



ABOUT OUR PARTNER

An American owned and operated contact center that support clients in the USA who want the benefits of outsourcing while remaining onshore to ensure their brand and their customers are handled with the greatest of care. Based on the West coast, our partner is uniquely positioned to provide premier contact center services and exceptional customer experiences like no offshore center can do. Their location offers a large, diverse, multilingual talent pool and is able to recruit highly educated, technologically savvy talent to champion their clients' brands.

PARTNER CHALLENGE

Our partner takes great pride in providing a competitive domestic model cost while guaranteeing a win-win partnership structure. To maintain this, our client must constantly evaluate best practices and apply leading technology. To maintain quality standards and compliance, this contact center relied on a traditional Quality Assurance structure which consisted of a large QA department using laborious monitoring methods. Our client wanted to look beyond the traditional score card structure by adding a customer engagement and speech analytics platform to capture, transcribe and reveal insight from 100% of their customer interactions.

PARTNER PROJECT

- ✓ Use speech analytics to take quality, compliance and reporting to a new level for optimal success.
- ✓ Translate Customer Experience into business metrics such as conversion and retention.
- ✓ Limiting liability during customer interactions.
- ✓ Learn from quality process and share key insights with internal and external stakeholders.





To determine which speech analytics platform would best support this partner and their clients, we conducted in-depth analysis to evaluate their current QA processes, procedures, rubrics and requirements. Typically, traditional QA monitoring reports on less than 2% of calls, leaving tremendous opportunity for oversight, subjectivity and error. In contrast, by implementing a comprehensive speech analytics platform, our client gained insight from customer feedback, key phrases, and trends across 95%+ of all customer interactions.

PARTNERSHIP RESULTS

The company's traditional quality analysis system consisted of call recording and scored forms. We tested this method against our speech analytics solution and demonstrated a smarter way to improve customer experience and reduce costs in the process.

Reduced:

- Labor costs by more than 50%
- Compliance risks +10 pts
- Defects rates from 1/10K to 1/200K
- AHT & CSAT learning curves 10 pts

Increased:

- Employee satisfaction +8 pts
- Conversion behaviors 5%

Traditional Structure	vs.	Speech Analytics
 1 QA Manager 3 QA Agents		 1 QA Analyst Speech Analytics Engine & Platform
\$135,000/year	Labor costs	\$90,000/year
1-2%	Calls analyzed	>90%
\$0.37	Cost per call	\$0.25
\$2,250/annualized*	Agent cost	\$1,500/annualized*

CONTACT CENTER CONSULTING, PERFORMANCE MANAGEMENT & CUSTOMER ENGAGEMENT EXPERTISE

- ✓ Analyze QA data for trends
- ✓ Get near real-time feedback to operations team members
- ✓ Use key phrases, like “I want to cancel”, “shipping incorrect” and many more to “flag” and cross-reference based on customer input for further investigation.
- ✓ Reduce operational expense
- ✓ Increase actionable intelligence

Knowledge Rhino is a consulting and managed services firm that helps companies better understand their customer interaction habits through speech and Big Data analysis so they can better serve their customers.

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