

# VoiceAnalytics for **Outbound Sales** and **Lead Generation**

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# Introduction

When it comes to service and sales applications, Voice Analytics traditionally focus mainly on inbound traffic into call centers. Outbound sales are usually highly scripted, so they do not always provide the rich opportunities which inbound traffic seems to offer.

Still, we believe there is a compelling case to make for voice analytics of outbound traffic. For example, lead generation and opt-in calls require a significant amount of Quality Control to prevent penalties or disgruntled salespeople that are complaining about the quality of the leads they receive.

In this document, we'll show some more examples.



# Compliance: How to make significant **Cost Reductions** on your **Quality Assurance**?

Most outbound calls need to meet specific rules and regulations, from making sure that customers have indeed agreed to purchase something, to receive a follow-up call, or to accept an opt-in clause. Voice Analytics can determine, as an automated Quality Assurance Check, whether compliances were met, and if the system believes they were not met, directly pinpoint you to that moment in the call for a final Quality Assurance Check. This way, significant cost reductions can be realized in the QA department.

2	Optimizing CX 53,74%
3	Did the agent follow the guidelines for the welcome script? 53,11%
4	Has the agent protected customer's privacy? 51,92%
5	Understanding, active listening and attention to details 54,33%
6	Did the agent sound polite and professional throughout the call? 52,12%
7	Did the agent use protocol? 48,92%



# Script Adherence

What we have observed is that for outbound analytics to work optimally, script adherence for critical sentences is essential. A clear answer from the customer is also required.

## Question

"How many of your family members have or previously had a heart condition?"

## Answer

Euh, well, yes, only my grandfather, I think."

Answers like these are hard to digest for an analytics system. The right answer is **"one member"**. Therefore, when a "how many" question wasn't answered with only a number, the agent should rephrase the customers' answer:

"So, you're saying that the number of family members that have or previously had a heart condition is just **ONE**; Right?"  
doing so, will make Automatic Quality Control way easier and effective.

An example of a clear and measurable conversation:

## Agent

"Dear customer, thank you for the conversation and your agreement with the opt-in clause. For compliance reasons, I need to ask you to confirm with a clear "Yes, I confirm," or "Yes, I agree"?"

**Agents** than need to summarize the conversation;

"Can you confirm you agree to receive emails from company A?"

## Customer

"Yes I agree."

## Agent

"Can I confirm that your email is tom.rais@newco.com?"


## Customer

"Yes, I confirm."

# Real-time Assistance

Real-time assistance for outbound call centers is based on immediate feedback to an agent on all of the above aspects. Did the agent hit all the questions?

In our compliance panel, an agent can easily see if all the questions, as outlined in their script, were captured. In addition to that, the system can advise the agent on speech characteristics, emotion, and sentiment, as well as more advanced characteristics, highlighting certain aspects of various sales stages.



Quintin Harvey

4 / 5 / 5 / 6

Call ID

#536CD5

Inproductive time

00:40

Duration

02:14

Volume

Low

Speech rate

Too fast

Xi score

4

Compliance

☒

Self introduction

☒

Company info

☒

Call recorded

☒Sales offer

Lookup

☐

Samsung

☐Callback tomorrow

☐SIM card

Recommendations

Speak louder!



Transcript

Good morning, my name is Quintin Harvey, how can I help you?

Good morning, this is Milena Solomon, my problem is the following: I lost my prepaid card and wanted to buy one with the same number.

Let me look that up for you.

Message to operator

Enter your message

# Quality of the lead:

## Lead passport

Anybody with experience in lead generation is familiar with the discussions between sales- and marketing teams or lead-gen teams about the quality of leads.

Lead generation companies almost certainly receive complaints from their sales organization that the received lead was not hot; the customer is going to decide in two years etc.

If you are in sales, you have, without a doubt, received leads from the lead-gen company that promised you a hot lead, that will close in six months. In reality, the customer just ordered six months ago from the competition. Of course, these are two extremes, and there are various grey zones. With Xdroid's Lead Passport, this is history. This concept is developed to deliver a document of proof based on Voice Analytics of what the answers were to key questions to qualify a lead. The Lead passport provides customers with a call summary that can be verified against a full STT transcription of the conversation. As a result, arguments about the quality of the lead are a thing of the past.

# Predictive

## Analytics

Through CRM integration the specific call characteristics that lead to success can be discovered. Our unique predictive analytics tool mines all the positive and negative samples and finds what (combination of) criteria yields the best results. This can be used as input to your KPI's and agent training. More details on our predictive analytics tool can be found on our website <https://xdroid.com/voiceanalytics/>.



# Conclusion

Voice Analytics can be a powerful tool for outbound call centers, even though the conversations are much more scripted than for inbound traffic. Meeting compliance criteria by agents, finding the characteristics of good calls, and providing a lead passport are just a few examples of how an analytics solution can help you improve the performance of your outbound operation.

Create comparison

TARGET 0

LOADING...

Call date

2020-11-15 - 2020-12-15

→

Add filter ▾

Save

Load from library

TARGET 1

LOADING...

Call date

← 2020-11-15 - 2020-12-15

Add filter ▾

Compare





# About Xdroid

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THE  
TRUTH  
WILL  
SET YOU  
FREE

Xdroid is an independent, privately-owned software development company. This enables us to respond to changes quickly.

We believe that the truth will set you free

Our Artificial Intelligence solution, based on deep expertise, will reveal the truth about your customer interactions.

Analytics knowledge is the backbone of our development team.

Years of experience in developing high tech software for contact centers of financial institutions, utility companies, telecom operators, etc give us an incredible edge.

Start creating your success by understanding the truth.

We help you predict and anticipate in an uncertain and turbulent environment.

Let the truth set you free.



Agile solution  
Cutting edge technology  
Profound Industry knowledge

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