



Contact center vendors don't know JACK about conversation intelligence.

Thinking about using your CCaaS vendor's bolt-on conversation analytics? Here's why you shouldn't.



Buying the bolt-on conversation analytics module from your contact center vendor won't provide the insights you need to move the needle in your business. To uncover deep insights that deliver results, your best option is a dedicated conversation intelligence platform like Tethr. We spend 24/7 thinking about one thing: how to deliver the knowledge you need to improve your customer experience, agent performance, and business metrics. Analytics are not an afterthought for Tethr. It's what we do!

Tethr's insights go beyond basic KPIs. Backed by over a decade of customer experience and sales research, our platform gives your business a deeper understanding of customer and agent behavior so that you can reduce operational costs, increase loyalty, and grow revenue. And we don't hold those insights hostage. We believe your data should be free to use however you see fit, and you should have the flexibility to retain your analytics platform even when you need to change the systems you use to manage your phone, chat, email, and social interactions.



Tethr is our first step to understand not only what our members are saying but what's driving those comments and what we can do to improve that and get ahead of that curve right away.

Keith Parris, VP, Contact Center Operations + Technologies, BCU



A powerful platform with amazing potential. The insights you receive out of Tethr are incredible.

Receiving those out-of-the-box insights helped our organization immediately begin utilizing Tethr to coach our associates with quick improvement.

Christian M., Senior Manager, Quality Training and Credentialing, ShiftKey



The best customer experience AI platform around! I have found Tethr is the best solution for tracking, reporting, and gaining coachable insights into the customer's experience.

Janelle L., Quality Assurance Lead

	Contact center vendors	Tethr
Openness	Conversation data comes from the vendor's software. Extracting the data typically requires a fee.	Pull in conversation data from any source (phone, chat, email, etc.) and share insights with any enterprise software system.
Integrations	Exclusive to vendor. Typically don't integrate with third-party conversation data sources out-of-the-box, making it difficult if you need to switch to a new contact center vendor.	Vendor agnostic with 30+ pre-built CRM & CCaaS integrations. Mix, match, and change contact center vendors over time without disrupting your insights mining.
Company focus	Analytics are an add-on. Primary business is the contact center platform.	Building best-in-class analytics is the primary focus. 100% of Tethr's people, technology, and other resources are dedicated to enabling customers to act on insights to improve their businesses.
Data vs insights	Basic contact-center data delivered through a series of dashboards and reports. Translating data into insights requires professional services or support from your in-house data science team.	A focus on speed to value. Out-of-the-box, easy-to-read reports and prescriptive dashboards deliver insights that are operational and immediately actionable.
Depth of insights	Shallow, limited to sources supported by their own platform.	Deep, able to consume conversations from any source and deliver prescriptive insights. Can deliver deep insights into specific root causes that drive up operational costs so businesses can act to save money.
Packaged insights	Requires professional services commitment	1,400+ industry-aligned insights available on day one
Pricing	Per seat. Sharing data requires additional licenses/cost.	Usage-based. Share insights with everyone in the company at no additional charge to encourage cross-department CX improvement.

Want to see the difference an open, analytics-first approach can bring to your contact center?

Contact Tethr to see it in action