

NEXIDIA MANAGED ANALYTIC SERVICES

Agent Evaluation



INTRODUCTION

For companies to achieve the corporate goals that impact their customers and revenue, change must begin at the agent level. Understanding how these goals are handled at team, site and agent levels offers companies a way to manage performance against expectations. Agent performance affects many key metrics in the contact center, thus making it critically important to evaluate. Agents can impact average handle time, first call resolution, sales effectiveness and customer satisfaction. And all of these metrics have significant financial ramifications.

Traditional methods for measuring agent effectiveness revolve around random call selection and review. Using this method, agent evaluation is uneven, as supervisors have no way to locate the calls that most warrant review. If a supervisor finds a behavioral issue in one call, he or she cannot easily locate more calls of a similar type to see whether that agent struggles with that specific issue, or whether the problematic call represented an isolated occurrence. It is also challenging to discover whether a broken business process impacted the agent, and if so, what that process may be. Additionally, standard evaluation methods don't link performance to strategic, corporate initiatives. Without the use of speech analytics, contact centers operate with an inaccurate view and lack of connectivity between the company's overall goals and agent performance. The information Nexidia's Managed Analytic Services team provides using Nexidia's technology improves agent training and coaching, ultimately impacting customer satisfaction and the bottom line.

THE ANALYSIS PROCESS

To perform an agent evaluation analysis, Nexidia's Managed Analytic Services team utilizes Nexidia's speech analytics products such as Nexidia Evaluate to analyze and extract information from 100% of recorded calls. The team organizes calls using groups of words and phrases, that when found together in the audio, indicate not only the call type, but also help identify whether agents followed the proper protocol and procedure. Automating this process and incorporating all the recorded audio reveals a more holistic view of performance. This process also allows the team to identify the call types and metrics agents struggle with most.

Using 100% of calls as a base, and setting up the analytics system to identify relevant calls to review, the team generates a series of best practices based on the techniques of the top agents. The team measures performance at the team and agent level against a company's defined objectives through the use of Nexidia speech analytics. Nexidia incorporates definable thresholds so that companies can see, at a glance, how well goals are being met and where room for improvement exists. Using speech

analytics to determine the success and retention of training is another important component of this process. As new agents are hired, call drivers change and goals are updated, continuous monitoring and evaluating will ensure a consistent 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.

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