

VoiceAnalytics: A 3-Stage Rocket Launch to Quality Management



Introduction

Gartner's estimate that 89% of companies compete primarily on Customer Experience (CX) highlights the importance of properly managing the quality of service delivered by contact centers to their customers.

The benefits of excellent Quality Management (QM) are apparent:

- Improved customer satisfaction
- Reduced customer churn
- Improved agent satisfaction
- Better trained and better-skilled agents

Quality Management Challenges

On the other hand, the challenges for a Quality Manager are manifold. Excellent and efficient Quality Management starts with having a good and proper view on how contact center agents service their customers. That's one of the biggest, if not the biggest challenge for a Quality Manager because it requires a very laborious and time-consuming process of playing back and listening to past conversations. Quality managers will be able to do this for 2% to, at best, 3% of all conversations.

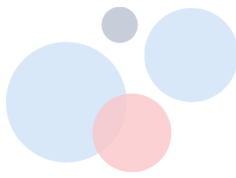
As a result, particular conclusions might be biased.

"My manager just picked a couple of conversations from the morning that my daughter was rushed to the hospital."

Or particular issues might go unnoticed

"As a manager, I didn't know that John, all too easily, told the customer to file a complaint."





This is where technology, in general, and Voice Analytics in particular, comes to the rescue.

Xdroid's Voice Analytics acts as a 3-stage rocket for the Quality Management of your Contact Center:

Stage 1

It analyzes not just 2 or 3% of all conversations, but 100%

Stage 2

It easily automates the scoring of numerous quality criteria.

Stage 3

It learns from the feedback to further improve Quality Management.

Based on the analysis of 100% of the conversations, Voice Analytics can check specific quality criteria and use those results for Automatic Quality Rating.

Take a simple example of rating an agent's correct and professional greeting of the customer.

A couple of aspects jump to mind immediately when thinking of a professional way to e.g., answer an incoming service call:

- the customer is greeted promptly when the call is picked up. Not after 5 or 10 seconds, because the agent was not paying attention or not ready to help the customer.
- the agent starts his greeting with a proper "Good morning," "Good afternoon" or "Good evening" and not just a "Hi" or "Hello."
- the agent introduces him/herself by stating his/her name and the company they're working for.
- finally, an agent asks politely what he/she can do to help the customer.



Quality Management Configuration

Voice Analytics then uses its detection of the presence or absence of the above aspects to rate each conversation for this specific quality criterion. Clients can customise it and set specific KPIs based on what they deem as important.

Voice Analytics can very easily be configured to detect:

- any silence at the beginning of a conversation and flag those conversations with silences that exceed a maximum allowed duration (of, e.g., 5 seconds)
- the expressions "Good morning," "Good afternoon" or "Good evening" and flag those calls where none of these expressions were used at the start of a greeting.
- agent and company names. Voice Analytics supports the addition of custom-defined keywords and, as such, supports keyword spotting for out-of-dictionary words.
- particular sentences such as "How can I help you today?" Voice Analytics supports the definition of key parts of a sentence (such as "how", "help" and "today") as well as defining multiple variations of a particular sentence (such as "What can I do for you today?")

For instance: A call in which the customer was greeted promptly with a greeting, and a positive affirmation:

"Good morning, you're talking to John Doe of Company X. I hope you are having a good day. How can I help you today?"

will automatically get a score of 100% for the Proper Greeting quality rating.

| # | Quality rating group | Quality rating | Result |
|-------------------------------------|----------------------|---|----------------|
| 1 | Proper Greeting | Introduction <div>Tag that should be present: Introduction</div> | <div>Yes</div> |
| | | CSAT survey offered <div>Tag that should be present: CSAT Survey offered</div> | <div>Yes</div> |
| | | Positive opening <div>Tag that should be present: Positive opening</div> | <div>Yes</div> |
| | | Positive affirmation <div>Tag that should be present: positive affirmation</div> | <div>Yes</div> |
| | | Apology after complaint. <div>Tag that should be present: Apology after complain</div> | <div>Yes</div> |
| | | Closing question <div>Tag that should be present: Closing question</div> | <div>Yes</div> |
| | | Customer Complain <div>Tag that should be present: Customer Complaint_chat</div> | <div>No</div> |
| | | Proper closing <div>Tag that should be present: Proper closing</div> | <div>Yes</div> |
| | | Empathy statement <div>Tag that should be present: Empathy statement</div> | <div>Yes</div> |
| | | Total score | 100% |
| Cancel | | Save rating | |
| Message to the agent 1 | | | |




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| | | Empathy statement <div>Tag that should be present: Empathy statement</div> | <div>Yes</div> |
| | | Total score | 77,78% |
| Cancel | | Save rating | Message to the agent 1 |

A call in which the customer is not greeted properly, and without a positive affirmation like,

"Hello, I'm John. What can I do to help you today?"

will automatically get a reduced score.

| # | Quality rating group | Quality rating | Result |
|--------|----------------------|---|--|
| 1 | Proper Greeting | Introduction Tag that should be present: Introduction | No |
| | | CSAT survey offered Tag that should be present: CSAT Survey offered | Yes |
| | | Positive opening Tag that should be present: Positive opening | No |
| | | Positive affirmation Tag that should be present: positive affirmation | No |
| | | Apology after complaint Tag that should be present: Apology after complain | Yes |
| | | Closing question Tag that should be present: Closing question | Yes |
| | | Customer Complain Tag that should be present: Customer Complaint_chat | No |
| | | Proper closing Tag that should be present: Proper closing | Yes |
| | | Empathy statement Tag that should be present: Empathy statement | No |
| | | Total score | |
| Cancel | | Save rating | Message to the agent  |

And a call in which the customer was greeted awkwardly, without any positive affirmation, and empathy statements for their complain

"Hi, uh... this is John."

will automatically get a lower score.



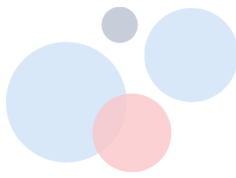
Quality Management Experience

By implementing this Automatic Quality Control, time is now freed up for Quality Managers to tackle the most challenging and subtle aspects of Customer Experience and Quality Management. Take the example of managing customer frustration. Quality Managers can play back and listen to conversations and judge whether an agent was able to properly manage a customer's frustration and turn the customer into a satisfied customer at the end of the call. While it's extremely difficult for a Quality Manager to define frustration management in terms of words, expressions, and speech characteristics that should have been used by an agent, the last stage of the Voice Analytics rocket can determine that for them.

Based on the Quality Managers' classification of calls with and without proper frustration management, Voice Analytics' Machine Learning capabilities can determine typical call characteristics like speech characteristics, words, expressions, sentences, or even CRM data that correlates to what was classified as good frustration management skills.

As a result of that, rules can be defined to allow the Automated Quality Management system to classify the agent's behavior as good or bad for managing a customer's frustration. As Quality Managers classify more calls, more input is given to the Machine Learning engine that can then further fine-tune these rules. This approach can even be extended to create a self-learning system. By merely providing, e.g., the NPS together with each recording for which an NPS was given, Voice Analytics' Machine Learning capabilities can determine the rules for automatic scoring of those calls for which no NPS was given. The continuous stream of new call recordings with their associated NPS can then be analyzed extensively, and the results of that pattern and correlation detection analysis can serve as input to further update and fine-tune the NPS rules over time.

As a result, the system becomes self-learning. A very similar example can be worked out for creating rules, and self-learning cycles for agents successful in upsell opportunities, by providing the Voice Analytics' Machine Learning engines with an indication of a successful or unsuccessful (up)sell attempt for every conversation.



Conclusion

In Summary Voice Analytics acts as a 3-stage rocket where the first stage of the rocket will boost the percentage of inspected conversations from 2 or 3% to 100%. The second stage of the rocket will transform Quality Management from, for the most part being a manual effort to, mainly being an automated process. Finally, the third stage of the rocket makes the analytics solution learn from feedback to ultimately create a self-learning system.

Ignite your Voice Analytics rocket NOW ... 3, 2, 1 ... and take-off ... to the next level of customer experience

About Xdroid

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.



Insights, Actions, **RESULTS.**

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