



UTILIZING INTEGRATED QUALITY PROCESSES TO DRIVE EFFICIENCY AND IMPROVE PERFORMANCE

EXECUTIVE SUMMARY

Avantive Solutions is a global Business Process Outsourcer representing Fortune 100 companies. As such, quality, efficiency, and providing a premier product to our clients is a must.

In this competitive environment, using the old manual methods of call monitoring and agent feedback are no longer sufficient. We need to be "Smarter now than we were 15 minutes ago). This goal required us to be innovators and look for more efficient and effective solutions.

Our investment in quality monitoring and agent feedback was not a luxury; it was essential. This case study will help you understand how to achieve the return on investment gained by implementing a Quality Monitoring system integrated with well-designed Voice Analytics and Machine Learning.

CHALLENGE

Our clients operate on a Pay per Sale compensation model in a multi-vendor environment. This environment requires that we have the most efficient operations and processes to increase profitability and market share.

The following metrics primarily measure our efficiency:

- Sales Efficiency
- Sales Conversion
- Gross to Net Sales Yield (Sales fallout from the QA verification process)

Our most pressing challenge was to become a top-performing partner for these clients. We addressed this challenge by becoming the premier performer on the metrics noted above.

SOLUTION

Following an extensive vetting process, Avantive chose VoiceBase™ to deploy the solution discussed. We decided to implement a combination of a Call Recording platform, a customized

Voice Analytics and Feedback system combined with Machine Learning, and Enriched Data utilized through Microsoft Power BI.

This platform has resulted in significant improvement in each of the critical metrics mentioned above and in Legal Compliance. Specifically, it has given us the ability to complete the following quickly:

- Analyze 100% of an Agent's calls. The result is additional data and increased credibility with the agents.
- Identify specific offers Agents are presenting and which are most popular with customers.
- Scorecard the Agents – Allowed us to observe points that the agents are missing in the sales process. The result is streamlined and more efficient coaching and improvement process.
- Identify the efficacy of keywords and phrases.
- Conduct A/B testing on specific terms to determine effectiveness. This approach has been incredibly successful in our Spanish language programs.
- Identify the client's primary competition in the marketplace and understand the competition's offers.
- Evaluate our top salespeople's performance and work with the Training department to emulate these practices with our lower performers.
- Conduct research on a program-by-program basis if there are script or offer changes.
- Confirm that calls are dispositioned accurately.
- Identify and confirm that all legally required disclosures are being present.
- Confirm that all Do-Not-Call requests are appropriate and compliant.

RESULTS

Significant improvement seen across Key Metrics

- **Sales Efficiency: 111% increase in efficiency**
- **Sales Conversion: 104% increase in conversion**
- **Gross to Net Sales Yield: 62% increase in net yield.**

Avantive Solutions and VoiceBase would be pleased to discuss our systems and processes with you in more detail. Please feel free to contact us at:

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