



NEXIDIA MANAGED ANALYTIC SERVICES

## Average Handle Time Analysis



### INTRODUCTION

Average handle time (AHT) is one of the top metrics that every call center studies and tries to effectively manage. When every second saved contains the potential to generate significant financial savings, understanding the drivers of handle time, whether they be agent behavior or business process related, is critically important. Average handle times also directly impact customer satisfaction. Call centers strive to handle calls as efficiently as possible, while still ensuring that the issues of the call were fully resolved. A low average handle time can be just as problematic as one that is too high.

Without speech analytics technology, managing AHT is a challenge. While common reports show the length of calls, they offer no information about the actual actions and processes generating these handle times. Additionally, it is nearly impossible to break-down the handle times by talk versus non-talk time. Managing AHT involves identifying and analyzing which call types have the longest handle times, locating broken processes within the contact center and benchmarking best practices of agents who exemplify excellent AHT. Nexidia speech analytics provides the ability to analyze 100% of call recordings for the many, varied drivers of average handle times.

### THE ANALYSIS PROCESS

Average handle time analysis begins with Nexidia's Managed Analytic Services team performing a call driver analysis. This step identifies which call types have the highest volume and handle times, enabling contact centers to pinpoint areas having the greatest financial impact. With an area of focus selected, a deeper and more thorough analysis begins through the use of Nexidia products such as Nexidia Analyze and Nexidia Evaluate. The team studies both talk and non-talk time percentages and performs targeted listening to help determine the cause.

Since AHT is driven as much by agent behavior as by processes, the Managed Analytic Services team will study agent performance, identifying those agents who fall outside the average. These agents are often the ones who need additional coaching. Conversely, agents with consistently good handles times are studied for best practices. Additionally, the process includes discovering which agents struggle with which specific call types, allowing targeted training to be deployed.

When the team suspects that handle times result from business process inefficiencies, they use targeted listening and reports generated by Nexidia software to validate these claims. As corrective measures are taken, the team tracks results to measure their effectiveness. And as call types, agents, and processes change, managing average handle time becomes a continuous cycle, thereby maximizing the return on investment.

### 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](mailto:info@nexidia.com).

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