Using Analytics to Improve Agent Performance & Customer Experiences

Discover the Power of Cloud-based Automated Speech Analytics & Call Scorecards

CallFinder®
Today’s Showcase & Demo

• Goals driving speech analytics initiatives to evaluate agent performance & improve customer experiences.

• Using speech analytics & scorecards to:
  – Automate data collection
  – Implement unbiased scoring methodologies
  – Report, analyze and manage agent performance
  – Manage regulatory compliance to reduce business risk
  – Track customer experience
Business Goals Driving Analytics Initiatives

48% Insight into customer experience with their product or service

29% Evaluate employee performance

25% Monitor customer responses to competition & services

21% Monitor the customer experience such as on-hold, transfers, or any other interaction processes

Source: Aberdeen Group – Speech Analytics: Listen to your Customers
# Top 5 Challenges in the Contact Center

<table>
<thead>
<tr>
<th>Challenges</th>
<th>Fixes with Analytics</th>
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<tbody>
<tr>
<td>1. Accuracy of data, reporting and analytics</td>
<td>1. Automate data collection, analysis, and reporting</td>
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<td>2. Agent retention</td>
<td>2. Use data to spot agents that need help before they churn</td>
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<td>3. Managing agent performance</td>
<td>3. Unbiased system of scoring with technology, not humans</td>
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<td>4. Increasing customer expectations</td>
<td>4. Know why your customers are calling and what they want</td>
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<td>5. Bad customer experiences are magnified</td>
<td>5. Leverage analytics to manage customer experience before they blow up</td>
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Using Data to Improve Agent Performance

- Accurately score individual agents and teams.
- Manage agent and business risk scores to drive compliance.
- Capture agent compliance behaviors to inform training requirements.
- Identify risky agent behaviors to reduce non-compliance liabilities.
- Enforce consistent customer handling processes to improve customer satisfaction and drive positive call outcomes.
Gain Business Intelligence & Value With Speech Analytics

Scoring Calls Using Key Phrases From Customer-Agent Conversations

Compliance Statement
“This communication is from a debt collector. This is an attempt to collect …”

Customer Experience
“I can’t pay the whole amount, can you help with…”

Agent Performance
“Thank you for returning my call, let me look at your balance…”

Analyze Insights

Apply Context to KPIs
• Measure compliance on 100% of calls
• Identify opportunities to resolve debt
• Improve risk scores

Analyze VoC
• Identify customer needs
• Uncover customer handling requirements
• Improve call outcomes

Discover Trends
• Reveal gaps in service
• Monitor customer behavior trends
• Improve compliance
Analytics for Actionable Insights

**Interactions:**
Organize & aggregate content of conversations.

**Insights:**
Build & distribute scorecards and reports.

**Actions:**
- Evaluate, coach & train.
- Implement change management guided by insights.
Creating Your Scorecard…

- Choose Scorecard Attributes
- Create Categories
- Enter Phrases
- Set Goals

- Call Volume Metrics
- Call Duration Metrics
- Category Weights
- Scheduled Scorecard Delivery Options
Creating Your Scorecard…

- Choose Scorecard Attributes
- Create Categories
- Enter Phrases
- Set Goals

- Call Opening Statements
- Account Verification
- Call Handling

CallFinder
Cloud-based Speech Analytics
Creating Your Scorecard…

- “This communication is from a debt collector. This is an attempt to collect a debt and any information obtained will be used for that purpose.”
- “Can you make a payment today?”
- “We can make a payment plan for you.”
- “You can talk to my supervisor.”
Creating Your Scorecard…

- Choose Scorecard Attributes
- Create Categories
- Enter Phrases
- Set Goals

- Call Score: 95%
- Handle Time (minutes): 12
- Average Daily Call Volume: 60
Sharing Your Scorecard…

Automatically e-Mail To:

Scorecard

Team Leader

Agents
CallFinder Demonstration

Witness the Power of Cloud-based Automated Speech Analytics & Scorecards
Schedule a Free Discovery Session of Your Agent-Customer Conversations with a CallFinder Specialist

CallFinder
Cloud-based Speech Analytics

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