

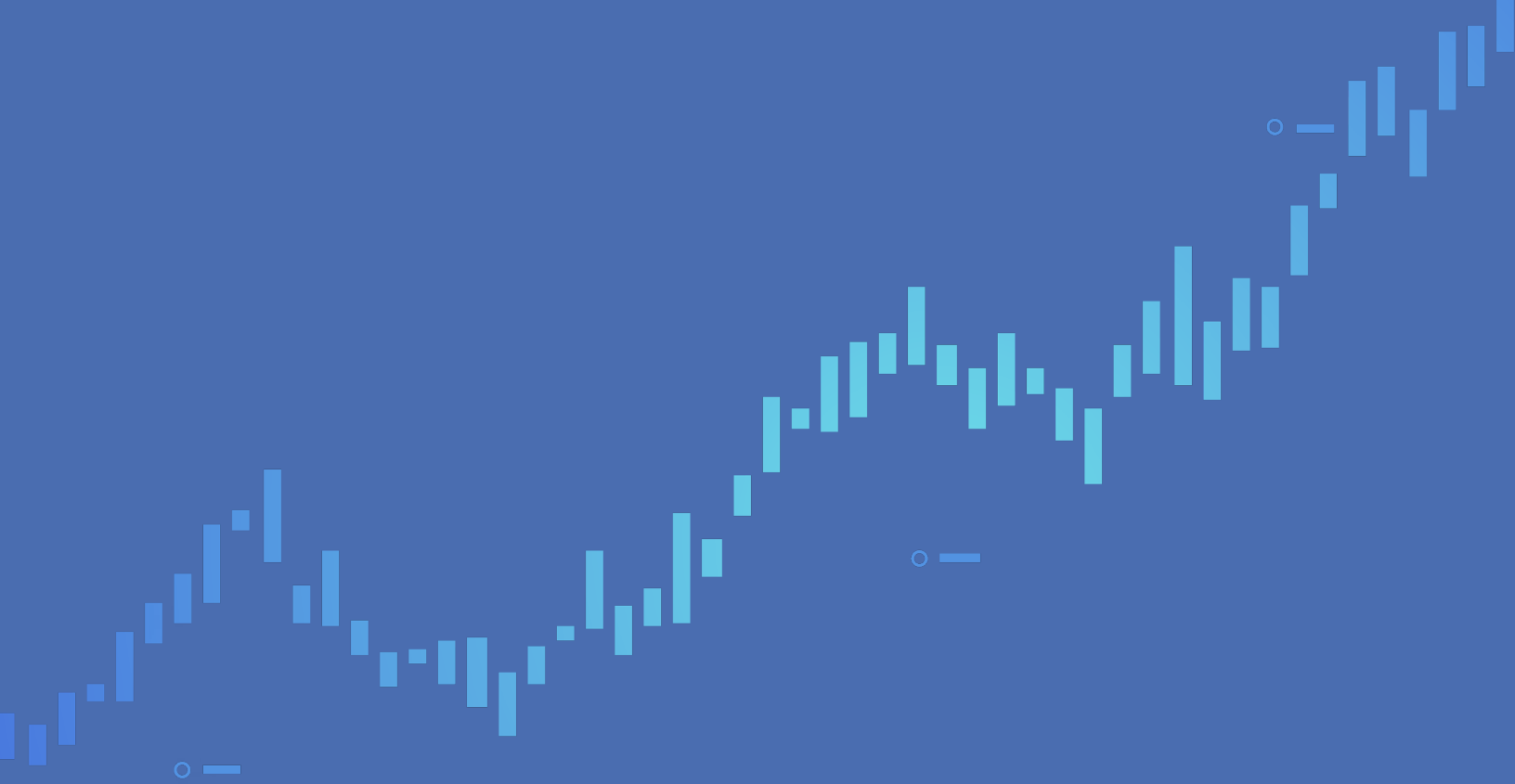


**An Avantive Solutions Whitepaper**

# BOOSTING CALL CENTER PERFORMANCE WITH AI

**How Avantive Solutions leveraged Innovative  
Technology to Better Serve Clients**





## EXECUTIVE SUMMARY

Optimizing call center performance is a common challenge for many businesses. Due to being directly tied to minimizing overhead costs, it is often a key pain point affected by a variety of factors such as changes in demand, staff turnover, agent performance, and more.

Every single conversation occurring within the call center is full of data about your consumers, your workforce performance, your brand perception and more. Surprisingly, most call centers still rely on manual “spot check” methods, and only listen to handful of calls to measure performance data.

**In order to compete in today's market, brands must gain comprehensive data around customer experience.** Analyzing every customer interaction in the call center suddenly exposes a range of opportunities from efficiency to conversion optimization. This whitepaper will explore how VoiceBase customers achieved ROI through AI-powered speech analytics.

# OPTIMIZING CONTACT CENTERS

Business Leaders have long viewed call centers as a major business cost. For this reason, most call center programs are built with efficiency in mind. The problem is, that **most are doing so with little to no data to drive critical decisions.**

## Turn a Necessary Cost Into a Strategic Advantage

What if you could improve almost any business metric by leveraging a customized technology solution? Today's business leaders are concerned about a variety of priorities, such as:

- Increasing Sales
- Decreasing Costs
- Competitive Intelligence
- Product & Service Innovation
- Improving Customer Engagement
- Reducing Customer Churn

Achieving all of these objectives and more is possible with the right blend of technology and customized programs within the call center, and it all starts with **AI-Powered Speech Analytics.**



# KEY PERFORMANCE METRICS

Analyzing important KPIs help assess the effectiveness and efficiency of call centers, and help identify ways to optimize. To measure and manage all of these data points, innovative call centers are utilizing Artificial Intelligence (AI) through speech analytics, business intelligence, and other tools.

## **AI-Powered Speech Analytics**

Conversations between agents and customers are full of insightful data. Speech Analytics is a technology to surface important information from that data, through the power of AI, Machine Learning, and Natural Language Processing (NLP).

Avantive Solutions leveraged the VoiceBase end-to-end analytics platform to improve first call resolution (FCR).

## **KPIs Measured With AI**

A multitude of performance metrics can be quantified and tracked with AI-Powered Speech Analytics, but we will highlight a few we've seen move the needle with our customers recently:

- **Agent Performance (Overall)**
- **FCR - First Call Resolution Rate**
- **Sales Optimization**

# IMPROVING AGENT PERFORMANCE

Avantive Solutions is a global Business Process Outsourcer representing Fortune 100 companies. As such, quality, efficiency, and providing a premier product to clients is a must. In this competitive environment, using time-tested methods of training new agents into a program through classroom and on-the-job training combined with manual call monitoring and agent feedback is no longer sufficient.

Avantive Solutions needed to be agile and make fast data-informed decisions. By investing in enhanced training through a customized speech analytics solution with AI, they were able to improve “speed to green” or the time it took for an agent to be fully trained and productive.

Additionally, using speech analytics technology allowed Avantive Solutions to better support and coach their agents, reaching increased levels of employee satisfaction to reduce turnover.

## 50% Decrease in Agent Training Time

50%

Decrease in Training Time

Before adopting the customized Voice Analytics and Feedback system, new agents averaged 90 days post-training to become fully efficient in their primary functions and start regularly achieving daily performance expectations.

The front-line leader would then partner with the Training and QA areas to observe individual agents and provide overall performance feedback. Within 60 days of deploying the platform, the average new Agent was consistently meeting their daily goals in **less than 45 days**. The ability to focus on individual critical areas of opportunity allowed leaders to identify weaknesses quickly.

## 39% Decrease in Agent Attrition

Eliminating the time-consuming effort of manually monitoring a significant number of calls allows for customized coaching with each Agent. Also, providing feedback to agents across their entire work and not randomly monitored calls helps secure more significant agent buy-in and creates a better learning atmosphere. In addition, the organization experienced a 39% decrease in attrition during the first 120 days of tenure.

39%  
Decrease in Attrition

### How to Use Speech Analytics to Improve Agent Performance

Using an end-to-end solution from VoiceBase allowed Avantive Solutions to surface and act on the following:

- Evaluate top salespeople's performance and identify which practices should be used to coach under performers and train new agents.
- Determine if each new agent has a complete and thorough understanding of program requirements.
- Identify weaknesses in training programs.
- Scorecard all agents, finding points that agents are missing in the sales process.
- Identify the efficacy of certain keywords and phrases.
- Identify which calls had successful sales and that all legally required disclosures are being presented for compliance purposes.

## Improving Productive Occupancy by 28.7%

28.7%  
Productive Occupancy Lift

Using the VoiceBase platform to reduce post-call documentation and increase “Productive Occupancy,” Avantive Solutions selected agents with above-average documentation time or who had accuracy opportunities. They then optimized agent performance by:

- Utilizing the data visualizations provided by VoiceBase to narrow down to the type of interactions most likely to cause long post-call work.
- Identified agents who had documentation accuracy issues and correlated it with specific call types.

## Reducing Post Call Work

For Contact Centers, every minute counts! The less time agents spent doing manual post call work like documentation, complex issues, etc., the better.

By using AI-Powered Speech Analytics to transcribe every word and then tag, categorize and transform that data into valuable insights, Avantive Solutions supercharged their workforce.

On top of that functionality, they were able to take the insights they found and bring those learnings back into training and coaching programs for a continuous agent performance feedback loop.

7.7%  
Reduction in Post Call Work

Overall, Avantive Solutions reduced post call work for agents by 7.7%, meaning they could focus on what they do best instead of administrative tasks.



# INCREASING FIRST CALL RESOLUTION

## 17.2% Increase in First Call Resolution

By implementing a quality monitoring system that utilized AI-Powered Speech Analytics to process every call, Avantive Solutions successfully improved overall FCR rates. .

17.2%  
Increase in FCR

In today's competitive environment, using the old manual methods of call monitoring and agent feedback are no longer sufficient. Contact center leaders need to be data-driven and take action quickly.

By infusing their systems with AI-Powered Speech Analytics, Avantive Solutions successfully reduced post-call work time, increased productive occupancy, and improved overall first call resolution.

## Why FCR?

First Call Resolution (FCR) rate is a top metric for contact centers to track and measure customer satisfaction over time.

The more calls in which an agent successfully addresses the customer's needs, the better overall customer satisfaction will be.

To measure and understand how to improve FCR, a variety of automated measures must occur through a speech analytics solution. Reasons the call was made, the outcome of





the call, caller emotions and keywords at the beginning and end of the call, and other in-call events are analyzed at scale with AI. The data is then presented to business leaders to make informed decisions and take swift actions to see improvements.

## SALES OPTIMIZATION

### Platform for Success

On top of a call recording platform, Avantive Solutions worked with VoiceBase to build a customized speech analytics feedback system that included machine learning and enriched data visualized in Tableau.

104%

Increase in Conversions

This end-to-end solution allowed Avantive Solutions to provide coaching and optimization techniques to agents. Analyzing 100% of agents' calls automatically created additional data and increased credibility with agents since the human bias factor wasn't at play with their scores.

Overall, Avantive saw an increase of 104% in their conversion rates.

### How to Optimize Sales with Speech Analytics

A speech analytics solution allows you to:

- Identify specific offers agents are presenting and which are most popular with customers to inform future programs.
- Scorecard agents to observe points the agents are missing in the sales process. Then use those learnings to inform improvement training.
- Identify the efficacy of specific keywords and phrases to improve scripts.
- Conduct A/B testing on specific phrases to determine winning script.

- Identify competition in the marketplace to understand the offers made by the competition.
- Confirm that all legally required disclosures are being provided.

Leveraging AI-Powered Speech Analytics enabled Avantive Solutions to improve sales, workforce management, and insight discovery in the contact center, hitting key performance goals and growing business for their clients.

Staying up-to-date with the latest technologies and tools makes Avantive Solutions a strategic partner for clients.

Contact Avantive Solutions to learn how we can develop and optimize your next top-performing program:

**REQUEST DEMO**

[www.avantivesolutions.com](http://www.avantivesolutions.com)