



## Case Study

# The Speech Analytics Experience

## Intro



This hypothetical European mobile network suffers from inefficient use of its call center agents' time. The company also hopes to cut costs by avoiding preventable truck rolls wherever possible. Speech analytics will enable the company to mine 100% of its call center data, transcribing and analyzing calls to identify trouble spots, common requests, and predictive NPS, turning the call center into a customer experience powerhouse.

### Key customer quote

"Being able to pinpoint the exact timing and specific verbiage used in successful conversations provides us with the data needed to help our team of agents be more productive, especially during these times where every dollar counts."

## The need



Call center agent time is a precious resource. Yet it's often wasted on inefficient conversations: frequent inquiries that could best be handled through self-serve, inaccurate responses, delays, or pauses. It is also difficult or impossible to scorecard individual agents and to see exactly what sets your top players apart from agents who need more coaching to get up to speed.

This company's customers were experiencing long hold times, frequently needed to contact agents for relatively simple questions, and often couldn't reach a resolution on the first try—driving down NPS. Finally, inaccurate information sometimes led to unnecessary on-site service calls that could have been resolved through self-service.

Some agents were clearly more effective than others, but the company lacked a way to understand best practices and train other agents to do better.

Immediate goals were to derive a big-picture view of call center health, visualizing metrics using existing BI tools, and then categorizing calls to better understand customer intent and ongoing agent monitoring.

## About the customer



The customer for this solution is a hypothetical mid-sized mobile provider with 600 agents handling over 618,000 calls per month. Average voice handle time was well over 7 minutes, while FCR was well under 50%. These factors contributed to a cost per call that was much higher than it needed to be, while hold times were driving up the call abandonment rate.

## Customer needs

- ▶ Increase call efficiency and sales conversion
- ▶ Improve FCR, NPS, and other metrics, including predictive NPS
- ▶ Understand frequently used phrases and call motivations
- ▶ Gain a deeper understanding through clear visualization of customer mood and intent

## The solution:

### **The Speech Analytics Experience**

Speech analytics goes beyond making the sale: It uses NLP to drive measurable improvement across your entire organization. Most businesses only analyze 5% of conversation data. Powered by 100% of your data in near real time, the speech analytics experience generates actionable business intelligence that helps you start putting customers first.

### **Implementation scope**

- ▶ Understand agent best practices and improve call handling skills
- ▶ Improve NPS, FCR through shortened hold times and automated / self-serve workflows for more frequent inquiries
- ▶ Reduce unnecessary tech dispatches
- ▶ Harvest organization-wide insights from the massive volume of call center data coming in daily, most of which is not fully leveraged at present

## Main business objectives

- ▶ Shorten hold time and increase first-call resolution to boost caller satisfaction
- ▶ Increase call center agent satisfaction by eliminating repeat calls, simple inquiries, and by reducing upset callers due to long hold times
- ▶ Eliminate common trouble spots in agent calls such as extended silences and overtalk
- ▶ Improve efficiency of agent offers and upsell opportunities
- ▶ Optimize agent training based on successful best practices
- ▶ Break down silos and make conversation data available for BI analysis through Tableau Minimize agent training and downtime to implement the solution

## Solution highlights



- ▶ Clear real-time customer intent data for agents ensures they can tell the difference between call types: upset customer, pre-churn call, hot sales lead, or appointment
- ▶ Simplified agent scorecard determines how each agent is meeting expectations—and identifies areas for retraining
- ▶ Automatic redaction of personally identifiable information (PII) and payment card data confidential to maintain full regulatory compliance
- ▶ Completely invisible to customers
- ▶ Minimal agent training thanks to intuitive visual interfaces and full integration with existing platforms through simple APIs

## Typical expected outcomes



- ▶ Full project rollout within 6-8 weeks
- ▶ 100% of call center data analyzed
- ▶ Analytics and AI are now used to build agent scorecards
- ▶ +10% NPS score through shortened hold times and automated/self-serve workflows for more frequent inquiries
- ▶ +5% increase in FCR
- ▶ -5% reduction in tech call dispatches
- ▶ Sensitive customer data automatically redacted to save work and simplify compliance
- ▶ Departments can now gather actionable insights based on clearly defined metrics for improved compliance, customer experience, marketing campaigns, product feedback, and agent performance.

## Key takeaways



Thanks to the speech analytics experience, this typical telco is more confident of its call center capability to help the company differentiate from its competitors. The company has managed to standardize and streamline agent workflow—from introduction and determining the caller question, to remaining empathetic and listening well throughout the call, through upselling with value proposition and a proper signoff. At the same time, sensitive customer information is automatically handled with data privacy precautions to secure their trust. This solution meaningfully increases the profitability of the call center, raising agent satisfaction and leading to passing grades on all customer experience metrics.

The next-generation Augmented Experience Center is all about ensuring that your customer comes away feeling heard. Amdocs helps you deliver a hyper-personalized, effortless experience, anticipating what customers need and delivering relevant content at the right time, across all communication channels. Our rich partner ecosystem lets us tailor an ideal solution suite to meet your customers' needs while cutting costs and gaining insight and business intelligence. Everyone wins.