



5 Clever Ideas to Improve Contact Centre Efficiency



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What We Do

- ✓ Extract insight from unstructured customer interactions
- ✓ Across all customer communication formats (omni-channel)
- ✓ Applying rich analytics and AI
- ✓ Scaling from SMB to the largest enterprises
- ✓ With intuitive search, discovery, scoring & dashboards
- ✓ In real-time or post-interaction
- ✓ Improving CX, contact-center effectiveness, sales & compliance performance
- ✓ Through secure cloud delivery & SaaS business model



Poll Question:

What factor do you think has greatest impact on achieving optimal contact efficiency?

1. Average Handle Time (AHT)
2. Measuring First Call Resolution (FCR)
3. Supporting Systems Operability
4. Agent Behaviour

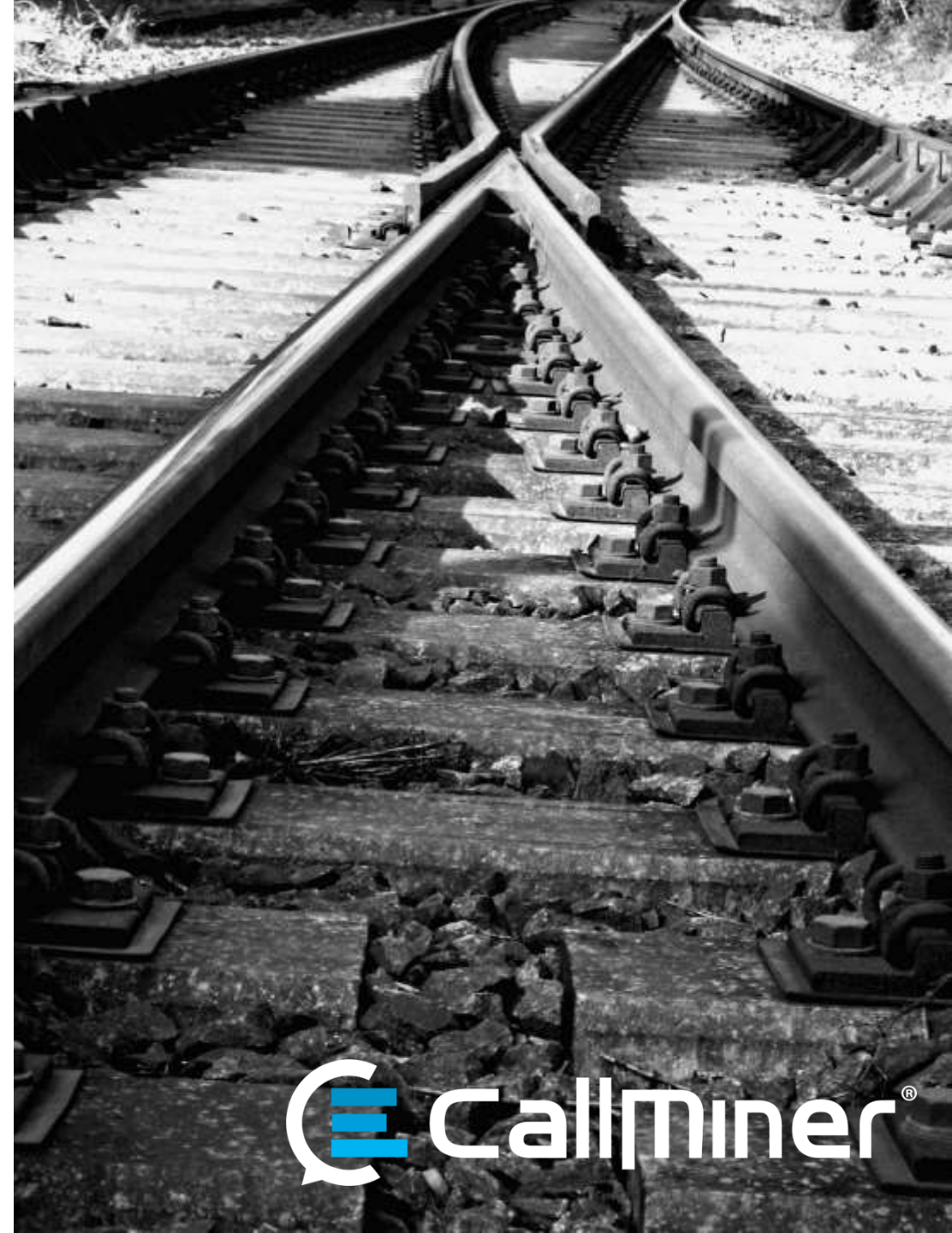
Linking AHT with Ideal Outcomes

The Crossroads of Efficiency & Effectiveness

Average Handle Times (AHT) should reflect ideal outcomes

- ❑ Use analytics to understand, by call driver, the construct of the calls that lead to good (and bad) customer & business outcomes

- ❑ In setting AHT consider:
 - Script sequence
 - Call components
 - Greetings
 - Disclosures
 - Verifications
 - Understandability
 - Agent / customer attributes





Automate your Quality Assurance Programme with Speech Analytics

- Analyse 100% of your Interactions
- Inverse your QA Listening versus Coaching Ratios
- Provide guidance at the right time to the right agents



Understand Your Call Drivers

Root Cause Analysis Saves Time Now & Later!

Explore self-service or alternative channels

Modify your chat bot or IVR strategies

Highlight if you have a need for a web or agent side FAQ

Identify whether additional agent training is needed

Socialise insights with impacted internal stakeholders

Silence Can Speak Volumes!

Reducing Silence Improves Efficiency

- ❑ **At the individual Agent level**, an area or areas of silence:
 - May indicate training weakness in a particular or multiple areas
 - Could also be Agents “hanging on call” after completion
- ❑ If consistent silence blocks are found **across all calls**:
 - May indicate more systematic issues
 - Look at possible inefficiencies in agent tools such as CRM, data bases, order management, etc.





Be on the Lookout for Agents at Risk

The Health Crisis, Work From Home and other Issues are taking their toll on Agents

Watch for KPI indicators that may indicate vulnerable employees.

Don't ignore these signs. Communication is essential. Be prepared to offer counseling or other services as needed.

Remember, it is 3x the effort to hire and replace valuable employees which creates a massive inefficiency in your operation.



Closing Thoughts

Use Speech Analytics as a core part of your business transformation programmes.

This allows you to **uncover insights, act** and **realise benefits** across your entire organisation.



Take Insights
learned...



... Actionise
to improve
agent
performance
and
operational
efficiencies...



... realise
better
outcomes.

Next Steps

A hand is shown placing a block on a staircase made of dark, textured blocks. The staircase ascends from the bottom left towards the top right. The background is a dark, blue-tinted image with faint, glowing lines and circular nodes, suggesting a digital or data environment.

Learn how your organisation can derive rapid time to value with AI Fueled Speech Analytics technologies.

- Visit our CallMiner's Learning Centre to learn how CallMiner customers are transforming their businesses www.CallMiner.com
- Download our Efficiency Guide
- Schedule a demo with our teams

Thank You

