



NEXIDIA MANAGED ANALYTIC SERVICES

Sales Effectiveness Analysis

nexidia 

INTRODUCTION

Simply stated, more sales translate into increased revenue. Because of this, assessing the sales abilities of call center agents is critically important. Call centers need to not only evaluate the effectiveness of the sales pitches being made, but also identify missed opportunities for up-sell or cross-sell. Allowing completed calls to not contain an offer at all, or contain an ineffectual offer, detracts the health of the company.

Traditional methods for measuring sales effectiveness mirror those of basic agent evaluation. A supervisor listens to a handful of randomly selected calls per month and makes a determination on whether or not adequate selling techniques were demonstrated. The problem with this method is its reliance on a very small sample of calls. The supervisor has no way of knowing if the calls selected for listening even contain a sales opportunity. This limited sample also does not provide enough information around which specific products and services the agent struggles to sell. Additionally, without a broad sample of the voice of the customer, the reasons for sales successes or failures are very difficult to pinpoint. Lacking accurate information at the starting point makes producing noticeable, consistent improvement of sales very challenging.

THE ANALYSIS PROCESS

To evaluate a contact center's sales effectiveness, Nexidia's Managed Analytic Services team focuses on several key areas—the number of offers made versus the number of opportunities, the pitch delivery, the customer reaction, how well an agent overcomes objections and the identification of best practices. Using products contained within the Enterprise Speech Intelligence product suite, including Nexidia Analyze and Nexidia Evaluate, the team first applies speech analytics to help classify the calls containing a sales offer versus those that did not, thus uncovering the missed opportunities. By 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 performers.

Performing targeted listening allows the Managed Analytic Services team to use the voice of the customer to determine the most common objections and how to best overcome them. The team also translates sales goals into key metrics against which agents are measured, so that trending can be performed. Using speech analytics to determine the success and retention of sales training is an important component of this process. As new agents are hired and as product and service offerings change, monitoring and evaluating the sales process becomes an on-going engagement.

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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