

defacto.call center & dialog

Customer

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Industry

Outsourcing

Solutions and Services

Impact 360® Quality Monitoring*

Impact 360 Speech Analytics

Environment

Avaya IP

Region

Europe

Location

Germany and Turkey

Number of agents

650

Results

- Improved business processes using root-cause analysis of calls.
- Reduced costs through call avoidance.
- Provides clients with the ability to address and fix issues as they arise.
- Enables contact centre managers to document costs related to issues outside of the call centre.

* At the time of implementation, this solution was called Verint® ULTRA™. It has since been renamed Impact 360 Quality Monitoring.

Challenge

defacto.call center & dialog is a leading provider of telemarketing and contact centre services, specialising in brand communication and the establishment and development of good customer relationships. The company has centres in Erlangen, Nuremberg, and Amberg, Germany and Istanbul, Turkey.

A total of 650 agents communicate for defacto.call center & dialog customers in 15 languages by phone, fax, email, chat, and in social networks. Inbound services include help desks, customer support, complaint management, and sales. Additionally, defacto.call center & dialog provides sales and marketing support in the form of outbound services, such as lead management, address qualification, appointment scheduling, and B2B-customer acquisition. Defacto.call center & dialog's objective is to establish loyal, long-term relationships with end customers on behalf of all its clients.

Defacto.call center & dialog has always been a pioneer in its industry. In 2003, the company implemented Impact 360® Quality Monitoring to improve agent performance. Being focused on customer orientation, defacto.call center & dialog wanted to know more about consumers and their concerns. "We want to explore customers' demands of the future," says Managing Partner Gerald Schreiber. "Impact 360 Speech Analytics promised a wealth of new knowledge and angles for optimizing customer communication and customer care."

Solution

Once again demonstrating its pioneering spirit, defacto.call center & dialog was among the first contact centres in Germany to implement Impact 360 Speech Analytics.

The initial challenge defacto.call center & dialog addressed was surfacing unknown issues. With Impact 360 Speech Analytics, the company systematically analysed the content of thousands of calls and then identified correlations, such as the context in which the word "cancellation" is used; why certain numbers were mentioned in many short calls; or the fact that the word "Java" was almost always used in conjunction with a Web site being down.

Very quickly, defacto.call center & dialog realised that Impact 360 Speech Analytics could provide insight for identifying and correcting issues that drive calls into its contact centre, helping reduce the number of calls or avoid them altogether, thus lowering costs.

Before implementing Impact 360 Speech Analytics, defacto.call center & dialog worked with Verint to develop the relevant processes and compile a specific technical vocabulary, including words beyond the standard repertoire. This vocabulary includes, for example, product names, industry jargon, and colloquial expressions that are used by a specific target group, but not by the general public.

Once the solution was implemented, defacto.call center & dialog used it to analyse about 200,000 calls to obtain representative results that could be used to differentiate between normal and unusual issues, as well as to capture the context in which terms are used.

"The beauty of Impact 360 Speech Analytics is that you can simply type in a word, and the software then generates suggestions of related terms that you could look for, including the number of calls in which this term is used," explains Andreas Greiner, ICT manager at defacto.call center & dialog.



WITNESS ACTIONABLE SOLUTIONS®

“With Impact 360 Speech Analytics, our contact centre managers can directly document the amount of money they are saving their client companies by optimising processes and reducing the need for customers to call. That is a very powerful benefit, indeed.”

Gerald Schreiber, Managing Partner, defacto.call center & dialog

“When we first started using the solution, we asked ourselves why customers contact companies,” says Greiner. “Generally, they do so when something’s not working the way they expect — for example, the discount agreed upon in advance doesn’t show up on their next bill, or the Web site is temporarily unavailable, or something’s not clear in a letter they’ve received.”

The team of defacto.call center & dialog used Impact 360 Speech Analytics’ search function to display and analyse unusual call events. This exercise revealed that, for example, within a specific period of time, one hotline saw an increase in short calls in which the number 0180 was mentioned. These calls often also contained the phrases “wrong number,” “potential customers only,” and “different hotline.” Further investigation showed that during a client’s marketing campaign, a 0180 service number had been set up for prospective customers, but was being used by existing customers because the cost of calling was reduced. However, the agents who took the calls were unable to handle their queries.

Impact 360 Speech Analytics can also detect events which would normally go unnoticed in normal, day-to-day operations.

“If an agent receives 300 calls a day and three of these calls relate to an issue with which they’re not familiar, they don’t really think much about it,” explains Greiner. “Impact 360 Speech Analytics, on the other hand, does recognise these events because it analyses all of the agents’ conversations. The solution can detect that there are not three, but, say, 300 calls about this issue, which means that it is very relevant.”

To defacto.call center & dialog, knowing the extent to which an issue has been mentioned during the course of the last few days is a major advantage, because it can save lots of time searching calls. “I now have events displayed that are relevant or unusual,” says Greiner. “Before, I had to search for calls concerning such events myself, or our trainer

had to, and that was extremely time-consuming. To do manually what Impact 360 Speech Analytics does automatically would require time and resources that we simply don’t have.”

For example, defacto.call center & dialog has discovered that most phone calls containing the word “cancellation” are actually positive. Customers are calling to switch service providers and are asking whether they need to cancel service with their old provider, or whether their new provider will do this for them. From the volume of calls received on this issue, defacto.call center & dialog realised that this information could simply be added in confirmation letters to new customers, thereby reducing the number of customer calls.

“We gave our client this feedback, and they optimised their confirmation letters. Now, we hardly ever get calls relating to this,” says Schreiber. “A simple process improvement has resulted in significant cost savings.”

Results

“With Impact 360 Speech Analytics, the entire company benefits from data we analyse in the contact centre,” Greiner explains. “The solution identifies correlations that enable clients to optimise their processes, in particular with regards to the interface between, for example, the marketing department and the contact centre, or the accounting department and the contact centre.”

Furthermore, Impact 360 Speech Analytics enables the costs of specific events to be determined. If, for example, the volume of calls increases as a result of incorrect bills, the additional costs incurred can be very precisely correlated.

“With Impact 360 Speech Analytics, our contact centre managers can directly document the amount of money they are saving their client companies by optimising processes and reducing the need for customers to call,” says Gerald Schreiber. “That is a very powerful benefit, indeed.”

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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