
Goodbye, Traditional QA.

Hello, Speech Analytics!

The New Best Practice in Quality Assurance



Challenges of Traditional Monitoring

- Manual monitoring practices:
 - Time intensive
 - Resource limited
 - Difficult to identify coach-worthy calls
 - Prohibits complete review and analysis of performance
 - Lacks ability to benchmark performance and measure KPIs consistently
- Limited ability to document with accuracy
- Inadequate and statistically invalid sample sets

Practices Are Changing

- Contact centers are pivotal in the customer journey
- Quality assurance programs need to change to meet the demands of customers today
 - It takes 12 positive customer experiences to make up for one negative experience
 - Consumers are 2x more likely to share their bad customer service experiences than they are to talk about positive experiences
- Every phone call with a customer is elemental to the success of a business

Speech Analytics is Transforming QA

- Speech analytics eliminates manual, time-consuming quality monitoring:
 - Rapid, automated drill-down to the most relevant, critical calls
 - Efficient discovery of every conversation
 - Unlimited ability to categorize calls by topics, agents, products, etc.
- Transforms knowledge from a shot in the dark to a direct hit!



Impact on the Bottom Line

- Small improvements in the quality of the customer experience can have enormous financial impact:
 - 40% say the overall customer experience is a key driver to spend more with a company
 - A 10% increase in customer retention levels result in a 30% increase in the value of the company
 - Companies that are in tune with customers' needs experience a **28% year-over-year increase in revenue**



Practical Applications for QA

- Recent article on speech analytics applied in the insurance industry
 - Speech analytics revealed that once the word “ridiculous” appeared in an interaction, the customer canceled four out of five times
 - 80% more likely to change their insurer within three months



Results with Speech Analytics

- Other results directly related to implementing speech analytics in the healthcare segment:
 - 59% increase to inbound lead conversion rates
 - 100% compliance with TCPA regulations, and reduction in litigation risk
 - 90% reduction in hours to analyze conversations and identify successful script transitions and timing



Misperceptions of Speech Analytics

- Introducing a new technology is too complex
- Resources to manage the complex technology are limited
- Capital investment in hardware and software is too high

The reality and advancements made within the last few years tell a different story...



Speech Analytics Facilitates QA, CX

- Redefine and expand QA programs:
 - Introduction of cloud-based solutions
 - More efficient and affordable
- Cloud-based solutions are prevalent and allow more ease of use
- Results are obtained within weeks of implementation vs months
- Vast improvements to the customer experience and bottom line revenue

Impact of Insufficient QA Monitoring

- Consider the opportunity cost of not adopting new best practices and speech analytics:

It is estimated that businesses & contact centers lacking speech analytics technology fail to capture over 90% of all customer communications, leaving an enormous gap in business knowledge.

- Contact center speech analytics seats grew 26.0% from July 2013 to the end of May 2014
- Estimated that the speech analytics market will grow by 20% in 2014

CallFinder's Speech Analytics Solution

- Cloud-based call recording and speech analytics solution
 - Affordable, flexible and scalable
 - No hardware or software to install
- Fast audio processing
 - Indexes thousands of calls within minutes
- One-to-one onboarding process with a specialist
 - From goal identification, to search creation and refining to ensure optimal results
- 24 years of experience building telecom and marketing technology solutions
- Providing clients with technology to improve their internal or external contact centers

Let's Connect!



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