

Telefónica O2 Ireland

Customer

Telefónica O2 Ireland

Industry

Telecommunications

Solutions

Impact 360® Workforce Optimisation™

- Impact 360 Call Recording™
- Impact 360 Quality Monitoring™
- Impact 360 Workforce Management™
- Impact 360 Speech Analytics™

Region

EMEA

Location

Limerick, Republic of Ireland

Number of Agents

300

Results

- Reduced total call volume by approximately two percent by identifying and fixing issues with the password reset process for online billing self-service.
- Exposed issues with customers logging on to the company's Web site, with subsequent technical improvements contributing to a one percent reduction in total call volume.
- Improved best practices and the overall customer experience, while identifying areas of operational savings through call avoidance.

Opportunity

Part of the Telefónica Group, Telefónica O2 Ireland is a leading provider of mobile services, offering communications solutions to more than 1.7 million customers in Ireland. Headquartered in Dublin's Docklands, with a dedicated customer care centre in Limerick, O2 Ireland has a total workforce of in excess of 1,150 employees. Widely recognised as a market leader, O2 has received numerous accolades over the years, ranging from being named the Best Company to Work For and Best Retail Employer in Ireland to O2 customer care's designation as Ireland's Call Centre of the Year.

O2's customer advisors handle inbound and outbound sales and support calls. For several years, the company has leveraged Impact 360® Workforce Optimisation™ from Verint® Witness Actionable Solutions® for recording its customer calls, evaluating and scoring the quality of its customer-advisor interactions, and forecasting and scheduling its customer advisor staff. Supporting O2's ongoing objectives, the solution helps the company excel its overall customer experience and enables team leaders to quickly and proficiently learn from each customer call.

Even so, the company wanted to gain deeper insight into the content and key drivers in each and every customer interaction. With maximising the customer experience a critical benchmark, O2 extended its investment in Impact 360 Workforce Optimisation by adding Impact 360 Speech Analytics™ to help systematically identify the underlying issues driving calls into the company's contact centre.

"Telefónica O2 Ireland has used Impact 360 Workforce Optimisation for some years now, so adding value to this existing investment with Impact 360 Speech Analytics was a natural progression," explains Eibhlin Payne, head of customer care at Telefónica O2 Ireland. "With the detailed language and behavioural data we can capture and analyse with each customer conversation, we consider speech analytics a major attribute to our quality management processes. It can deliver vast business intelligence to help us adapt our everyday business processes and how our advisors engage with customers to maximise their overall experience with us."

Solution

With Impact 360 Speech Analytics, O2's team leaders and managers can more routinely identify call trends and nuances, as well as obtain a detailed view of each customer-advisor conversation, through the analysis of both spoken words and behavioural manners.

Through the mining and analysis of recorded customer interactions, Impact 360 Speech Analytics helps O2 improve the customer experience in a variety of ways. Most notably, by spotting call trends and uncovering their associated root causes, which can be correlated to specific business issues across the organisation, the company can eradicate process failures to improve quality of service and minimise repeat and unnecessary calls into its contact centre. In addition, overall call volume can be reduced and the customer experience optimised through the identification of customer enquiries that can be routed through O2's Web site for self-service.



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“At Telefónica O2 Ireland, we’re committed to improving the overall customer experience we offer, and we’re focused particularly on reducing the number of times our customers need to call us. Making sure we resolve customer enquiries on their first call is clearly one of our key drivers and, with Impact 360 Speech Analytics, we can uncover a wealth of insight already stored in our recorded interactions, and drill down to identify those service issues that are causing customers to contact us in the first place.”

Eibhlin Payne, Head of Customer Care, Telefónica O2 Ireland

“We are keen to encourage accountability across O2 for the root causes of customer contact,” notes Payne. “Impact 360 allows us to capture calls and customer comments, and then take specific actions to address relevant process issues across the business. Not only can we resolve process issues more quickly, but we can also potentially reduce traffic into our contact centre, which can deliver operational savings to the business. Most important, this translates to improved service for our customers.”

O2 first used Impact 360 Speech Analytics in its billing department to identify what billing issues were driving calls into its contact centre. What the company discovered was that the vast majority of billing-related calls fielded by its advisors were related to bill disputes, Web self-service issues such as customers exceeding the maximum number of attempts to log on, and a lack of understanding of price plan changes.

Identifying the specific issues driving calls, O2 quickly recognised the value of the detailed insight gained and how it could help more effectively address and resolve problems negatively impacting cost and the customer experience. As such, O2 has been able to realise significant operational efficiency savings, reducing call volume by an estimated 6,000 calls per month and, in turn, freeing up valuable advisor capacity for more critical customer service activities.

Results

O2 is now using Impact 360 Speech Analytics across its contact centre teams and other departments, such as marketing, to identify trends and garner intelligence that would otherwise go undetected or require an abundance of time and resources to uncover.

“We quickly recognised the value of Impact 360 Speech Analytics as a powerful engine for driving continuous improvement,” says Payne. “We also recognised that the value extended beyond the contact centre into other parts of our business.”

With Impact 360 Speech Analytics, O2 has already achieved significant return on its investment through the optimisation of numerous business and operational processes. For example, by adjusting the password reset process for online billing, which was identified as a driver of avoidable calls, O2 realised an approximate two percent reduction in its total call volume. In another instance, where the analysis of calls exposed issues with customers logging on to the O2 Web site, technical adjustments have not only negated the problem, but further reduced total call volume by one percent.

Using Impact 360 in combination with customer account information, O2 developed a profile of typical smart phone customers. This analysis provided valuable information and insight into why various types of smart phone customers call the company’s contact centre and how often they do so. The company also relies on Impact 360 Speech Analytics to help it more accurately measure its “first time resolution” and percentage of “absolute” versus “non-absolute” calls. This has resulted in key findings ranging from the fact that 69 percent of calls are non-payment-related queries to direct debit issues being one of the highest call drivers.

In the space of only a few months since deploying Impact 360 Speech Analytics, the results seen by O2 are both tangible and sustainable. However, the results achieved thus far are just the tip of the iceberg, Payne concludes. “Impact 360 Speech Analytics has given us real insight into the satisfaction levels our customers are experiencing. This provides us with factual and near real-time data on our customer engagement to supplement our metrics based on traditional quality scoring methods. Leveraging the voice of the customer via Impact 360 Speech Analytics, we expect to continue to improve productivity, efficiency, and effectiveness across our business environment and processes for many years to come.”

About Verint Witness Actionable Solutions

Verint® Witness Actionable Solutions® is the leader in enterprise workforce optimisation software and services. Its solutions are designed to help organisations capture customer intelligence, uncover business trends, discover the root cause of employee and customer behaviour, and optimise the customer experience across contact centre, branch, and back-office operations.

Verint. Powering Actionable Intelligence.®

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