ReDAT

Voice analyses in practise

Case study - How voice technologies serve our current customers, who actively and successfully use them.

One of the aims of our company is to keep up with constant technological developments in the field of voice processing. Contact centres have to be able to respond to these technological changes and that is the reason why we are presenting this case study regarding the use of voice technologies in contact centres.

RETIA

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GOAL

The aim of this case study is to demonstrate several examples - how to use voice analyses, according to the real situation and how they are used by real customers. We are pleased to present to you how voice technologies serve our customers and to inspire you to utilise them in your contact centre.

Let us imagine a medium-sized contact centre, where approximately 10,000 calls are handled by about 100 agents every day.

These agents are responsible for taking care of current customers, handling customers' complaints and providing them with information; they also have to offer new products with an expected amount of success. Use of voice technology is very significant in that case.

CONTACT CENTRES DATA

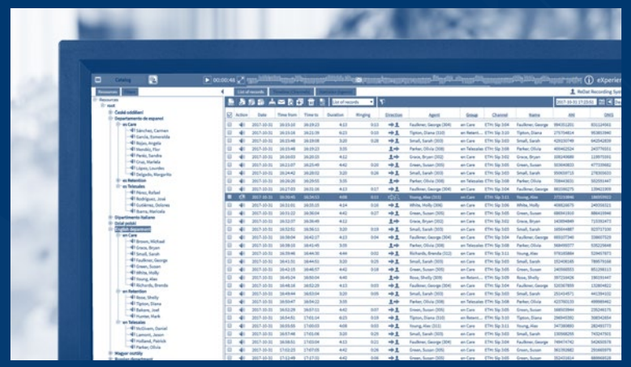
Contact centres realize many calls every day and these calls contain a large amount of data with a lot of important information.

Structured data

- For example call time, call duration, calls number of the called/calling person, skills, etc. Can be simply processed and sorted

Unstructured data

- I.e. calls records. Cannot be processed so easily but they are crucial for answering any present questions in the commerce and human resources field



DAILY SEARCHING

The most common and most frequent use of voice technology in contact centres is when ou need to find information in recorded calls. Do you need to find out when the name of a competition product started to appear in recorded calls or do you search for the call where a particular problem was mentioned? Thanks to voice technologies, you will easily find the relevant calls.

Voice analyses also enable you to evaluate more specifically any particular calls that are found by the system according to the manually set filters.

STATISTICS

It is almost impossible to keep track of the calls contained within a medium size contact centre without the use of voice analyses, but after its installation it can become be very simple.

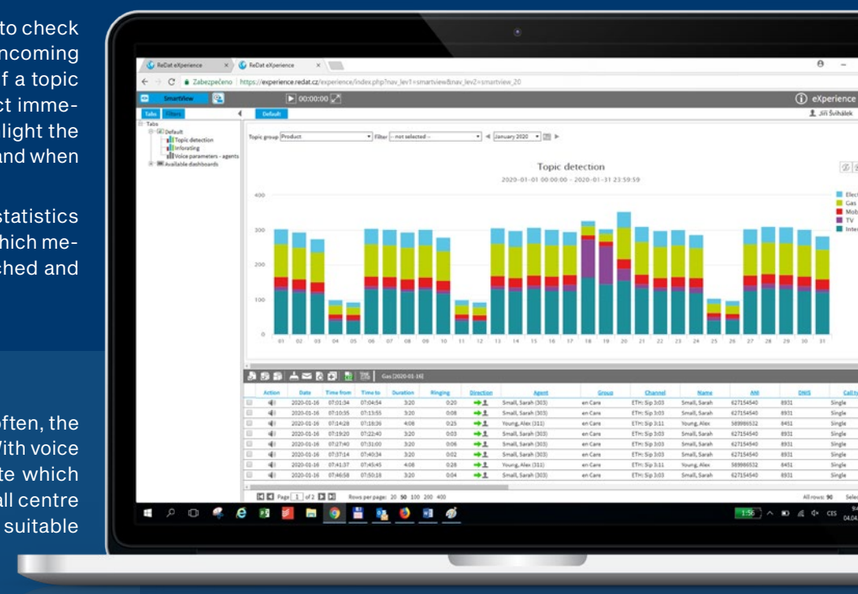
To give an example we can mention the effectiveness of additional products sales. Do you need to find out which one of your agents should be appreciated for his/her job more than the others? The voice analyses system is set to supervise all calls and check if the offer was made to the customer or if the product was only mentioned by the agent. All offers made are evaluated by the system and in the case of the agents that did not achieve the required standard; it is possible to solve the problem immediately. Moreover, the system is able to evaluate and filter out those calls where the offer was not appropriate (e.g. when the offer was not suitable for the call topic).

WE OFFER A TOOL THAT PROVIDES A DETAILED ORIENTATION IN THE OPERATION OF THE CONTACT CENTRE.

CONTACT CENTRES REALIZE MANY CALLS EVERY DAY AND THESE CALLS CONTAIN A LARGE AMOUNT OF DATA WITH A LOT OF IMPORTANT INFORMATION.

Another use of voice analyses is to check a particular topics layout in all incoming calls. You can instantly register if a topic increased its frequency and react immediately. The system will also highlight the calls where a new topic appeared and when additional analysis is required.

You will certainly appreciate the statistics formation of the switched calls, which means which topics are often switched and by which agents.



CALLS RELATIONS

Contact centres try to find, very often, the connection between call topics. With voice analyses it is possible to evaluate which topics, discussed between the call centre and its customers, are the most suitable for an additional sale and which product should be offered in a particular situation. The system is also able to evaluate which calls are not appropriate for additional products sale.

UNEXPECTED EVENTS

Has the name of your company ever been mentioned in the media in an unpleasant connection? When something like that happens, it is necessary to decide how to act and be ready to use subsequent countermeasures. The feedbacks analyses will help you to decide.

The voice analyses system is able to evaluate how to respond to the certain calls event from the customers. The number of calls or the event time is not important, it means it is possible to analyse several years old events.

CAMPAIGNS MONITORING

The sale lines will certainly appreciate the possibility to monitor the campaigns progress. Every marketing/business event is aimed at a specific group of customers. Every such campaign will produce a reaction that will increase the number of calls to the contact centre.

Thanks to voice analyses the calls related to another topic are filtered out and the calls related to the selected topic are analysed from the view of their content. The contact centre will always know the customers´ reactions about current campaigns. According to the feedback calls the contact centre can adjust the number of agents with their relevant specialism, number of called customers or the campaign content. The campaign can be changed immediately, not only after its termination and conclusion. In that way the whole campaign will be more successful.

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If you are interested in our voice analyses, please, do not hesitate to contact our sales department.

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If you would like to try our voice analyses straight away, you can use our service Business Analytics.

ReDAT Recording Systems, a business division of RETIA, a.s., which provides a sophisticated system for recording voice, screen and other relevant data. The system automatically analyzes the data to make it available to system users in a clear and structured way.

RETIA, a.s. is a Czech company based in Pardubice, founded in 1993. It develops, manufactures and modernizes radars, command and control systems, UWB localization and communication systems and ReDAT Recording Systems.

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