

8x8

Quick Wins with Contact Center Speech Analytics



Even if you have years of experience in managing contact centers, getting started with speech analytics may seem daunting.

It's not as hard—or as time-consuming as you might think.

Let's look at how you can net some quick wins that showcase how speech analytics adds demonstrable value to your business. In this eBook, you'll learn how you can:

- 1.** Boost customer retention
- 2.** Reduce holds and transfers
- 3.** Identify problematic behaviors
- 4.** Ensure compliance
- 5.** Discover new product opportunities



And it won't take you hours or days to get started—in just a few minutes you can start to unearth quantifiable value. With these quick wins under your belt, you're likely to think of new ideas to accomplish even more. Your excitement will grow with each discovery!

Boost customer retention with save strategies

When customers are unhappy, it doesn't mean you have to lose them. But it does mean you have to understand their issues, let them know you will rectify them, and then follow through.

Speech Analytics to the rescue.

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Our research proves that speech analytics is a transformative technology, uncovering business insights that shatter organizational silos between the contact center and the rest of the business.

—Dan Miller
Founder and Lead Analyst, Opus Research

You too can use speech analytics to identify issues that could result in lost customers. Although the phrases you search for will depend on your business, you can get started with some general searches. Search for phrases such as:

- “I’m unhappy...”
- “...haven’t fixed my problem”
- “Your company doesn’t...”

Listen to some of these calls, and look for patterns. Is it a broad product or service issue that means you need to alert others in the business? Speech analytics makes it easy to provide specific examples that support your concerns and the need for action.

In parallel, how your agents respond is critical to customer retention. Coach agents as to how they can best respond in these instances. Identify agents who handle the complaints well, and assess their “save” strategies. What are the key elements they are using?

- Are they being empathetic?
- Do they demonstrate reflective listening?
- What questions do they ask to ensure they thoroughly understand?
- How do they gain rapport with customers?

As you listen to these calls, identify successful “save” techniques that could be shared with other agents for training purposes. You can tag conversation highlights from these role model calls and share them with other agents who struggle. Now you can replicate their strategies throughout your contact center.



Reduce hold times and transfers with targeted training



Delivering an exceptional customer experience is the difference between thriving and failing for a business like ours.

—Ravi Kurumety
CIO of Lenox Corporation

Exceptional customer experiences don't happen when a customer is transferred or put on hold multiple times. These customer dissatisfiers are likely when agents don't have the answers to customer inquiries. Lack of knowledge or training is often the root cause of holds and transfers; this is more apt to be the case with new hires. How can you find and fix the gaps?

That's where speech analytics steps in. It can be especially useful in helping inexperienced agents gain proficiency faster.

Look for these phrases which can indicate a lack of knowledge:

- "I don't know..."
- "Let me see if I can find..."
- "Not sure what I can do..."
- "...may be able to help you"
- "Let me transfer you..."

Speech analytics will bubble all these conversations to the top. Listen for common threads. Are agents stumbling over inquiries about Widget A? Identify where you can supplement agent knowledge with targeted training.

Be sure to measure your success by baselining metrics beforehand and assessing the same measures after agents complete training. Do you see fewer holds and transfers?

Identify problematic behaviors

Contact center managers and quality assurance managers are time-constrained and most listen to only one or two calls per agent per week. That makes it hard to pinpoint troublesome behaviors. Speech analytics can help.

Do you have agents who are unwilling to help with difficult or complex customer issues? Search for phrases such as these to identify those instances.

- “We can’t do that”
- “I’m not able to...”
- “You’ll have to try later...”

Does agent frustration ever cross over into confrontational behavior? Searching for these phrases could result in some eyebrow-raising conversations that you’ll want to address immediately.

- “Like I said...”
- “You’re not listening”
- “You didn’t...”

Send conversation highlights of these calls to the relevant agents, along with coaching notes on how to correct problematic interactions. You’ll find that most agents want a collaborative coaching environment; they want to know precisely what they can improve upon.

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With speech analytics overall, the team leads love it, agents love it—it has revolutionized the way we coach our teams in real-time.

—**Nathan Tomlinson**
Director of Customer Experience, Vacasa

Ensure compliance

Speech analytics makes it easy to find calls where agents omit key phrases or stray off message.

- “You have (x) days to change your mind”
- “Thank you for calling...”
- “Please let us know if...”

Adhering to industry regulations is critical; a single instance of non-compliance could cost your company tens of thousands of dollars in fines. For example, some industries are required to notify buyers that they have 3 days to change their minds. Failure to do so could incur large penalties.

If you're concerned about possible non-compliance in your contact center, simply use speech analytics to filter out those calls that do not contain the applicable phrase. Then link directly from those recordings into Quality Management, where you can give your agents specific, targeted coaching related to that particular call.

Your contact centers may not need to adhere to industry regulations, but may have specific requirements as to how customers should be greeted, or how conversations should be concluded. Here, too, speech analytics can identify those instances where agents don't adhere to requirements.



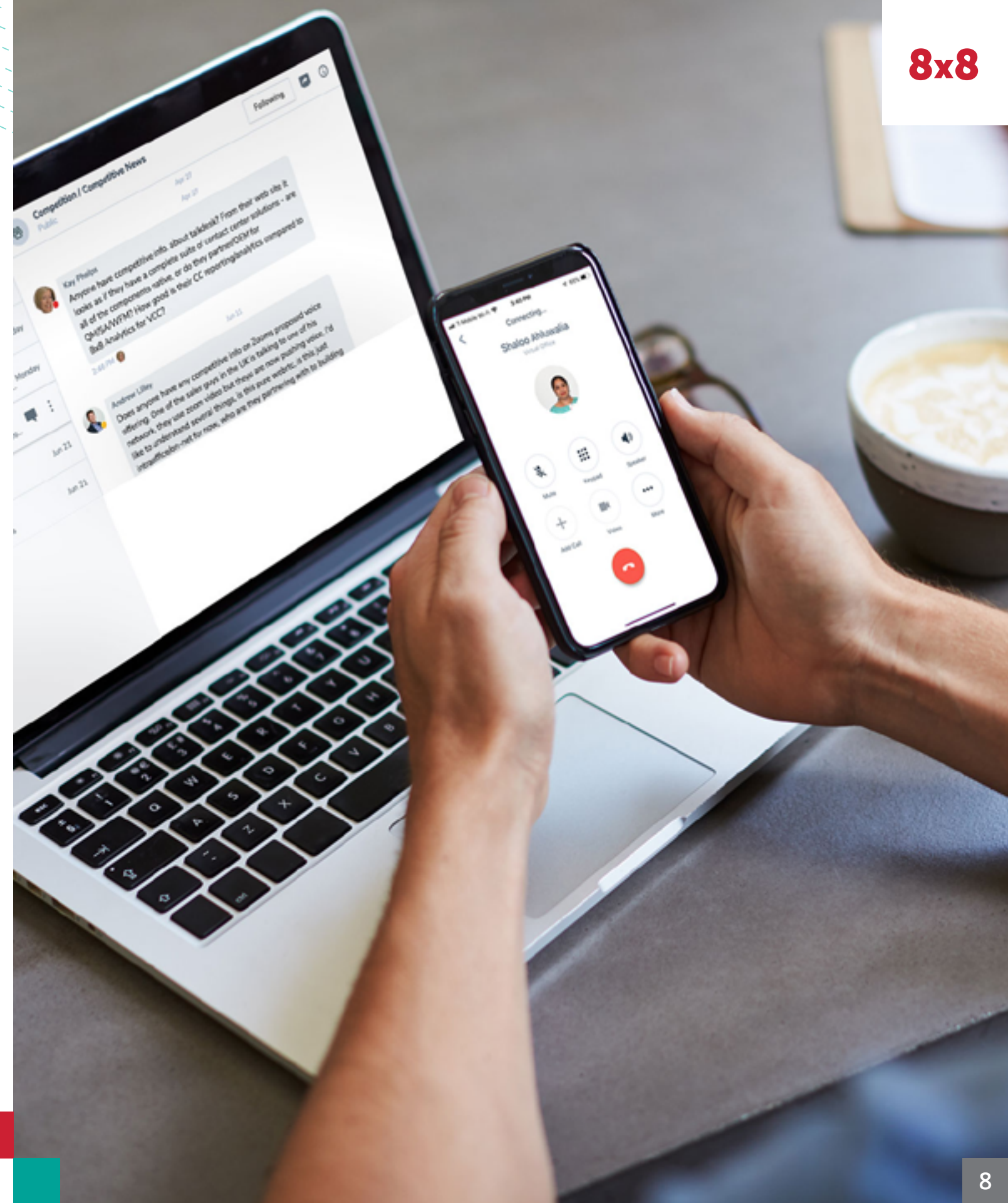
Discover new product or service opportunities

“Our research shows a whopping 89% of those decision-makers surveyed in 2018 see speech analytics as a means to gain “business insights.” says Dan Miller, founder and lead analyst at Opus Research in [Beyond the Contact Center/Unlocking Business Insights with Speech Analytics](#).

Do your customers ask for products or packaging you don’t currently offer? Cast a big net with your initial queries in speech analytics, and look at the resulting speech transcriptions to refine your searches.

- Start with phrases such as “Do you sell...” or “where could I find...”
- Then, click through the transcriptions and narrow your search depending on what you find

For example, a sporting goods store searching for “do you sell” might dig into speech transcriptions and see numerous inquiries about pickleball. Now, modify your search to look for phrases such as “do you sell pickleball...” If your results yield copious inquiries about pickleball nets, pickleball paddles, and balls for pickleball, it’s time to expand your product line—and your revenue.



How to get started with Contact Center speech analytics

8x8 Speech Analytics makes it easy. Predefined categories and topics enables out-of-the-box operation that expedites time to value. A word cloud unveils common conversation threads with drill down to details. Built-in searches and customization tools enable companies to quickly and easily tailor speech analytics to their needs and deliver immediate time to value.

To learn more, visit <https://www.8x8.com/contact-center/speech-analytics>

Ready for a demo? Email us at enterpriseADR@8x8.com



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