

# Using Analytics to Improve Agent Performance & Customer Experiences

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

**Callfinder**<sup>®</sup>

# 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

## Challenges:

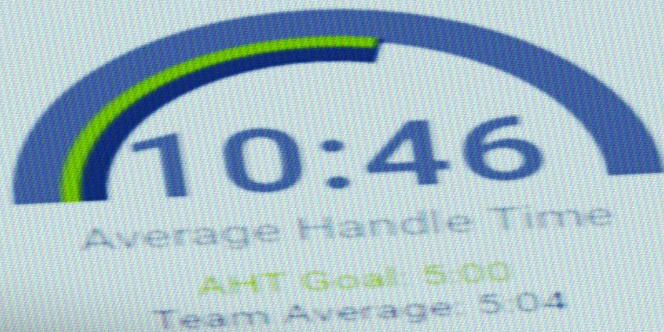
1. Accuracy of data, reporting and analytics
2. Agent retention
3. Managing agent performance
4. Increasing customer expectations
5. Bad customer experiences are magnified

## Fixes with Analytics:

1. Automate data collection, analysis, and reporting
2. Use data to spot agents that need help before they churn
3. Unbiased system of scoring with technology, not humans
4. Know why your customers are calling and what they want
5. Leverage analytics to manage customer experience before they blow up

# 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

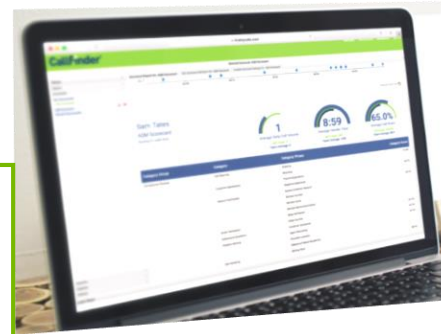
- Reveal gaps in service
- Monitor customer behavior trends
- Improve compliance

# Analytics for Actionable Insights



## Interactions:

Organize & aggregate content of conversations.



## Insights:

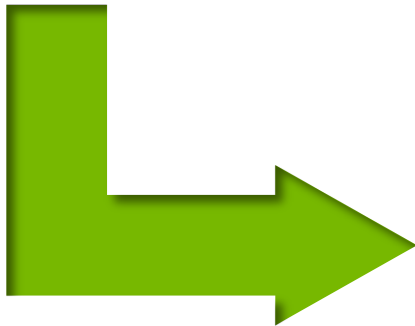
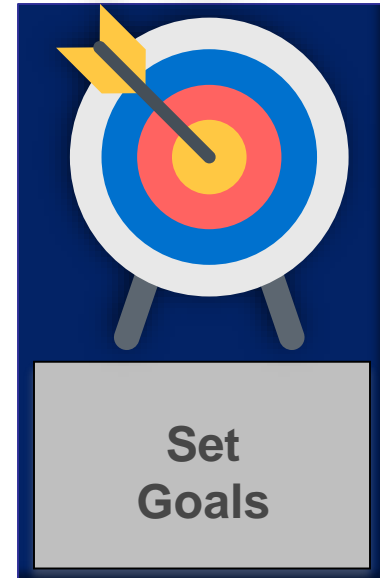
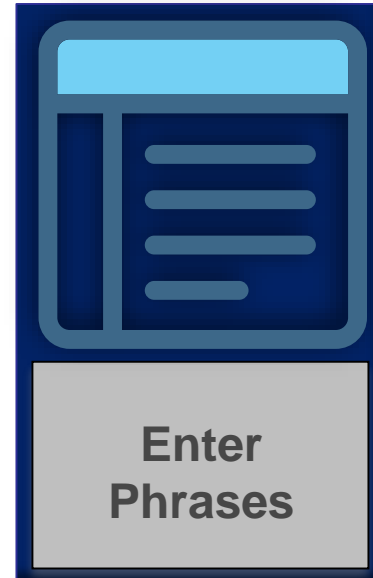
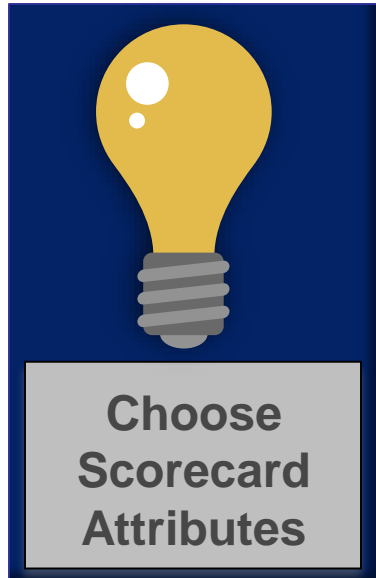
Build & distribute scorecards and reports.



## Actions:

- Evaluate, coach & train.
- Implement change management guided by insights.

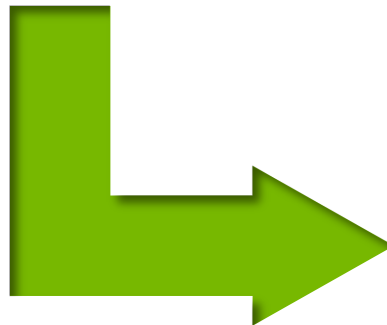
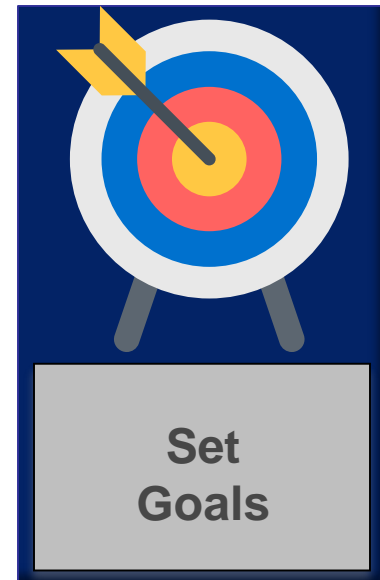
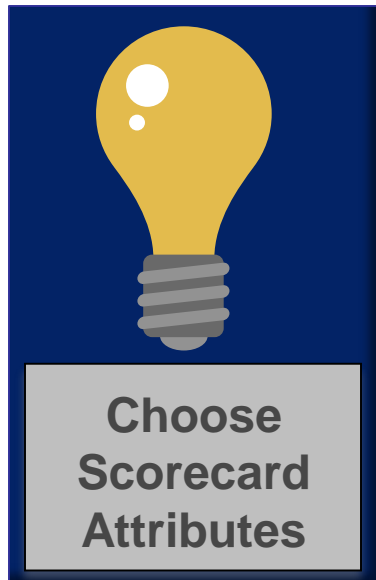
# Creating Your Scorecard...



- Call Volume Metrics
- Call Duration Metrics
- Category Weights
- Scheduled Scorecard Delivery Options

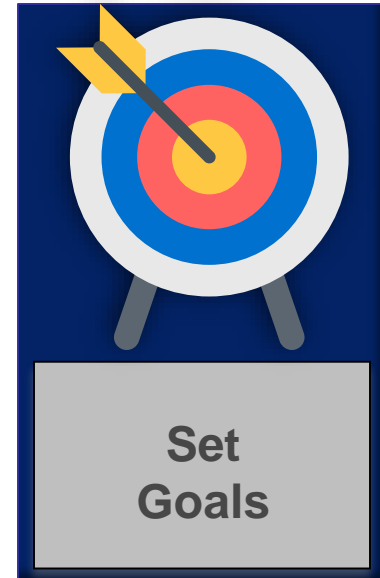
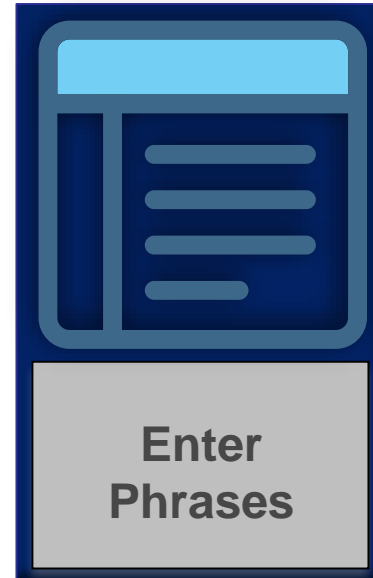
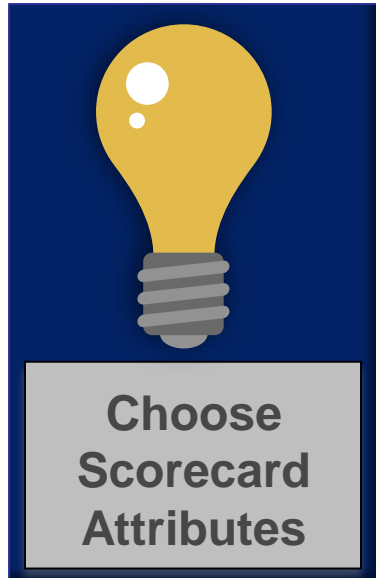


# Creating Your Scorecard...



- Call Opening Statements
- Account Verification
- Call Handling

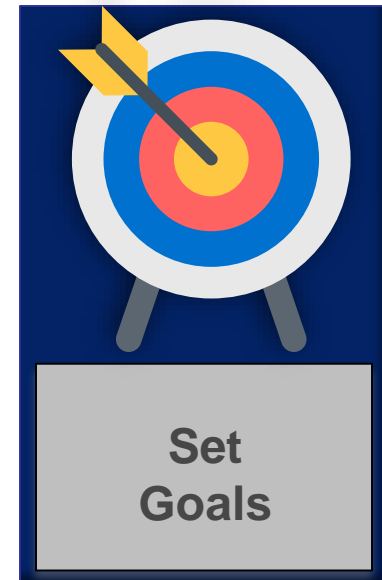
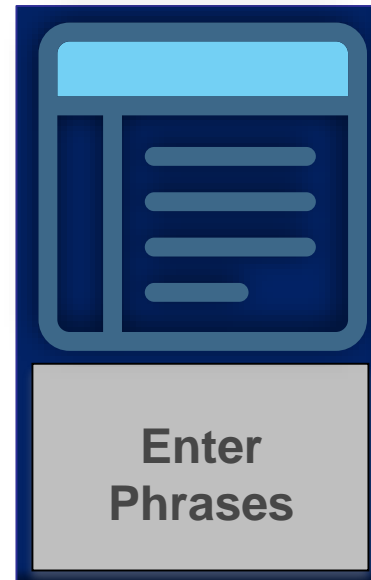
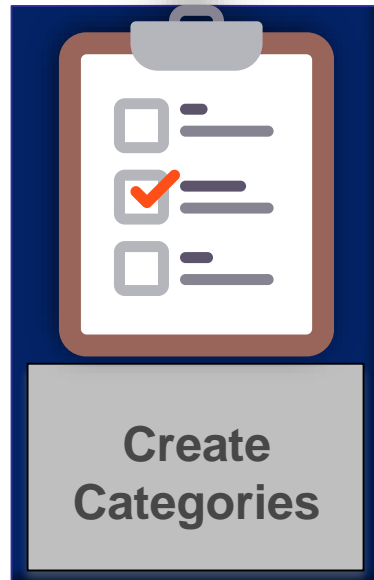
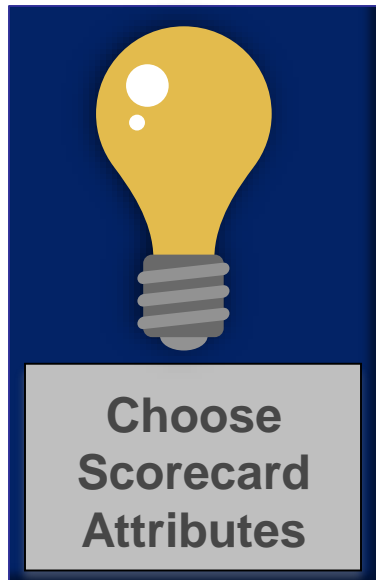
# Creating Your Scorecard...



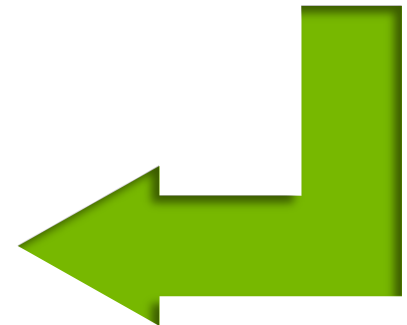
- “This communication is from a debt collector. This is an attempt to collect a debt and any information obtained will be used for that purpose.”
- “Can you make a payment today?”
- “We can make a payment plan for you.”
- “You can talk to my supervisor.”



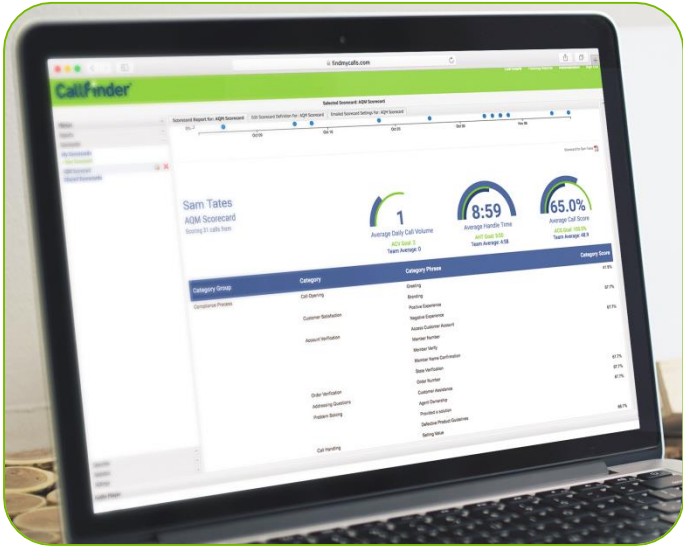
# Creating Your Scorecard...



- Call Score 95%
- Handle Time (minutes) 12
- Average Daily Call Volume 60



# Sharing Your Scorecard...



**Scorecard**



**Automatically  
e-Mail To:**



**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



**800-639-1700**  
**[mycallfinder.com](http://mycallfinder.com)**

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