



# Are Your Contact Center Agents Behaving Properly?



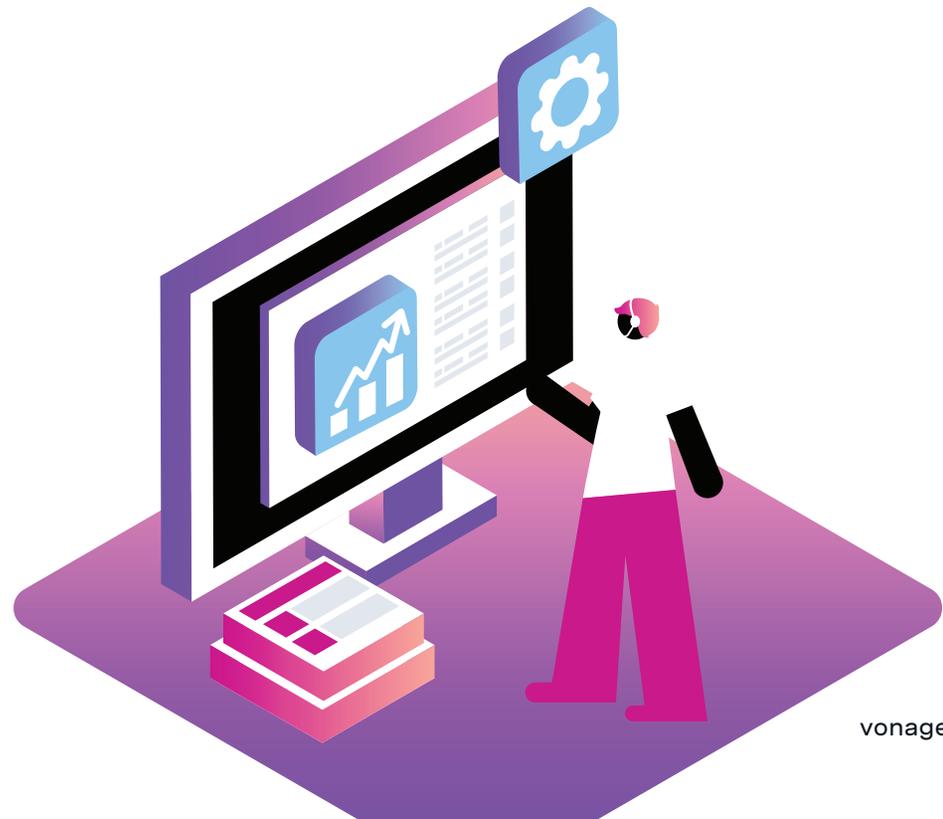
In recent years, the contact center has transitioned from being a burdensome cost center,

Evolving into a highly desirable profit center that no company can be without.

However, the traditional contact center metrics are often still in place, which may not be driving the right behaviors.

For example, historically, it was quite the norm to measure contact center agents by the time to answer, the number of calls handled, call length, call abandonment rate and other such quantitative key performance indicators. Whilst these metrics still have some relevance, they do little to indicate whether the customer experience was good or even whether the customer's question was answered satisfactorily.

In more recent times, contact centers have included measures such as first contact resolution rate, call transfer rate, average handle time, average time in queue, average after call work time and so on. While these newer metrics might indicate whether or not the customer was satisfied, there's still no evidence that the customer is likely to purchase more in the future, or, if not, any insight into why they churned.



# Is quality assurance the answer?

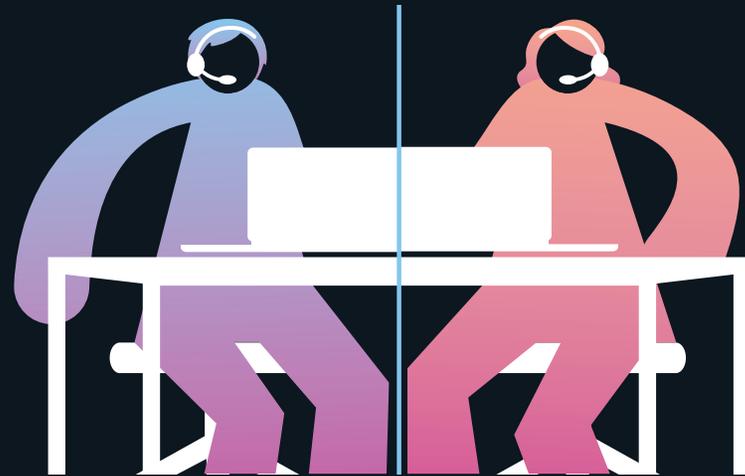
Monitoring call quality is a highly labor-intensive task. A supervisor needs to listen in to each agent's calls and it's often completely random as to whether they happen to catch the agent doing something right or doing something wrong. QA can easily become an onerous form-filling exercise that everybody dreads even though it can be a significant driver of what the agents gets paid that month.

On the management spectrum of "carrot and stick," QA can tend towards the stick with little focus on the carrot. This can lead to disengaged employees who can do more damage to customers than good.

Proponents of QA forms may claim they are flexible but that only allows for what the QA team wants to hear and not how the customer needs to be treated. A single form cannot possibly cater for all scenarios.

## One of the problems with QA is that most contact centers monitor less than six calls per agent each month\*

and that's what occurs in the better contact centers. The remainder never get heard by anyone other than the agent and caller. This is a very inaccurate way of measuring agents as they might be having an off-day, they might get a spate of angry customers due to a communications issue or a product defect, they might have a series of customers who are having a bad day and so on.



Even worse—for a business—staffing, training and planning decisions are being made based on less than three percent of calls and what the supervisors think calls are about—normally the last five calls they can recall. Compound this with the poor data quality that agents enter into their CRM system to save time so that they can get to the next caller faster, then the customer ends up with the same poor experience as before without the business knowing what has just occurred or why.



## Aren't behaviors better than checking a list of phrases?

Agents should be asking the right questions and listening to what the customer says and responding accordingly, rather than just regurgitating a script of the "correct" phrases because their bonus depends on it.

Regulations aside, the goal is for the customer to leave the call knowing they were listened to and their problems were solved. The correct agent behaviors should be encouraged, whilst preventing improper responses, such as telling the customer about a new product even though they just stated that they are in a hurry.

*"One of the things I really liked about Conversation Analyzer is its ability to coach agents. There is no question that contact centers could be improved with automatic, seamless coaching of the agent. Being able to understand the tone and emotion in a conversation is a really nice feature, and NewVoiceMedia's solution brings in the meta data and analytics that allow contact center teams to take action on those insights."*

Dave Michels, principal analyst at TalkingPointz

# Introducing a better data driven decision approach

Wouldn't it be great if, rather than coaching and managing agents based on a tiny percentage of their overall calls, you could base it on 100 percent of their calls? This is where speech analytics comes in, in particular an offering from Vonage called Conversation Analyzer. This automatic voice call analysis solution lets you quickly identify insights and trends as well as assessing your peoples' compliance and product knowledge:

## Quality Management:

Rather than poring through hundreds of calls, Conversation Analyzer lets Quality Management teams quickly identify and review calls that may need remediation or reward. Conversation Analyzer democratizes quality management as supervisors, and even agents, can see how agents are performing and address issues as they occur.





# Business Compliance:

Conversation Analyzer will help identify when agents aren't adhering to business policies, allowing management to take immediate corrective action\*\*\*.

16X

Conversation Analyzer provides up to 16 times more insights

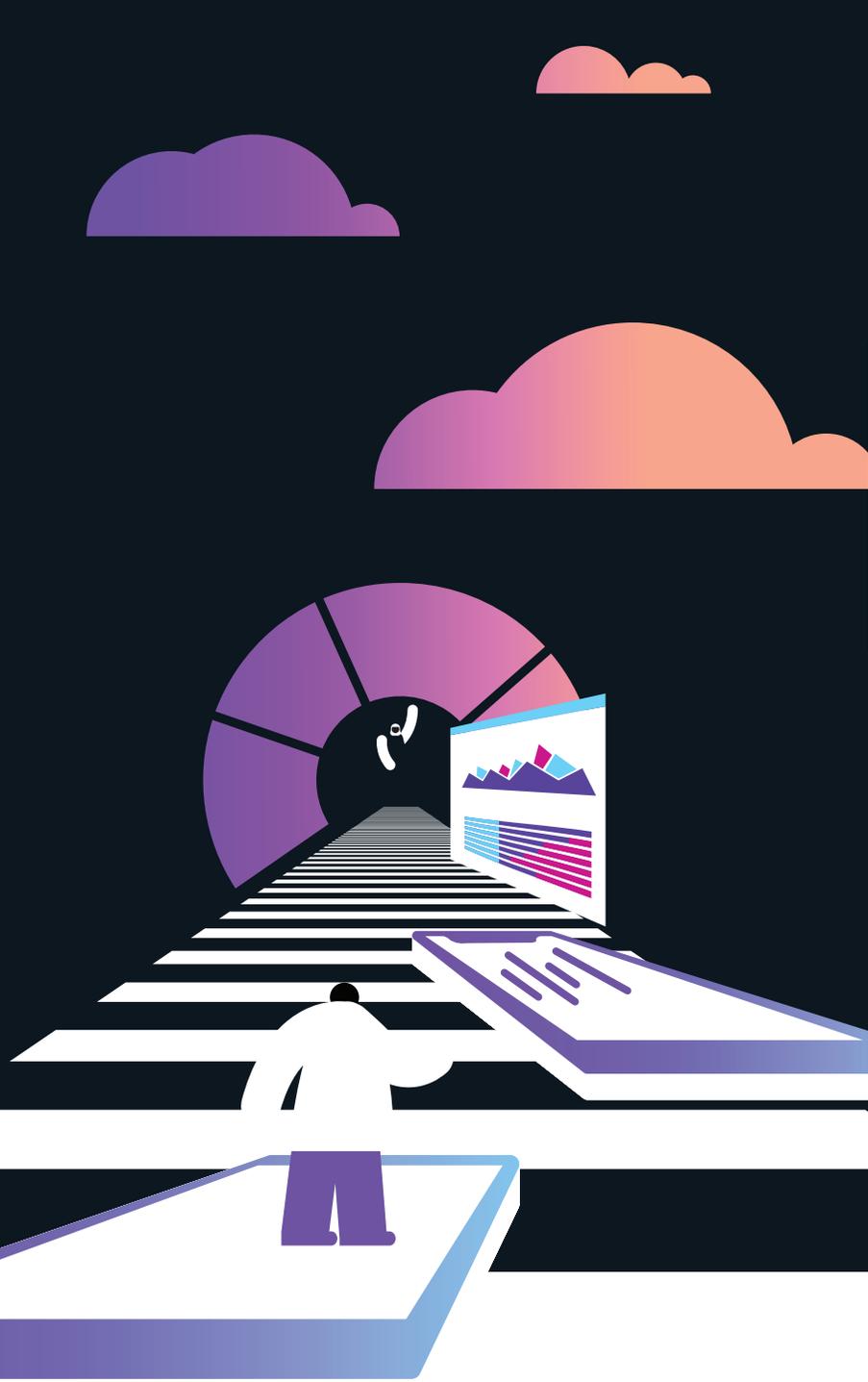
75%

Time spent listening to calls is reduced by 75%

85%

QA FTE resources reduced by up to 85%

Decentralized Quality Management leads to more engaged employees



# Customer Experience:

Conversation Analyzer helps build an understanding of how well agents are communicating with customers, uncovering areas for improvement.

With the best-performing voice recognition now getting around 90% accuracy, the technology is fast coming of age.

This makes an enormous difference when it comes to the ability of speech analytics to extract highly valued information from calls and to deliver compelling return on investment results in many operational areas of the contact center.

Speech analytics technology is rapidly becoming as fundamental to contact center operations as the more traditional workforce management and quality monitoring toolsets.

Data driven decisions can be further advanced by blending the Conversation Analyzer insights with CRM data. In other words, link successful opportunities with what was said to understand who is saying what or link conversation insights to a successfully onboarded or renewed customer.

Navigation tabs: EFFECTIVENESS, PRODUCT, COMPLAINT HANDLING, COMPLIANCE, CALL PERCEPTION, COMMUNICATION

- Hide Subcategories

Legend:

- IneffectiveSales
- Additional... 1
- Poor... 1
- Offer Best Solution
- Professionalism
- Sales Effectiveness
- Credit Card 1
- Saving Account 2
- Overdraft
- Product
- Delivery
- Complaint
- GDPR 2
- Verification 1
- Charges
- Lacking Clarity
- Greeting 1
- Active listening
- General courtesy 7
- Ask for Call Reason 1
- Closing

Timeline: 0:10, 0:20, 0:30, 0:40, 0:50, 1:00, 1:10, 1:20, 1:30, 1:40, 1:50, 1:58

0:00

Conversation Transcript

Company says at 0:04  
Welcome to Best Bank and this call is being recorded for training and quality purposes how can I help.

Customer says at 0:14  
I have a current account with you. I was interested to get a credit card and a savings account.

1 Comment

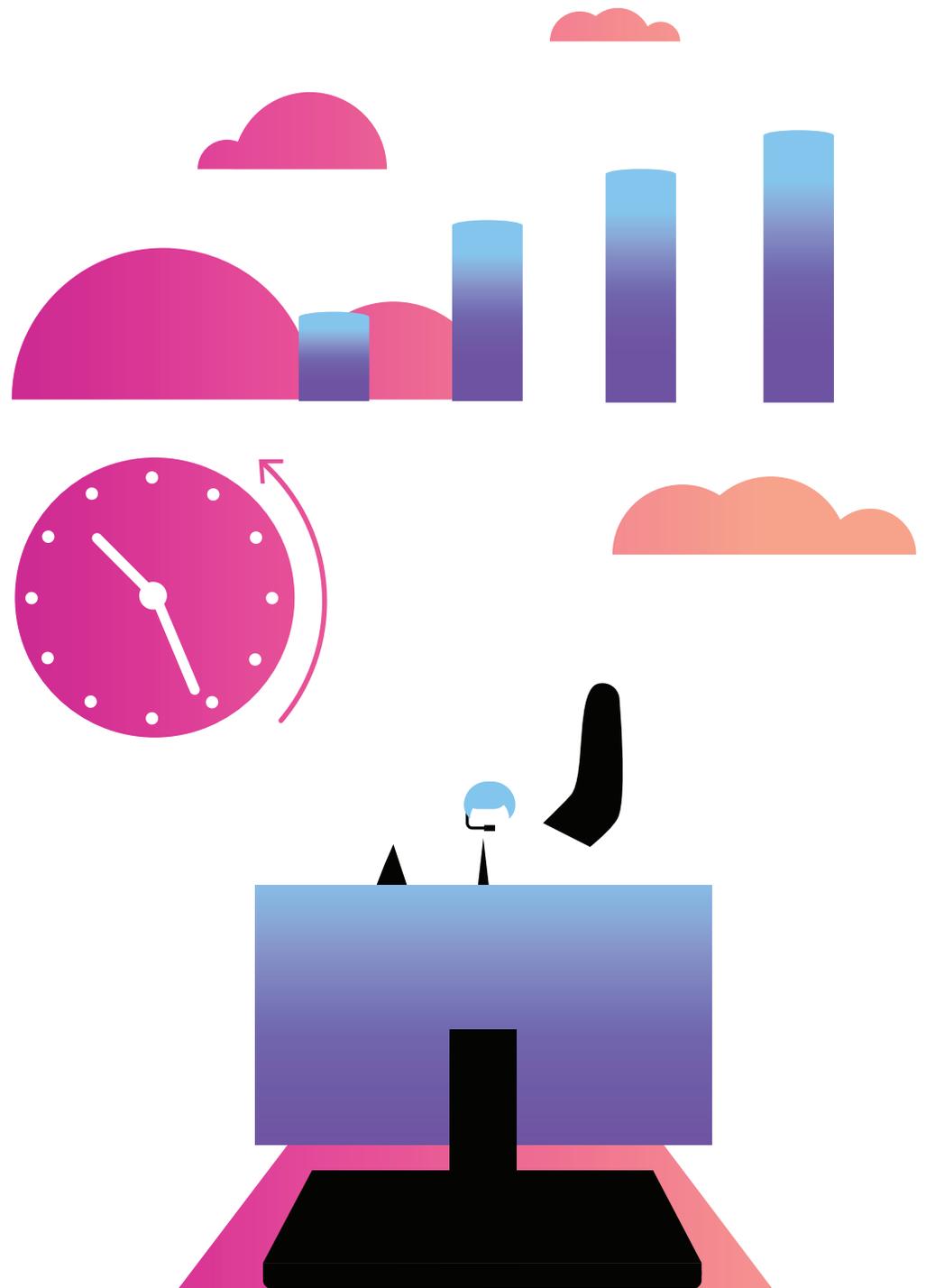
Jonathan Kershaw says at 1:41 11 months ago  
need to either explain what you are doing or put the customer on hold

Conversation transcripts using Conversation Analyzer

# Are agents delivering the required results

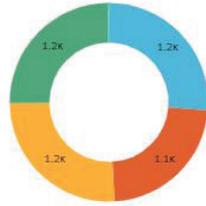
One of the biggest costs in a contact center is ramping up new starters to be highly productive employees. With Conversation Analyzer, it becomes possible to monitor and measure all calls before a training session and then compare with all calls afterwards, analyzing the results. It will quickly become clear whether training initiatives are giving a suitable payback and delivering tangible results. Likewise, if you're now able to examine the entire dataset of calls and identify those that stand out with positive outcomes, alongside those with negative outcomes, the call recordings can be presented to new starters to learn what makes a good and bad call.

This ensures that new agents get ramped faster and facilitates the move from a blanket training model to more focused one-to-one coaching with measurable results.





- Communication
- Complaint Han...
- Compliance
- Effectiveness
- Politeness



- Closed Lost
- Prospecting
- Qualification
- Needs Analysis
- Value Proposition
- Id. Decision Makers
- Negotiation/Review
- Closed Won
- Active listening
- Additional Assistance
- Ask for Call Reason
- Closing
- Complaint
- Delivery
- GDPR
- General Courtesy
- General courtesy
- Greeting
- Offer Best Solution
- Product
- Professionalism
- Sales Effectiveness
- Verification

Conversation Analyzer

Opportunity Type: Existing Business | Opportunity Amount: 0 - 1100000

Case Subject: All | Priority: All | Escalation: All

Case Reason: All | Case Type: All | Case Status: All

Interaction Type: All | Start Time: 31/8/2018 - | Talk Time: All

Disposition: All | Transfers: All | Total Hold: All

Service: All | Queue: All | QTime: All

Last Agent: All | Last Agent Manager: All | Role: All

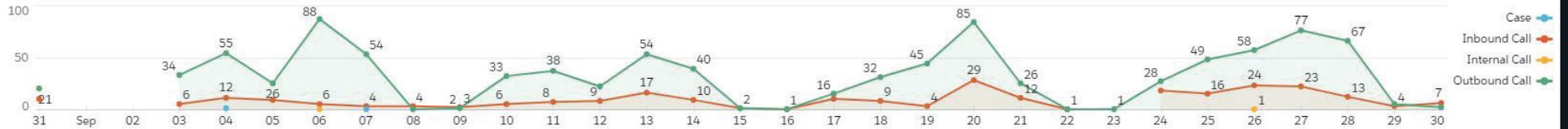
Agent 1: All | Agent 1 Manager: All | Skills: All

Topic: All | Confidence: All

Crosstalk: All | Silence: All

Exclude: All | Exclude: All

Combine Subcategories: All



NVMC__Interaction__c.Name	Time	Type	Agent	Related To	Queue	Categories	Total Duration
NVMCS-0000007015	2018-09-05T18:06:00.000Z	Inbound Call	-	Acme	AE UCD	Politeness,Communication	15
NVMCS-0000007020	2018-09-05T18:52:00.000Z	Inbound Call	-	Acme	AE UCD VIP	Politeness,Communication	22
NVMCS-0000010908	2018-09-05T11:43:03.000Z	Outbound Call	Lonna Lafontant	Matchless Atlantic Commerce & Records	-	Compliance,Effectiveness,Communication,Complaint Handl...	47

Speech analytics using Conversation Analyzer

# Can customer experience be gamified?

Gamification is a rapidly growing way of driving the right behaviors in all walks of life and is starting to make its impact felt in the contact center.

What if you could reward your agents for the specific behaviors that your analysis of 100 percent of calls have identified as the key to better customer experiences and the subsequent uptick in loyalty, repeat business, referrals and so on?

Traditionally businesses gamify on simple numbers, such as calls made or average hold time, resulting in a lagging indicator of how many customers churned last month. However, by gamifying the correct behaviors (e.g. what should be said in a certain context to a customer of a certain value with no hold time), a leading indicator results showing how the customer views the business and their subsequent loyalty.

Once these behaviors have been identified, they can be added to a gamification tool, implement with gamification, and suddenly you have agents competing against each other to see who can deliver the best CX! And for those of you who take the view that humans will always work out ways to game the system - bring it on! - if you're winning rewards as a result of delivering the right behaviors then everyone wins.



The screenshot displays a Salesforce CRM interface. At the top, there is a search bar labeled 'Search Salesforce' and a user profile icon. Below this, a navigation bar shows 'Cases' as the active tab. The main content area is titled 'Cases' and 'Recently Viewed', with a 'New' and 'Change Owner' button. A search bar for the list is present, along with various view and refresh icons. The table below lists cases with columns for Case Number, Subject, Status, Date/Time Opened, and Case Owner Alias. A 'Motivate' overlay is open, showing a 'Rewards' section with a 'Demo 2019' badge and several icons with associated numbers: a star with 89, a line graph with 56, a phone with 38, a speech bubble with 26, a network diagram with 10, a person with 1, and a bar chart with 1. The bottom navigation bar includes 'Phone', 'Connect', 'Omni-Channel', 'Motivate', and 'Recent Items'.

CASE NUMBER	SUBJECT	STATUS	DATE/TIME OPENED	CASE OWNER ALIAS	
7	00037161	IVR Case	New	23/05/2019 09:41	abowe
8	00037160	Rescheduled Delivery	New	23/05/2019 09:25	abowe
9	00037157	Subscription Renewal	New	23/05/2019 08:52	abowe
10	00037156	IVR Case	New	23/05/2019 08:49	abowe
		Closed		22/05/2019 12:21	abowe
	Required	New		22/05/2019 11:20	abowe
	xo Card	New		22/05/2019 09:22	abowe
	ng Balance Inquiry	New		21/05/2019 15:32	abowe
	ng Balance Inquiry	New		21/05/2019 15:24	abowe
		New		21/05/2019 15:21	abowe
	escheduled	New		21/05/2019 14:57	abowe
	ng Balance Inquiry	New		21/05/2019 14:32	abowe
		New		21/05/2019 09:59	abowe
	d not working	Closed		15/11/2018 11:19	cwein
		New		15/05/2019 10:43	abowe
		New		13/05/2019 17:59	abowe
		New		13/05/2019 16:10	abowe

## Gamification with Conversation Analyzer

## Business Benefits

Clearly the days of monitoring a tiny percentage of contact center calls, and hoping this is representative of the entire operation, are limited. Conversation Analyzer, used with or without Motivate, will allow you to take your contact center to the next level. Monitor all calls, find those needles in the haystack that result in exceptional performance and replicate them across all of your contact center.

## About Vonage

Vonage is redefining business communications once again. We're making communications more flexible, intelligent, and personal, to help enterprises the world over, stay ahead. We provide unified communications, contact centers and programmable communications APIs, built on the world's most flexible cloud communications platform. True to our roots as a technology disruptor, our flexible approach helps us to better serve the growing collaboration, communications, and customer experience needs of companies, across all communications channels.

