REAL-TIME INSIGHTS AND INCREASED AUDIT COVERAGE IN CUSTOMER SERVICE FOR A TELECOM COMPANY

CASE STUDY

Background

A global mobile communications service provides solutions for voice, data, and internet traffic in several residential and business markets. With an ever expanding market, it differentiates itself from other players in the market by creating additional value through the variety of the products and the depth of services it offers to customers. The past few years has witnessed significant expansion which brings along with it several growing pain points. These were particularly challenging given the globally disperse location of its contact centres. They wanted a unified approach to understanding the voice of the customer and get insights into customer conversations to support real time promotions. In addition, they desired textured information to improve the quality of their offering and provide enhanced customer service.

Opportunity

The current tools and methodologies which were in place to analyse conversational data were not able to provide them with insights into operations. This lack of insight meant that corrective/proactive action could not be taken to improve outcomes and efficiencies. To address this opportunity, the company deployed Tech Mahindra's omni channel communication analytics which includes call recording, automated speech recognition and analytics.

The global nature of the contact centres meant there was a big disparity in cultures which made it challenging to get a uniform understanding of customer service standards as well as adherence to quality guidelines.

"People want to do a good job, but it's hard for them to see how well they are doing…
Tech Mahindra's speech analytics gives them a mirror on what they are doing and how well they are doing"

- Floor Manager

Solution

With collaboration between internal departments a key success driver in high performing businesses, utilising Analytics to drive VOC insight around loyalty dissatisfaction, andmarketing campaigns effectiveness, can add real value in understanding which levers provoke certain responses from your customer base. This then ensures you deliver the right Tech Mahindra provides a great deal of value by enabling analytics to support VOC or marketing insight. Tech Mahindra's speech analytic solution became a very powerful tool working across departments to help the organization learn about how what they do impacts their customers. The organization was clear on the benefits and changed many processes quickly and developed greater insight, so they could target marketing campaigns to ensure maximum success.

Tech Mahindra allowed this customer to focus on specific call techniques, such as using the right phrase at the right time. Historically, team managers had difficulty proving whether agents followed the right procedures as they only listened to a relatively small sample of agent's overall calls, per month. Tech Mahindra now audits 100% of calls and delivers analysis to team managers' desktops every morning, saving them 30 hours a month in call listening and selection. Time has been reinvested in coaching, which has increased by 50% and is more targeted as managers are able to evidence where and how calls can be improved.

Critically, agents have been fully involved in the technology's roll-out. Their input is used to rewrite queries for best effect, and enthusiasm for the tool has proliferated with the realisation that it helps people hit their targets.

With Tech Mahindra in place, product managers have been able to identify common patterns for new services and products. These customized and personalised products and offers and prompted when a customer is on call. This allows the agents to up-sell an offering which most likely excites the customer and entices him to buy.

Tech Mahindra has also given the company a mechanism to actively ensure full compliance with internal and external regulations.

Using Tech Mahindra, the company was able to transform their marketing campaigns from being cost intensive to sustainable profit centres by enhancing the customer experienceprocess. Tech Mahindra provided them with predictive analytics to gain real-time insight into potential failures. It also equipped their call centre executives with actionable insights to deal with difficult conversations in customer management.

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"The more we understand our customers and optimize the services we provide, the more we achieve our broader objective of putting the customer in the centre of our being."

- Vice President, Customer Experience

Reduced AHT

Over the three teams that were running on Tech Mahindra, Client achieved a staggering 42 second call reduction, which gave an overall 4 second reduction in AHT across 30,000 calls.

Increased Savings

Identified over $125,000 in savings associated with the reduction in the use of hold/mute at the agent level.

Regulatory Compliance

Tech Mahindra speech analytics has also enabled Client to demonstrate regulatory compliance on 100 % of its calls.

Our Speech Analytics solution, helps you uncover valuable insights to improve agent performance. We can analyse both real-time & historical communications.

Tech Mahindra