

CASE STUDY

Deepgram and Red Box Enable Joint Customers to Boost Insights with 100% Audio Capture and Transcription

Increasing Transcription Accuracy and Offering Bespoke Customization While Maintaining a Market Leading Low Compute Footprint is a Game-Changer for Red Box Customers

**COMPANY:**

Red Box is a leading voice specialist for over 30 years. Conversa by Red Box is the next generation and first truly open microservices-based, enterprise voice platform. It provides customers with open access to and control over captured voice and media, resilient capture of high-quality real-time voice data and metadata from across the enterprise, the freedom to use that data in any application, and a market-leading Total Cost of Ownership (TCO). Red Box is trusted by leading organizations across financial services, contact center, government, and public safety sectors - including six of the world's top banks, 85% of global interdealer brokers, 1,700 call centers, and over 80% of UK police forces - and captures and secures millions of calls daily for more than 3,500 customers around the world.

INDUSTRY:

Software, telecommunications

BUSINESS NEEDS:

A highly accurate, fast, and customizable Automated Speech Recognition (ASR) solution that works seamlessly for its global customers at scale

SOLUTION:

[Deepgram's AI Speech Platform](#)

BENEFITS:

- Improved transcript accuracy to >90%
- Boosted speed of ASR transcriptions
- Enabled customizable transcriptions to meet variety of customers' needs
- Reduced computing footprint by 7x for both Red Box and its customers
- Flexibility with on-premises transcriptions

THE LANDSCAPE:

Unlocking Voice, the Most Powerful Dataset in the World

Major technological advances in voice technology have enabled organizations to more seamlessly extract insights from conversations at scale by turning audio files into structured datasets for artificial intelligence (AI) and machine learning (ML) engines to analyze. At the same time, with new opportunities to leverage voice, established call recording practices that historically served companies well for compliance and quality purposes, are now holding them back from fully maximizing ROI benefits from speech analytics and enablement investments.

Red Box is uniquely positioned to address this issue and the growing demand for organizations to capture, secure, and unlock the value of enterprise-wide voice data. As the leading voice specialist for 30 years, Red Box provides enterprises with open access to, and control of, high-quality unstructured and structured audio data and the freedom to leverage it in any application they choose. Conversa, Red Box's new and the industry's first truly open, microservices-based enterprise voice platform, has been engineered for flexibility and scalability and offers low compute footprints, market-leading total cost of ownership, and flexible deployment options.

THE CHALLENGE:

Meeting the Additional Requirements of High-Profile Customers

With voice datasets increasingly seen as a strategic asset awash with rich insights, timely access to high-quality transcripts became critical for Red Box's customers, which include leading organizations across financial, contact center, government and public safety sectors. Automatic speech recognition (ASR) has been a part of Red Box's offering for the last three years, but once the company started working with more high-profile customers—such as six of the world's top banks—it needed a platform that offered customization and could scale accordingly.

“An urgent need for improved scale and performance drove us to find a new ASR solution,” said Pete Ellis, Chief Product Officer at Red Box. “We could see that the requirements for our more high-end users, who employ 30 to 40 thousand call center agents, needed a more elegant and performant architecture in their software solutions.”

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Pete Ellis
CPO, RED BOX

THE SOLUTION:

Deepgram is Unmatched in Accuracy, Speed and Customization

When Red Box started evaluating the other ASR solutions on the market, Deepgram blew its competition out of the water in terms of accuracy, speed, customization and compute needs. “We pride ourselves on how fast we can capture audio and deliver it to any best of breed analytics application, and Deepgram had a similar mentality when it came to the speed and high-quality of its transcriptions,” said Ellis. “Especially during the COVID-19 pandemic, we’ve seen great growth in our healthcare customer segment, and customizable transcriptions are especially critical for those organizations.”

Deepgram was also the perfect fit because it uniquely targets and meets the needs of each of Red Box's key customer personas. Deepgram's AI speech platform is built from the ground up to optimize GPU performance with up to 300 real-time streams on one GPU and hence can reduce the overall computing and carbon footprint.

“IT teams love Deepgram’s speed and accuracy, while technology teams appreciate how the platform doesn’t use the same open-source space that other vendors do, which helps with the total cost of ownership,” said Ellis.

“Compliance users are laser-focused on ensuring that their customer-facing users adhere to compliance rules, which Deepgram’s high-quality transcripts enable them to do. And on the contact center side, the platform allows them to examine customer experiences both from a sales and an inbound service perspective, which helps them with training and coaching.”

THE RESULTS:

Better On-Premise Offerings and Reduced Computing Footprint

Aside from the direct impact to Red Box’s global customers, the partnership has helped Red Box strengthen its level of credibility and on-premises offerings. “We have a similar ethos [to Deepgram] in what we’re trying to provide for customers, which is flexibility, architectural excellence, speed, and delivery of the analysis of these communications in real-time,” said Ellis. “Many of our customers also still want on-premises transcriptions because their data is sensitive and they’re not comfortable with it living in the cloud. That’s a key piece of our partnership with Deepgram as we’re able to deliver audio on-premises, while Deepgram can redact it before it goes into the cloud, to ensure our customers that any data that’s leaving their premise has been redacted for personal information.”

Another major benefit of the partnership has also been a reduced computing footprint. Evaluating both real-time and post-call interactions, Red Box has seen around a **7x reduced footprint while using Deepgram** compared to its competition. “Many would be surprised by the carbon footprint that ASR platforms leave, especially within the last few years where the adoption of the technology and use cases have accelerated considerably,” said Ellis. “For us, reducing our footprint and helping our customers do the same is huge because it doesn’t matter if your transcriptions are being created on-premises or in the cloud - the compute footprint will still be the same.”

LOOKING AHEAD:

Driving Innovation and Scaling Faster Together

Looking ahead, voice is expected to explode in terms of adoption, use cases, and innovation—in large part fielded by the advances made in ASR technology. Red Box looks forward to leveraging its partnership with Deepgram to drive innovation and scale faster than ever before. “I’m constantly thinking about speed-to-market as it’s challenging to get our products out there at the pace needed as we want to remain a leader in the market,” said Ellis. “Voice technology is such a fast-moving market that we have to be everywhere at the same time and bring relevant innovation quickly and simply to our customers, and Deepgram will be key in helping us maintain this leadership position.”

About Deepgram

Deepgram is the world’s most accurate Speech Recognition platform. With its patented deep neural network, ease to use API, and state-of-the-art model training capabilities, Deepgram enables organizations to easily embed AI into their business. By unlocking accurate speech data insights, organizations can create delightful customer experiences, improve productivity and generate new business channels faster, more reliably and cost effectively than ever before. For more information, visit deepgram.com.