Speech Analytics Case Study

Achieving Immediate Wins in Contact Center Efficiency and Customer Experience

Co-presented by:

NAUTILUS Inc

CallMiner

LISTEN TO YOUR CUSTOMERS. IMPROVE YOUR BUSINESS.

Introduction

A successful speech analytics deployment doesn't end with selecting the right piece of software. Ensuring organizational buy in and building trust in the tool are major factors in realizing quick returns on investment. A strategic plan that highlights priorities and establishes goals, along with open communication across all levels of the organization, promotes credibility and allows for a more fluid adoption of the insights provided by contact analytics. This case study will highlight how Nautilus, Inc., successfully established their speech analytics program and improved operational efficiency, trend identification, and compliance adherence in a very short period of time.

Nautilus was founded in 1986 and is located in Vancouver, Washington. The company manufactures and markets a complete line of innovative health and fitness products through direct, retail, specialty and international channels.

Establishing Organizational Buy-In

One of the biggest, but most often overlooked, challenges when deploying a new software tool is change management. A disruption to an established workflow can often lead to significant growing pains when implementing new technology. Nautilus tackled this challenge head on by establishing an internal roadmap and marketing program to educate and excite their employees.

First, Nautilus reminded their agents how the types of words chosen during a conversation can drive the customer experience in a positive (or negative) direction. Nautilus also explained to their agents how they could improve the accuracy of speech analytics results by speaking clearly and encouraged them to think about the words they used in their daily interactions with customers. Next, Nautilus showed the team members how speech analytics picks up common themes within their interactions. This step displayed how the system was capable of identifying shared themes and helped cultivate trust in the program.

Finally, Nautilus tied the company's mission statement back to the speech analytics program. Whether a customer is using a fitness product to meet a personal weight loss goal or training for a marathon, it's Nautilus's mission to assist them in achieving that goal. Speech analytics enables Nautilus to find quantifiable data to drive meaningful and relevant changes, thereby improving the company's service interactions.

Improving Operational Efficiency

Soon after implementing speech analytics, Nautilus found that their caller verification process was causing considerable customer frustration and wasting time. By gathering data from 100% of their calls, Nautilus established that the current verification steps were taking approximately 30-60 seconds per call. In addition, on 20% of the calls the agent wasn't able to assist the customer and the call was transferred.   Once transferred, the customer would start the verification process all over again. The result was redundancy, additional wasted time, and unhappy customers. Nautilus streamlined the process and moved customer verification to a more suitable place in the call. This change was implemented only six weeks after the company began using speech analytics, in January 2013.

The result was an immediate reduction in talk time. Three weeks after implementing the process change, Nautilus was saving 82 seconds per call. Fig. 1 compares average talk time year over year. The reduction continues to trend on a year over year basis at an average savings of 100 seconds per call. Fig 2. illustrates how the reduced call times translated to increased service levels and lower abandon rates. The talk time reduction resulted in a 196% increase in the number of calls that were answered within 20 seconds. In addition, the abandon rate was 36% lower than in January 2012, which is one of Nautilus's highest call volume months due to seasonality.
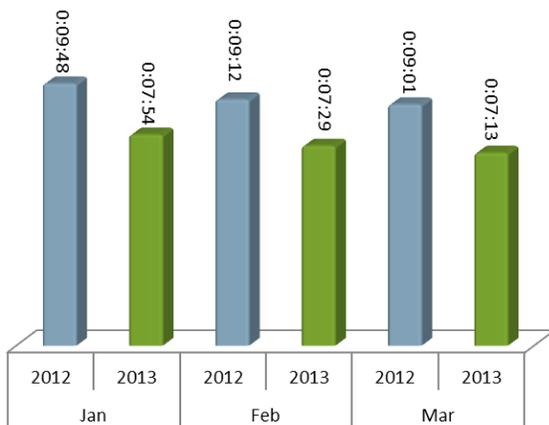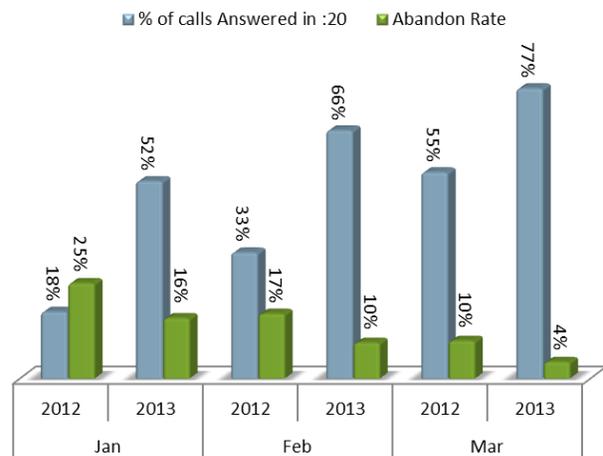

Fig. 1—Average talk time (2012 vs. 2013)

Fig. 2—Service Level (2012 vs. 2013)

Trend Identification and Intelligence

There are many challenges associated with trend identification and traditional call sampling can't easily pinpoint the root cause of issues. Without actionable data, many companies are left to guess at how big or small an issue actually is. Nautilus is using the insights provided by speech analytics to validate perceived trends and establish velocity.

Just weeks after implementing the new system, an issue was escalated by a retail partner and the company needed to quickly find answers. With the help of CallMiner's speech analytics software, Nautilus searched the call transcripts for words and phrases associated with the issue. Next, the customers who were affected were contacted directly so Nautilus could gain a better understanding of the problem. With this information in hand, analysts were able to provide insights to the appropriate department so a course of action could be formulated. Prior to speech analytics, it would have taken Nautilus weeks or even months to perform a root cause analysis. Being able to quickly search call transcripts for specific words enabled the company to close out the issue in a matter of days.
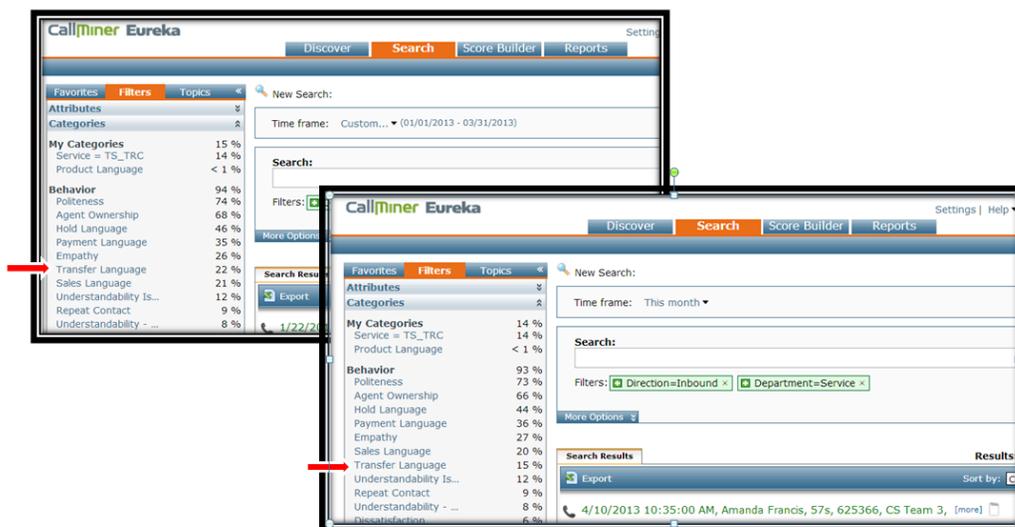

Fig. 3—Transfer Language before and after agent 'up-leveling'

Speech analytics also allows Nautilus to quickly validate anecdotal information. A recent call report (Fig. 3) indicated that 22 percent of calls to a certain workgroup were being transferred. After filtering the calls by the agents assigned to the workgroup, Nautilus discovered that customers were being directed to the wrong workgroups by the IVR. After reviewing the IVR structure, it was determined that the options were confusing to callers and needed to be streamlined. In preparation for the IVR updates, the Customer Care team 'up-leveled' the group of agents to take a broader scope of calls. This action has resulted in a 7% reduction in transfer language. Once the IVR changes go live, additional efficiency gains are expected.

Training and Compliance Monitoring

Nautilus also uses speech analytics to monitor compliance training and adherence. The company recently introduced an updated compliance requirement for both its Sales and Customer Care teams. This change would affect all agents – some would need to be retrained while others would receive the training for the first time. This gave Nautilus the opportunity to judge the effectiveness of their training programs.

Speech analytics was able to instantly reveal which agents were still in need of additional coaching, in addition to monitoring the level of adherence moving forward. The management team is now confident that the company is adhering to regulatory requirements by monitoring 100% of phone calls instead of relying solely on manual sampling.

Fig 4.—A visual representation of how quickly Nautilus's agents got up to speed after training.
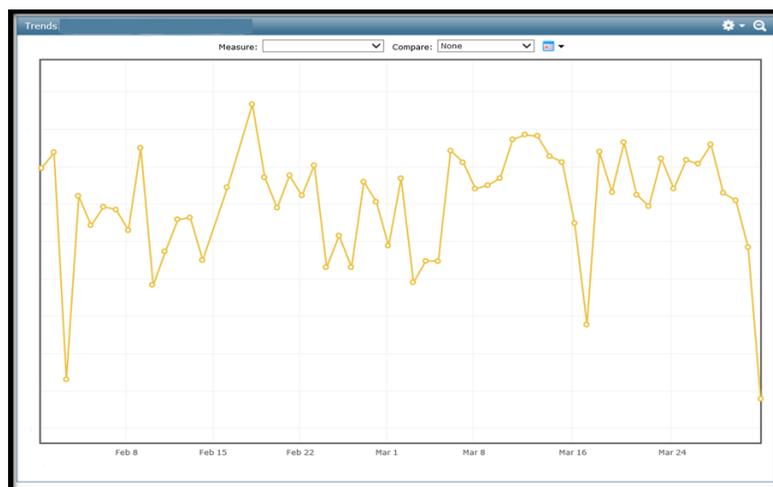

Fig 5.— This chart shows that agents are sustaining a high level of compliance. Analysis revealed that the sharp dips are not related to non-compliance, but rather the types of calls on those days are not subject to this requirement.

Conclusion

Nautilus has been able to achieve significant wins with speech analytics in a very short period of time. By positioning the system as a tool to help agents improve their performance, the company has been able to cultivate trust and organizational buy-in. Analyzing 100% of customer contacts allowed Nautilus to take a holistic view of its service quality performance. By examining the processes and policies currently in place and viewing them alongside the intelligence mined from phone calls, Nautilus was able to make changes that had an immediate positive effect on efficiency and customer satisfaction.

Additional Information

About CallMiner—CallMiner is the leading cloud-based conversational analytics solution for improving agent performance across all contact channels (voice, social, email, chat), by automating Performance Management. Unlike complex analytics that require a sophisticated fulltime analyst, CallMiner Eureka pushes actionable insights directly to the people who need and can act on the data, from the VP who manages contact centers and/or BPOs, the Supervisor who manages a team of agents, and to Agents themselves. CallMiner has solutions tailored for improving sales effectiveness, driving positive customer experience, and for monitoring compliance. http://www.callminer.com

About Nautilus—Headquartered in Vancouver, Washington, Nautilus, Inc. (NYSE: NLS) is a global fitness products company providing innovative, quality solutions to help people achieve a healthy lifestyle. With a brand portfolio including Nautilus ®, Bowflex ®, TreadClimber ®, Schwinn®, and Universal ®. Nautilus markets innovative fitness products through Direct and Retail channels. Websites: www.nautilusinc.com, www.bowflex.com, www.treadclimber.com and www.corebody.com.

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