Call Driver Analysis

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INTRODUCTION

Understanding which topics drive customer calls and knowing which call types account for the highest volume of traffic are crucial components of successfully managing a call center. The average handle time of those specific calls and the trend in volume is also very telling. By focusing on these important metrics companies can identify the areas in a contact center which warrant further review. Call Driver Analysis serves as a foundation for identifying the business processes and agent behaviors that need improvement. Additionally, the insight gained helps pinpoint the call drivers that yield the greatest costs to the company.

Most commonly, companies rely on manual agent tracking to identify call drivers. This flawed system not only incorporates human error, but also offers no way to reconcile calls in which multiple topics are discussed. The result is skewed data. While call centers may think they have an understanding of which topics drive calls, Nexidia's Managed Analytics Services team uses Nexidia's speech analytics technology to perform a detailed analysis, often with surprising results that have a significant impact on the bottom line.

THE ANALYSIS PROCESS

Nexidia's Managed Analytic Services team identifies call drivers by first generating a list of words and phrases, which when grouped together and found in the audio, indicate the call type. By reviewing 100% of the audio and analyzing all calls in their entirety, the team categorizes calls that contain multiple drivers. For example, if a call began with a question about equipment, and then was later transferred to billing, both call drivers will be captured.

The Nexidia team categorizes at least 80% of a company's call drivers, excluding calls of mostly silence or call fragments. And since Nexidia understands the fluid nature of a call center, other steps in the process include trending to show how call drivers change over time. Revising and adding to the list of key words and phrases captures any new call drivers that may occur.

Additionally, the call driver analysis process provides companies with a deeper level of understanding about their contact center. Nexidia classifies calls not just by broad categories such as equipment, but also provides the analysis to show which specific equipment items or issues generate the most volume and the greatest handle times. Having access to call drivers and their associated average handle times and non-talk times gives companies the business intelligence needed to tackle their largest problems first, and decisively.

AGILE SERVICE DELIVERY

Each customer is assigned a team of speech analytic professionals who perform all of the critical tasks necessary for operationalizing speech analytics—as well as providing the continuous analysis needed to adjust to changing needs. Based on the issues companies identify as key areas of focus, the Nexidia team conducts a structured analytical process. This process has been honed from years of experience working across multiple verticals with Fortune 500 companies, and draws upon the extensive call center experience of the team.

Nexidia's delivery method tailors to fit all customers, regardless of whether the technology is deployed through an On Premise license or through Nexidia's Hosted Services. The analysis process is delivered through Nexidia's unique method consisting of two week Sprints. Every two weeks, the Nexidia Analytics team conducts a series of analytic activities, based on the customer's specific topic of interest. At the conclusion of each Sprint, a review will detail:

- Work accomplished
- Analytics completed
- Findings
- Recommendations of any additional work or next steps

Nexidia will estimate the number of Sprints required to complete each specific types of analysis. The customer always maintains the flexibility to modify the direction and scope of the upcoming Sprint, based on need. This delivery method avoids long, drawn out projects with overwhelming results by delivering on clearly defined goals, with fast paced, yet flexible delivery dates and realistic action items for improvement.

GETTING STARTED

Nexidia ensures that global organizations have the easiest path to the benefits of speech analytics and getting started is faster than ever before. For more information, contact Nexidia at info@nexidia.com.

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