



NEXIDIA MANAGED ANALYTIC SERVICES

Outsourcer Effectiveness Analysis



INTRODUCTION

Businesses have many valid reasons to leverage outsourcing as an extension of their contact center operations. The upside, a positive impact to the bottom line, must be weighed against the possible downside of losing control of the total customer experience. To achieve a positive outcome, a company must ensure the outsourcer provides the expected value and adheres to the defined guidelines set forth in the contract. The outsourcer must maintain the same customer “brand” experience by staying consistent with the company’s internal call center. Speech analytics serves as the link, helping to guarantee that the outsourced call center operations meet companies’ strategic goals and quality standards. By unlocking the business intelligence from customer interactions, companies can manage outsourcer performance while maintaining customer satisfaction and reducing costs.

Before speech analytics, measuring outsourcer performance relied on quantitative information, such as ACD reports that show that outsourced agents stayed within the designated handle time. However, these reports shed no insight into the quality of the transaction. Random call selection and review is the most common practice for measuring agent effectiveness. But this method produces uneven agent evaluation, as supervisors have no way of locating the calls that most warrant review. Additionally, standard evaluation methods don’t link performance to strategic, corporate initiatives. Without the use of speech analytics, companies operate with an inaccurate view and lack of connectivity between their overall goals and the outsourced agents’ performance. Using speech analytics, Nexidia’s Managed Analytic Services serves as the link to ensure strategic goals and quality standards are met by outsourced call center operations.

THE ANALYSIS PROCESS

To perform outsourcer effectiveness 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 recorded audio reveals a more holistic view of agent performance. This process also allows the team to identify the call types and metrics agents struggle with most—including hold times, poor selling techniques, or resolution rates. And results are viewable at the site, team and agent level, ensuring companies can pinpoint where breakdowns in their outsourcer performance occurs.

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 uses Nexidia speech analytics to measure performance at the team and agent level against a company's defined objectives. Nexidia incorporates definable thresholds so that it can be seen, 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 ensures 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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