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# Recording, Quality Management and Speech Analytics User Manual

Trending

# Trending

## Important

This feature is not available in the Recording UI mode.

The **Trending** page is designed to help managers monitor interactions, identify and explore issues that arose in interactions, and spot unexpected trends and problems. The page contains configurable exploration reports that show the distribution of terms in interactions. The data is based on automated analyses of the transcripts of interactions, without any input from users about what terms should be sought. For this reason, it can help you identify issues and trends that were not predicted or planned.

In the exploration analyses, a term is a short series of words (usually, two to six words) that were detected together in interactions. SpeechMiner attempts to identify the most significant words and phrases in the terms it detects, and groups the terms into clusters based on these words and phrases. Thus, for example, if the terms "I lost my credit card," "my credit card was stolen," and "I can't find my credit card" were all found in interactions, SpeechMiner would identify "credit card" as the significant phrase in each of the terms. It would group the terms together into a term cluster called "credit card".

The **Trending** page is divided into three areas: a filter area and two analysis areas. The filter area is used to specify which data to include in the reports, by selecting the time period and language. The analyses in the other two areas show information about the term clusters that were discovered by SpeechMiner in the data from the time period and language selected in the filter area:

- **Term Trends**—The data in the upper-right of the page highlights the changes in the distribution of terms in interactions. It lists the clusters for which there was the greatest difference between their prevalence in the selected time period and in the previous time period.
- **Common Terms**—The bottom of the page identifies the term clusters that were most common in the selected time period.

Additional analysis of term clusters and their prevalence in the selected time period can be viewed in the Related Words window. Related Words graphically shows which terms are commonly found within the same or similar term clusters as a specified term and how frequently the terms are found together in a cluster. The graphic representation of related words enables you to explore terms and term clusters actively, by selecting and zeroing in on the terms that are of interest to you.

## Using the Trending Page

The following sections describe how to use the Trending Page.

## Filters

### Setting the Filters

The data in the **Trending** page covers a single time period and language (that is, the time period and language selected in the fields provided). You can choose any day as the base day for the filter period, and then choose the time period relative to that day. For example, if you choose Friday, May 25th as your base day, and then choose the time period Last week, the common-terms data at the bottom of the page will be generated for the week preceding May 25th (May 13th-19th), and the term trends data on the right side of the page will compare those seven days with the preceding seven days (May 6th-12th).

#### Important

You can view Related Words from the filter area or from any of the term clusters on the page. For more information, see [Related Words](#)

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To set the filters for the exploration analysis:

1. In the upper-left part of the **Explore > Trending** page, in the calendar, select the base date for the filter period.
2. Below the calendar, under **Time Period**, select one of the following:
  - **Last 7 Days**—Includes data from the last seven full calendar days prior to the base date - i.e., not including the base date
  - **Last Week**—Includes data from the beginning through the end of the last full week preceding the base date.
  - **Today**—Includes data from the base date
  - **Week to Date**—Includes data from Sunday of the week of the base date through the day preceding the base date
  - **Yesterday**—Includes data from the day preceding the base date
3. Under **Language**, select the language of the interactions you want to include in the analysis.

#### Important

The term-cluster data on the page is updated automatically whenever you change any of the filter values.

## Term Trends

### Identifying Term Trends

The right side of the **Trending** page contains a histogram that shows the term clusters whose prevalence in interactions differed the most between the current time period and the baseline period. The report indicates how the percentage of interactions containing each cluster changed from the baseline period to the current period. The current period is selected in the filter area, and the baseline is the preceding period of the same type. For example, if the currently selected time period is a week, the baseline would be the week preceding it.

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The following columns appear in the histogram:

Column	Description
Terms Cluster	Term cluster
Percent Change	How much more or less common the cluster was in the current period as compared with the baseline period. Both the bar and the number represent the same value. If the cluster was more common in the current time period, the bar representing the percent change is green and the number value is positive. If the cluster was more common in the baseline period, the bar is blue and the number is negative. For example, 66.1% means the cluster appeared in 66.1% more of the interactions in the current than it did in the interactions of the baseline period, and -24.1% means the cluster appeared in 24.1% fewer of the interactions in the current period than it did in the baseline period.
+/-	The difference between the number of interactions in which the cluster was found in the current period and in the baseline period. If the number is positive, the cluster appeared more in the current period than it did in the baseline period. If the number is negative, the cluster appeared in more interactions in the baseline period than it did in the current period. For example, -5 means that the cluster was found in five more interactions in the baseline period than it was in the current period.
Percent of Interactions	The percentage of interactions in the current time period in which the term cluster was found. Both the bar and the number represent the same value.

## Viewing Additional Information about a Term Cluster

You can see additional information about a term cluster that appears in the histogram.

To see additional information about a term cluster in the histogram:

1. Place your mouse on a cluster. The cluster appears in red, and a pop-up menu opens for it.  
file:Sm\_trends.png
2. Click one of the following, as required:
  - **Interactions Search**—Opens an Interaction Grid that lists interactions containing the term cluster. The Interaction Grid opens in a separate window.
  - **Trend**—Opens a Trend Graph for the term cluster in place of the histogram.
  - **Related Words**—Opens the Related Words window for the term cluster (see: [Related Words](#)).

## Common Terms

### Finding Common Terms

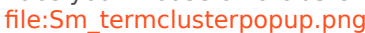
The bottom part of the **Trending** page contains a graphic depiction of the distribution of term clusters in the interactions that are included in the analysis (as specified in the filter area). The font used to print each cluster indicates how common the term was in the interactions; the more frequently a term cluster was found, the larger it appears. In addition, every cluster has a pop-up menu that provides additional options.

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## Viewing Additional Information about a Term Cluster

You can see how many times each term cluster appears in the data set, and access additional information about the cluster.

To see additional information about a term cluster:

1. Place your mouse on a cluster. The cluster appears in red, and a pop-up menu opens for it.  
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2. Click one of the following, as required:
  - **Interactions Search**—Opens an Interaction Grid that lists interactions containing the term cluster. The Interaction Grid opens in a separate window.

- **Trend**—Opens a Trend Graph for the term cluster in place of the cluster-distribution information.
- **Related Words**—Opens the Related Words window for the term cluster (see: [Related Words](#)).

## Related Words

### Finding Related Words

#### The Related Words window graphically illustrates the following information:

- The terms commonly associated with the term for which you requested to view related terms.
- How frequently the terms are found together within the current interaction sample.
- The term for which related words are requested. This term is presented at the center and its related terms are displayed around it (for example, in image **1** below, the Related Words window was activated for the original term issue).
- How frequently are the related terms found near the selected term. The more frequently a term is found, the larger the term appears in the diagram.

#### For each term in the Related Words window you can:

- **Expand** the diagram to view additional related words (for example, in image **2** below, related words were requested for the term press).
- **Merge** the selected related term with the term for which the window was opened. As a result, the Related Words window is refreshed and a new Related Words diagram is created for the two terms (for example, in image **3** below, the term issue and service were merged and the new diagram shows data for the new combination of terms).
- **Search** for the selected related word. If you select to perform a search, a new window is opened with the Search grid and player. The window lists all the interactions associated with the specific search. If you perform the search for the central term, SpeechMiner finds interactions in the sample in which the term is found. If you perform the search for a related term, SpeechMiner finds interactions in the sample in which all of the terms in the both the original term and the related term are found. The interaction search opens in a separate window.
- View the number of interactions represented by the Related Words diagram.

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## Opening the Related Words Window

The Related Words window can be opened by:

- In the right side of the Trending page, click a term in the Term Cluster list and select Related Words. See: [Term Trends](#)
- At the bottom of the Trending page click a term in the graphic depiction of the distribution of term clusters and select Related Words. See: [Common Terms](#).
- Click a term in the interaction transcript and select Related Words. See: [Interaction Transcript](#).

## Moving the Diagram Around

Moving the **Related Words** diagram enables you to view hidden parts of the diagram. This option is especially helpful if you expanded the diagram and the window is not large enough to fit the entire diagram.

To move the diagram within the Related Words window:

1. Hover over the diagram and hold down your mouse button.
2. Drag the mouse cursor over the diagram.
3. Let go of your mouse when the diagram is in the correct location within the window.

## Change the size of the Related Words diagram

To make the diagram larger or smaller:

- Roll your mouse wheel up or down over the diagram.

## Trend Graphs

### Using a Trend Graph

The Trend Graph is a line graph showing changes over time in how often a term cluster was found. The graph shows the percentage of interactions that contained the cluster in the current time period and in the preceding weeks. The term cluster appears in black above the graph.

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The Trend Graph can be opened for any term cluster that currently appears in the **Trending** page.

To open the Trend Graph for a term cluster:

- In the **Trending** page, in the pop-up menu of a term cluster (see Identifying Term Trends and Finding Common Terms), select **Trend**.

To close the Trend Graph and return to the histogram from which it was opened:

- Click **Back**.