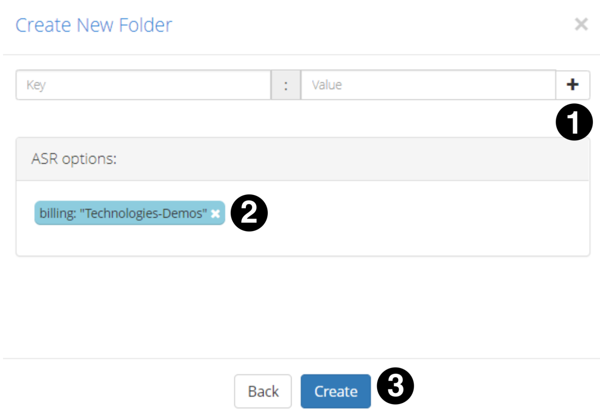
1. Select file type to send automatically via callback. Choose from JSON, MP3, and Text.
2. Select a callback delivery method from the dropdown

If you checked "Add/remove custom metadata fields" the **Custom Metadata** screen displays. This option enables you to upload a text file that identifies the names of metadata fields to extract from the transcript of the audio that you will then upload.



1. Upload the text file containing your custom metadata field names or enter them manually
2. Verify that all of your field names have appeared

If you checked "Add/remove ASR options" the **ASR Options** screen displays. These options enables you to view and edit ASR tags.



1. Add ASR tags
2. View existing ASR options
3. Create folder and prepare to upload your audio

Refer to the **V-Spark Management Guide** for more detailed information on creating folders and the various options contained within.

Uploading Audio Files

Click the blue and white upload icon ( ) to upload audio to a folder for processing. The **Upload Audio Files** screen displays.

1. Click **Choose File** to select the compatible file (or zip file of compatible files) that you want to upload.
2. Click **Upload** to upload audio to the folder

NOTE
See the **V-Spark Management Guide** for more information about uploading metadata with your audio, and uploading audio via web-based interface or web services.

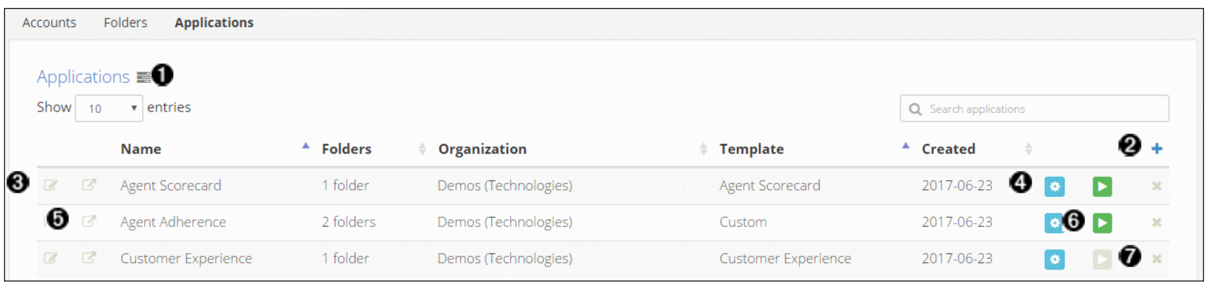
Customizing Analysis

V-Spark provides multiple ways of analyzing submitted audio files. One way is to create an **application** that scans your incoming audio for patterns, specific terms, and so on. To view, create, reprocess, edit, or delete an application, use the **Settings** drop-down menu to access the **Applications Overview** screen:

NOTE
For detailed information about creating applications, see the **V-Spark Application Development Guide**.

TIP
Applications can be associated with one or more folders within an organization. Files are scored when they are uploaded to any folder that is linked to an application.

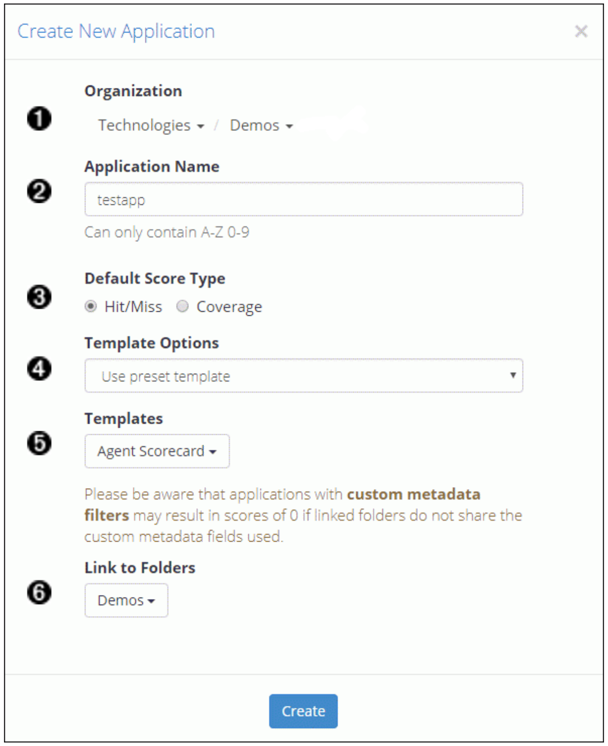
Applications can rescore all of the audio files in a folder by reprocessing them. If an application is modified, reprocess all of the folders associated with that application.



❶ View application jobs queue
❷ Create a new application
❸ Edit application settings
❹ Edit application categories and phrases
❺ View application on dashboard
❻ Reprocess an application
❼ Delete an application

Creating Applications

To create an application, click **+**. The **Create New Application** screen displays:

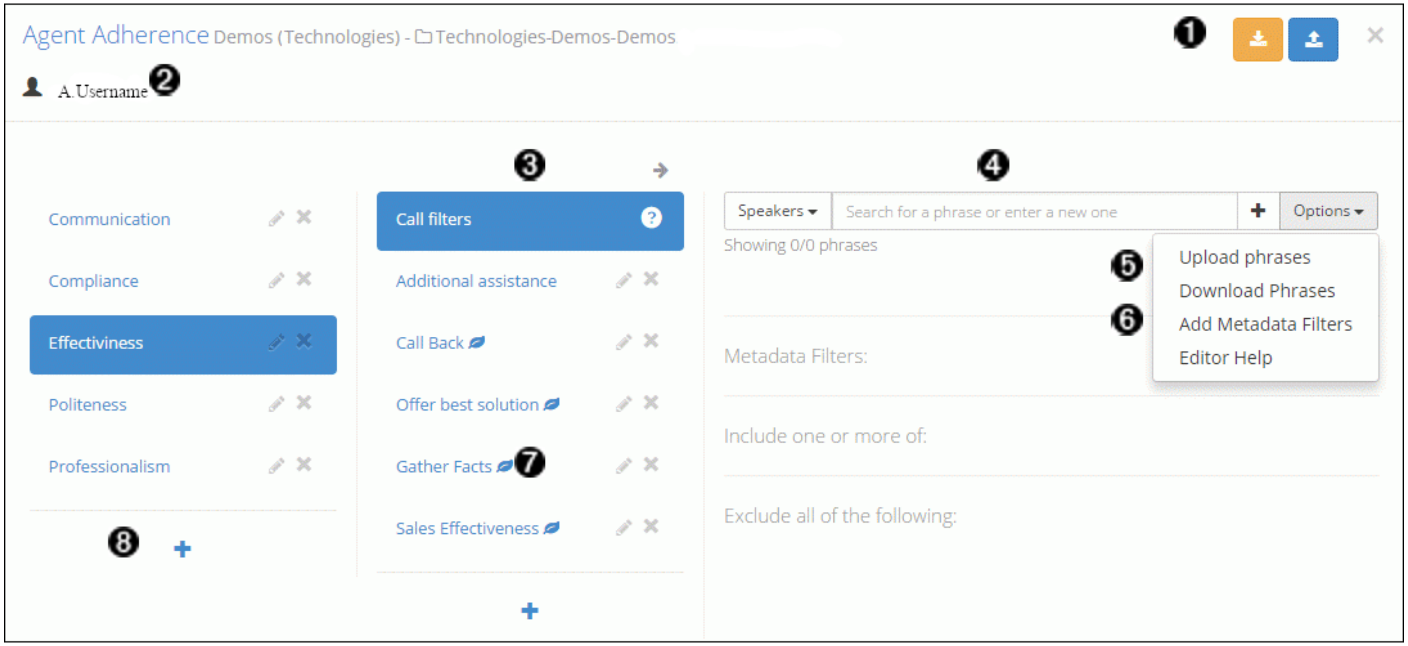


❶ Select company and organization
❷ Enter application name
❸ Select default score type
❹ Select template option (Build from scratch, Use preset template, or Copy from existing organization)
❺ Select an application template
❻ Select folder(s) for your application to analyze

Customizing Applications

Regardless of how you created an application, you will often want to customize it. V-Spark includes a graphical application editor to simplify this task.

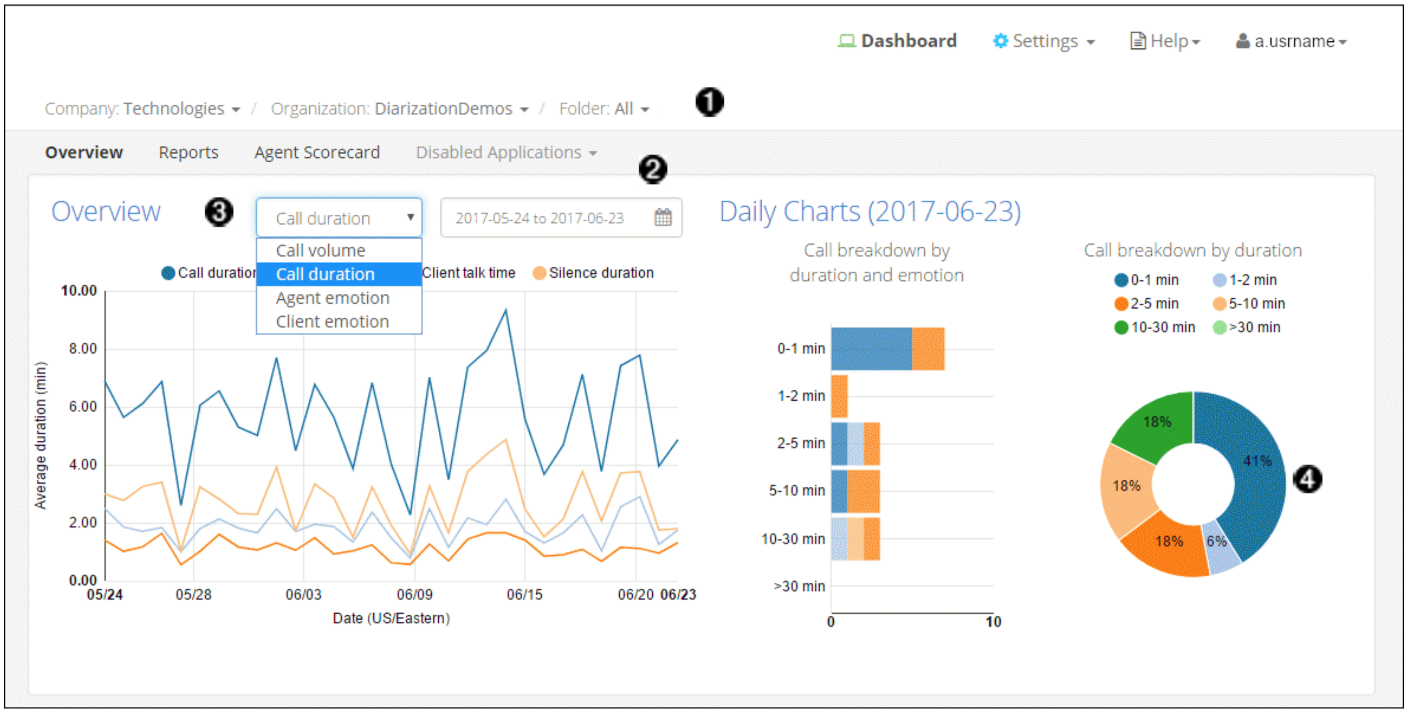
To access the application editor, select **Applications** from the **Settings** dropdown. Type the name of the application that you want to customize in the search bar. To open the application editor, click the blue and white gear icon ( ) next to the application that you want to edit. This displays an application-specific version of the **Edit Application** screen:



❶ Upload or download a JSON version of your application
❷ Displays all users currently viewing the application
❸ Select a category of this application to edit
❹ Add speaker phrases (include phrases or exclude phrases) to your application
❺ Upload or download lists of phrases for your application
❻ Add filters to your application
❼ Denotes leaf-level categories
❽ Create a new category

Examining Call Data with the Dashboard

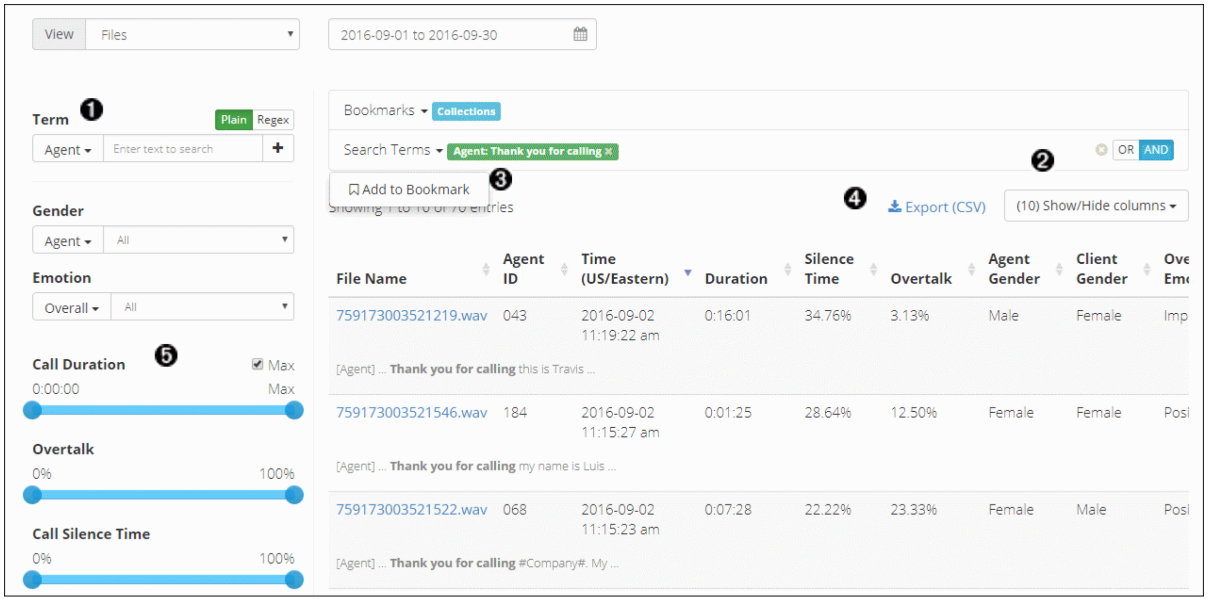
In this documentation, individual audio files are typically referred to as calls because recorded telephone conversations are the most common type of audio processed by V-Spark. By contrast, a V-Spark audio record consists of not only the initial audio file, but also the ASR text transcript, metadata, and application scores generated when the call is processed. The **Dashboard** provides numerous ways of reviewing and searching individual and aggregated audio record data.



❶ Specify the company, organization, and folder for which you want to view data. Your choices may be limited by your user permissions.
❷ Select the date range for which you want to review data. Dates with no audio data are grayed out in the calendar menu.
❸ Choose from various overview metrics to see daily charts for volume, duration, and emotion.
❹ Roll over parts of the graphs to get specific information about call types.

Searching Audio Files for Insights

The following example shows the **Files View** of the calls in a folder. To access this screen for a specific folder, click **Dashboard**, then use the dropdown lists to select the company, organization, and folder options associated with the audio record data you want to review or search. Audio records associated with these entities appear below dashboard overview charts.



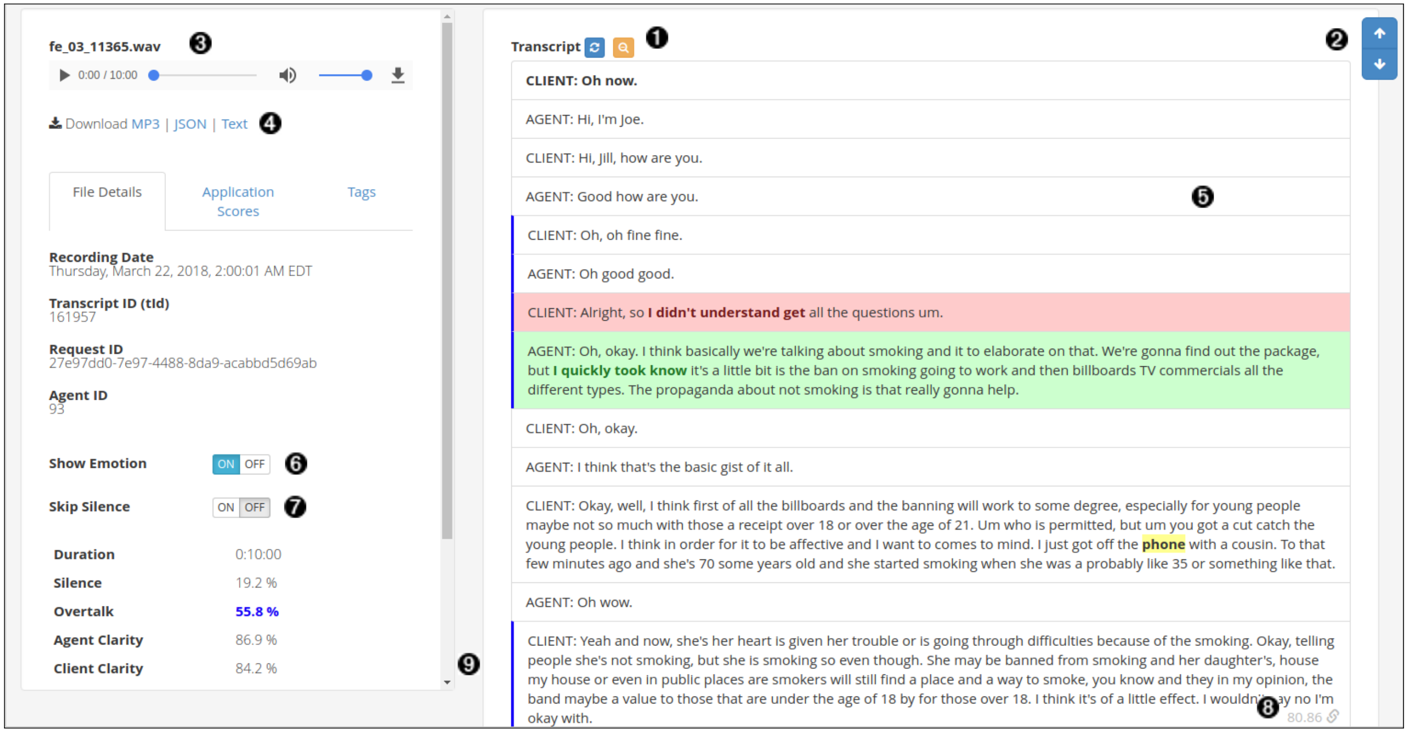
1. Search your files for key words and phrases.
2. Show and hide data field columns to customize display.
3. Bookmark frequent searches.
4. Export search results to a CSV file.
5. Use filters to narrow down your search.

To search the transcripts of the files that are located in this folder, enter a term into the search field under the **Term** label. The files in the selected date range for the current folder are searched for the specified term, and that term is added to the list of search terms at right.

NOTE
Refer to the **V-Spark Review and Analysis Guide** for detailed information about using all of the options on the **View Files** screen.

Examining Audio File Details

To see information about an audio file in the current folder, click its name in the file list to open a **File Details** screen:



1. Clear search term highlighting from transcript display
2. Use the up and down arrows to view instances of your search terms
3. Play call audio
4. Select **MP3** to download an MP3 audio file of the call. Select **JSON** to download a JSON file of the call transcript. Select **Text** to download a text file of the call transcript.
5. Select a piece of the transcript to play audio from that point
6. Show emotion for a visual representation of sentiment analysis
7. Skip silent portions of the call for faster review
8. Select to display a URL that links to this point in the transcript. You can copy this URL to the clipboard for use elsewhere.
9. The blue border on the left of the transcript indicates portions of the call with high overtalk

Examining Agent and Client Interaction

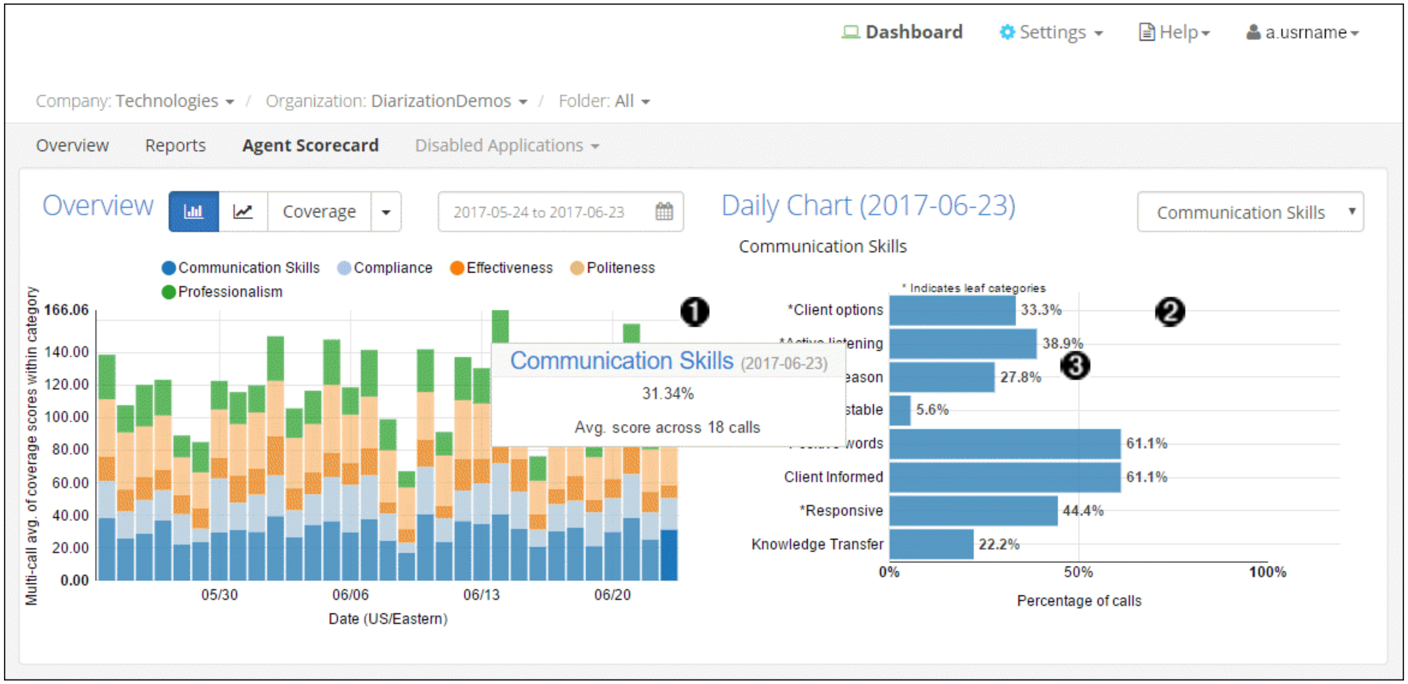
When V-Spark processes audio, it is divided into **agent** and **client** speakers. V-Spark helps you explore and audit agent information for things like politeness and emotion, the presence of specific phrases, compliance with requirements for content in each call, and so on. For mono audio, V-Spark uses a process called side classification to label speech as coming from either an agent or a client. For stereo audio, the channel that contains the agent speaker is configured at the folder level.

The next few sections illustrate the basic mechanisms that V-Spark provides to examine agent performance and how to work with that information. These sections use an application called **Agent Scorecard** that was designed to increase the efficiency of the agent evaluation process by automatically detecting the presence or absence of phrases that correspond to QA form requirements. The results of this application can be used to get an overall view of agent performance, pinpoint performance categories that require improved training, and compare scores for individual agents.

NOTE
Refer to the **V-Spark Review and Analysis Guide** for information about the different views available for exploring agent data, application templates such as the **Agent Scorecard**, and using all of the options on the **File Details** page.

Examining Agent Performance

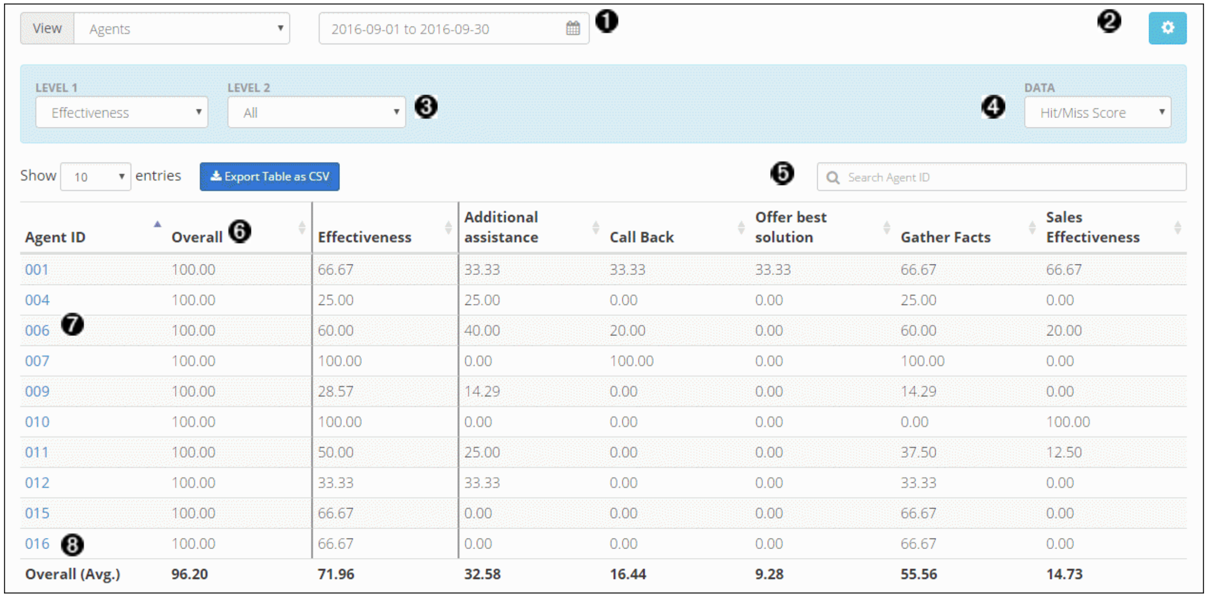
The **Agent Scorecard** screen displays an overview of score information for a given folder. To access this screen for a specified folder, click 💻 **Dashboard**, then click the **Folder** dropdown, and select the folder that you are interested in. Finally, select the **Agent Scorecard** application from the submenu.



❶ Roll over parts of the graph to see agent scores for each category.
❷ Category breakdowns show you exactly where your agents can improve.
❸ Click on a section of the graph to view lower-level categories for even more detailed insights.

Examining Individual Agent Data

The **View** section at the bottom of the **Agent Scorecard** screen (discussed in Examining Agent Performance) shows detailed information about all of the agents within a selected or default time period. Because it provides tabular information about each agent within that time period, the **Individual Agent Data** screen (as shown in the following example) makes it easy to view analysis and statistics for multiple agents at a glance.



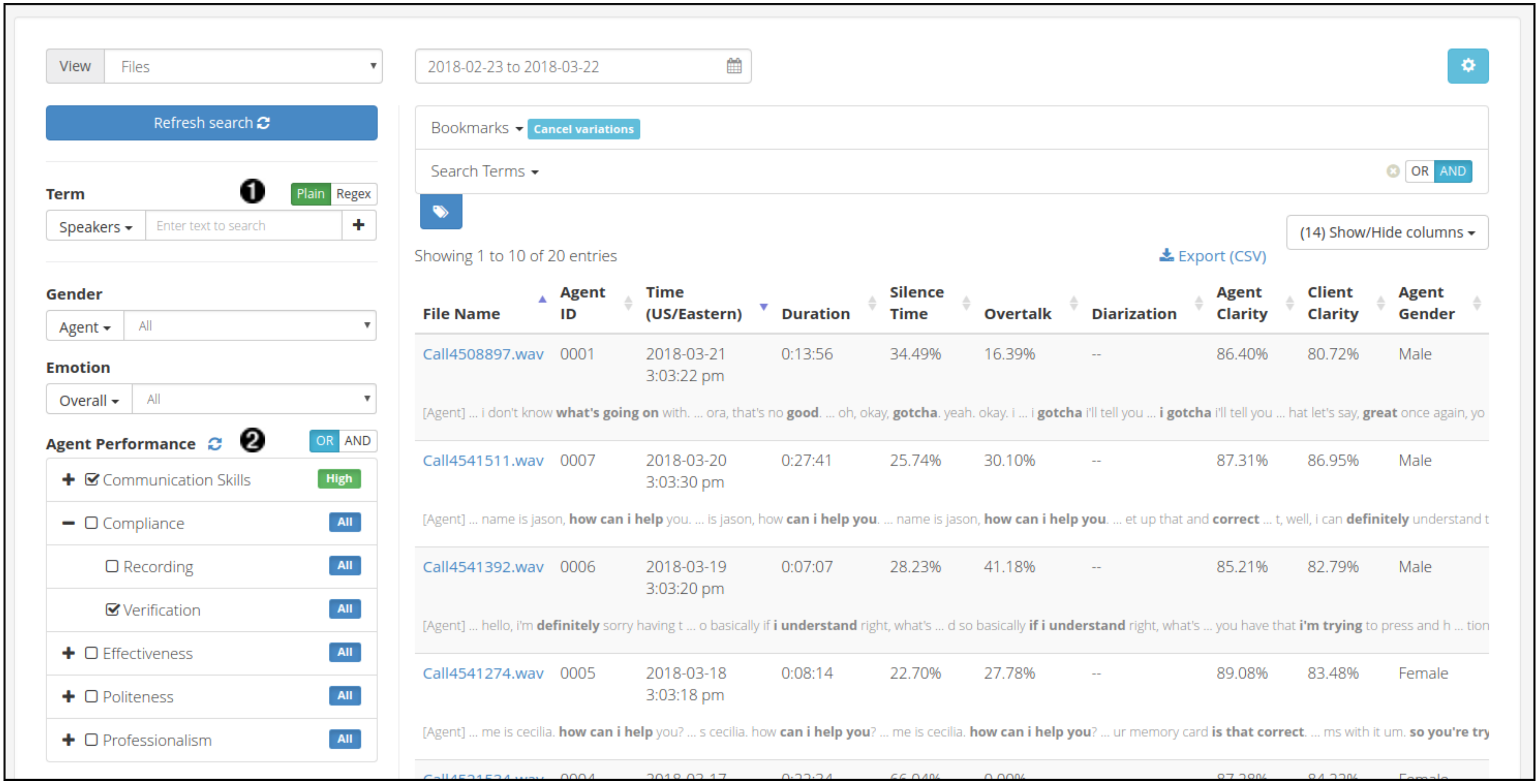
Agent ID	Overall	Effectiveness	Additional assistance	Call Back	Offer best solution	Gather Facts	Sales Effectiveness
001	100.00	66.67	33.33	33.33	33.33	66.67	66.67
004	100.00	25.00	25.00	0.00	0.00	25.00	0.00
006	100.00	60.00	40.00	20.00	0.00	60.00	20.00
007	100.00	100.00	0.00	100.00	0.00	100.00	0.00
009	100.00	28.57	14.29	0.00	0.00	14.29	0.00
010	100.00	100.00	0.00	0.00	0.00	0.00	100.00
011	100.00	50.00	25.00	0.00	0.00	37.50	12.50
012	100.00	33.33	33.33	0.00	0.00	33.33	0.00
015	100.00	66.67	0.00	0.00	0.00	66.67	0.00
016	100.00	66.67	0.00	0.00	0.00	66.67	0.00
Overall (Avg.)	**96.20**	**71.96**	**32.58**	**16.44**	**9.28**	**55.56**	**14.73**

❶ Select date range
❷ View the application categories and phrases
❸ Select application level and categories to view
❹ Select data to view (Hit/Miss Score, Coverage Score, Average Call Duration, or Average Call Silence)
❺ Search for a specific agent ID
❻ An agent's overall score for all calls
❼ Click on an agent ID to see all calls handled by that agent
❽ Average overall totals for all agents

Filtering Agent Data

The **View** section at the bottom of the Agent Scorecard screen (discussed in Examining Agent Performance) enables you to filter the information about all of the Agents within a selected or default time period. These filters enable you to drill down into multiple levels within characteristics such as Communication Skills, Compliance, Effectiveness, and so on.

To display the Filtering **Agent Data Files** screen like the following, select **Files** from the **View** drop-down menu.



❶ Search your calls using text, filters, and bookmarked searches.
❷ Filter calls using individual or combined application categories.