
Leveraging Speech Analytics to Drive Improved Contact Center Performance

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Overview

- Common Problems in the Call Center
- The importance of a complete view of data
- What is Performance Management?
- What is Speech Analytics?
- How does the combined approach work?
- What are the benefits of the using both solutions?
- Examples of how organizations uncover deeper insights
- How do these insights improve business success?

Common Problems in a Call Center

- Reducing Staff attrition
- Increasing the availability and effectiveness of Training
- Increasing Agent productivity
- Decreasing Absence and sickness
- Improving / Sustaining Staff morale
- Managing Increasing Call volumes with Flat Headcount
- Dealing with new skills requirements (multi-media)
- Controlling Rising costs
- Achieving Rising revenue / performance targets
- Legislation / Compliance
- Improving first call resolution rates
- Increasing Customer Satisfaction ratings
- Reducing customer churn

Unknown Problems in the Call Center

- Pinpoint problems with agent performance
- Identify specific agents that need extra help
- Know if your agents are offering the right products at the right time
- Know whether customers are satisfied and why
- Understand what makes customers frustrated and why
- Identify which customers are likely to churn
- Know what products customers would prefer to buy
- Understand what product promotions are working
- Know what competitive promotions are working better
- Understand external market influences on contact center

What if You Can...

- **General**
 - Identify best practice and implement it?
 - Get proof points and raw data to help you better target the problems?
 - Uncover issues you didn't know about or had a gut feel on but no proof?
 - Automate / institutionalize performance management initiatives?
- **Sales & Marketing**
 - Ensure that your targets for up-sell and cross-sell mentions per call are really being met?
 - Automatically harness the best practices of your most successful sales / TM agents and make that available in training to all your agents?
 - Identify what elements of your up-sell / cross-sell proposition are turning your customers off?

What if You Can...

- **Customer Service**

- Identify critical points in your process that are causing your customers stress or annoyance?

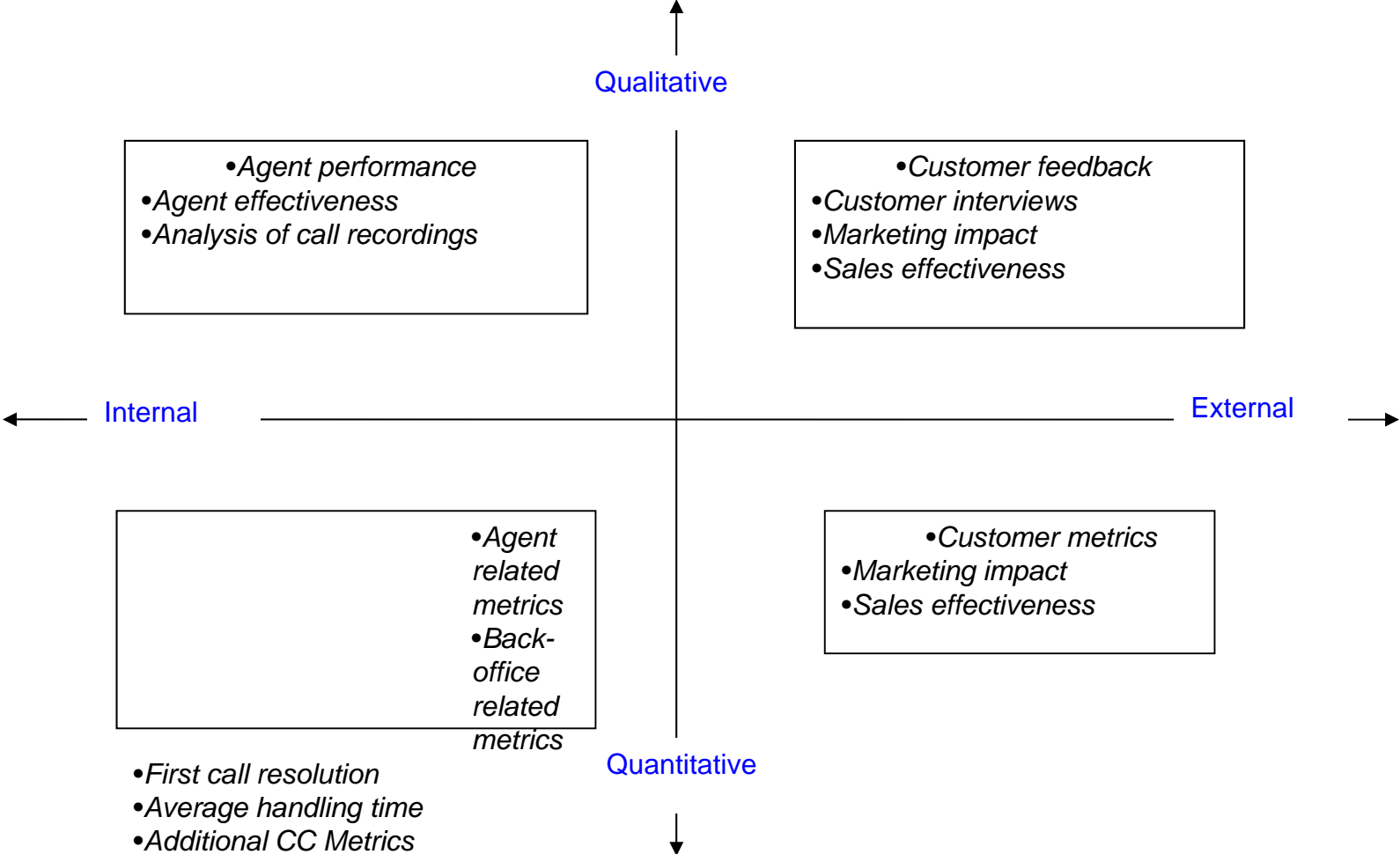
- Pinpoint customer churn issues being caused internally (agent, processes, etc)?

- Automatically scan for an increase in customers leaving to go to a competitor in order to allow you to react sooner?

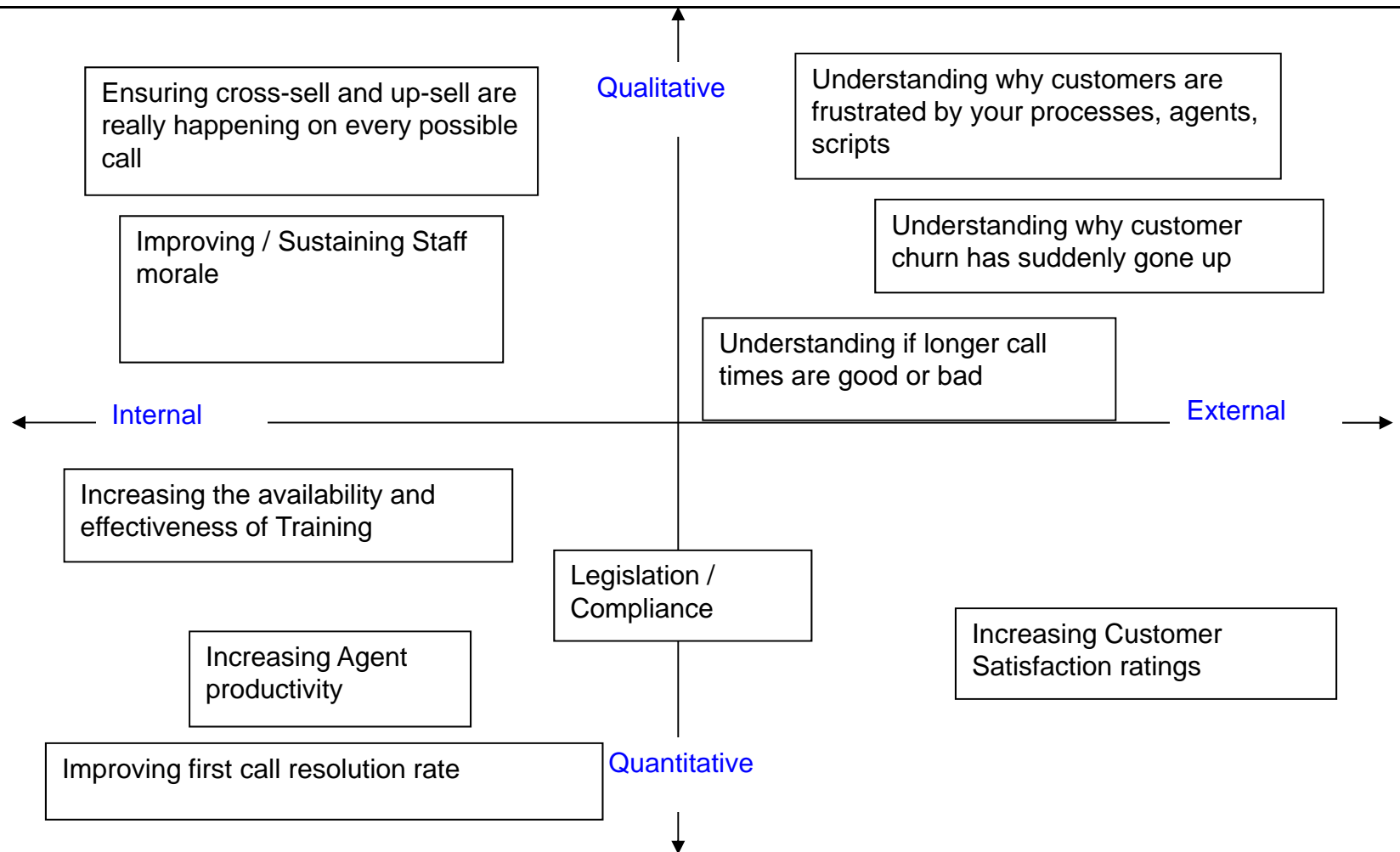
- **Agent Performance**

- Automatically harness the best practices of your most successful collections agents and make that available in training to all your agents

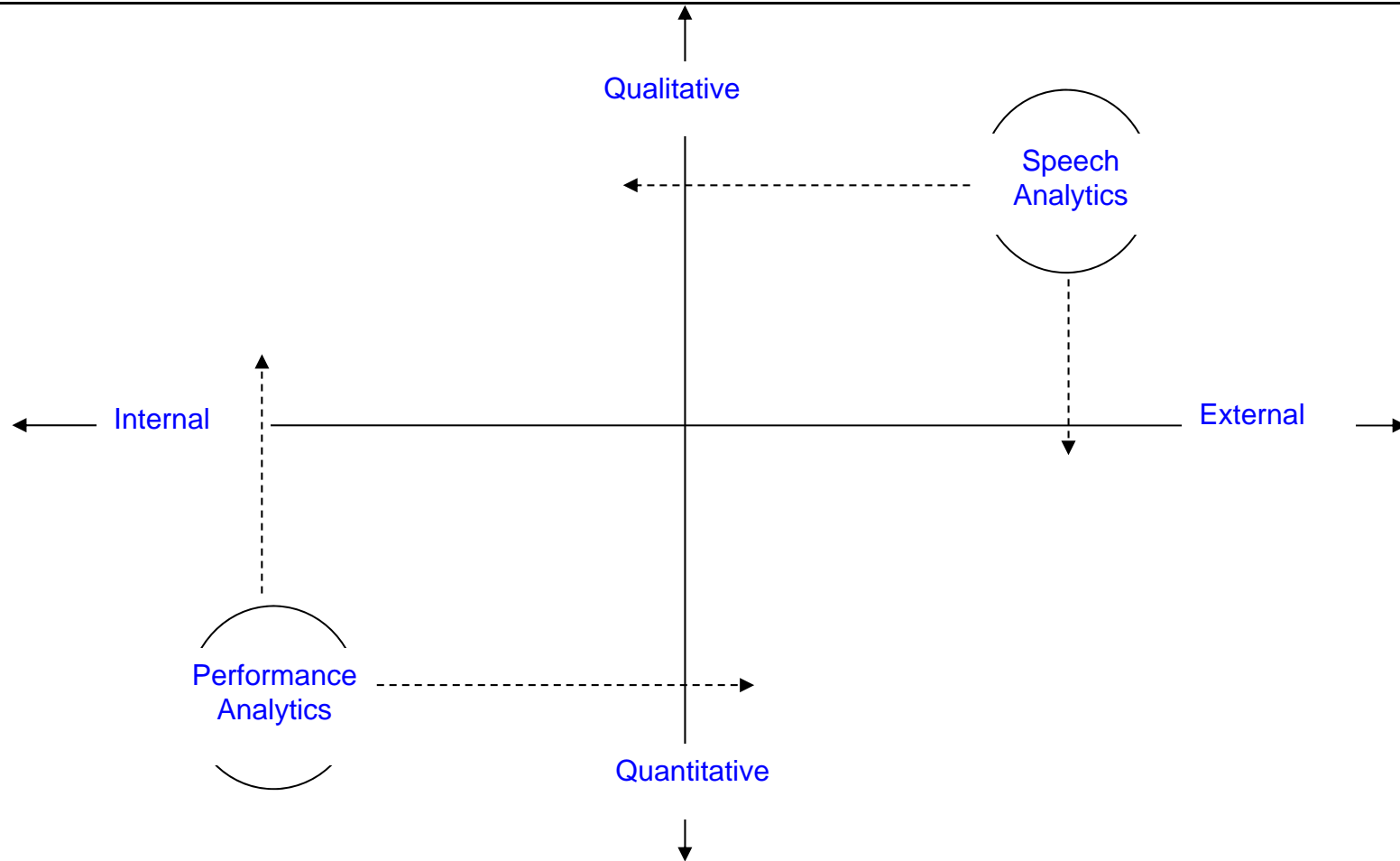
Managers Need a Combination of Data to Get a Complete View of a Call Center



The Common and Unknown Problems Addressed

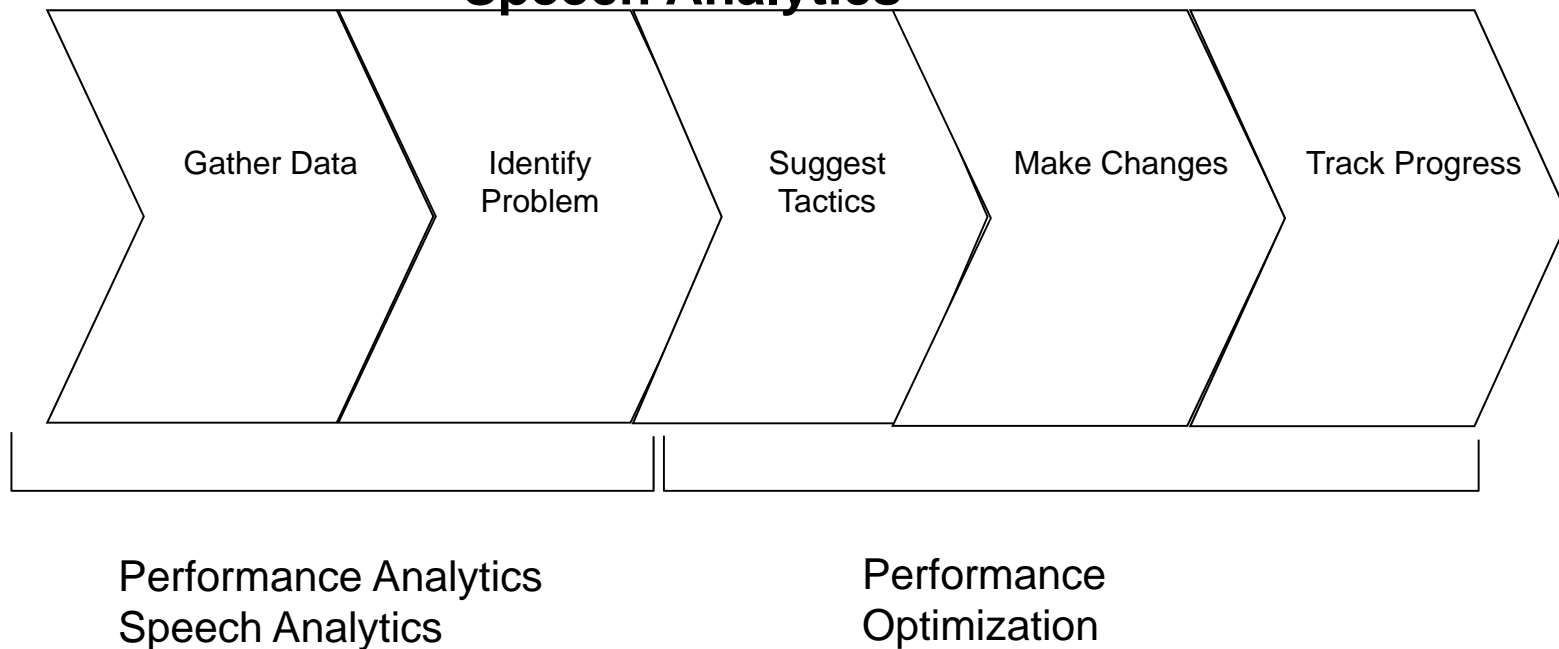


Performance Management and Speech Analytics Gives a Complete View



How the Combined Solutions Can Help Organizations

Performance Management and Speech Analytics



The Proof is in the Use...

What are the benefits?

1. Increased agent productivity and revenue generation
2. Increased customer satisfaction
3. Increased marketing effectiveness
4. Culture change

Common Scenarios

- Sales and Marketing
- Customer Service
- Agent Performance

Questions/Comments

- Contact us:

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