



Speech Analytics Case Study

## Improving Sales Agent Performance

Co-presented by:



# Introduction

In sales-focused contact centers, agent performance has a direct effect on revenue. Improving sales can often be a challenge, however, because traditional quality assurance methods and simple transactional data don't provide the key insights needed for effective coaching. This case study will highlight how using speech analytics to gather data on 100% of agent conversations can drive more meaningful performance feedback as well as increased sales.

Defender Direct is headquartered in Indianapolis, Indiana and is an industry leader in home services sales. The company is the top dealer of ADT security systems and a leader in HVAC services in select cities around the United States. Defender Direct has 4 call centers: 3 inbound sales centers and 1 operations center which covers customer service, collections, and field support.

## Case Study

Defender Direct initially deployed CallMiner speech analytics in its sales center using a pilot program. The sample group consisted of 15 agents with various levels of experience. During the trial period, these agents received weekly reporting and feedback based on speech analytics insights, with the goal of increasing sales of a specialized product line.

To begin the trial phase, the analytics team listened to the calls of the top sales agents across the entire company. By tracking the specific sales language the agents used, how the product was being positioned, and when in the call the sale was pitched, the Defender Direct analysts compiled what they believed were the key sales drivers. Then, the analysts built categories in CallMiner's speech analytics system that tracked for those phrases and behaviors. The categories were then applied across all sales calls and compared with close rates; this way, the analysts could determine which of the categories were the most important in closing sales. Overall, the analysts found that calls containing the essential language and behaviors resulted in 20% higher close rates.

These categories became the building blocks for providing performance feedback to the 15 agent trial group. Over a 6 week period, the group received weekly reports and coaching based on how they were being graded in the speech analytics system. Since the feedback was objective and based on 100% of calls, communication between agents and supervisors was more productive and targeted. The pilot program proved to be a success: the overall close rate of the group increased by 3%.

## Case Study (cont.)

Based on the success of the trial group, Defender Direct rolled out the speech analytics program across all of its sales centers. Key insights were shared in the form of weekly emails, all agents were provided index cards to remind them of the most important sales tactics, and underperforming agents received targeted coaching. In addition, the voice analytics team was rolled into the quality assurance department, allowing for a more focused concentration on improving agent performance and the customer experience.

The results shown during the trial period continue to be sustained, highlighted by a 5% improvement in close rates across all sales centers. Post call surveys have also confirmed that customers are more satisfied overall; Defender Direct's Net Promoter Score has increased by 18 points over the same time period.

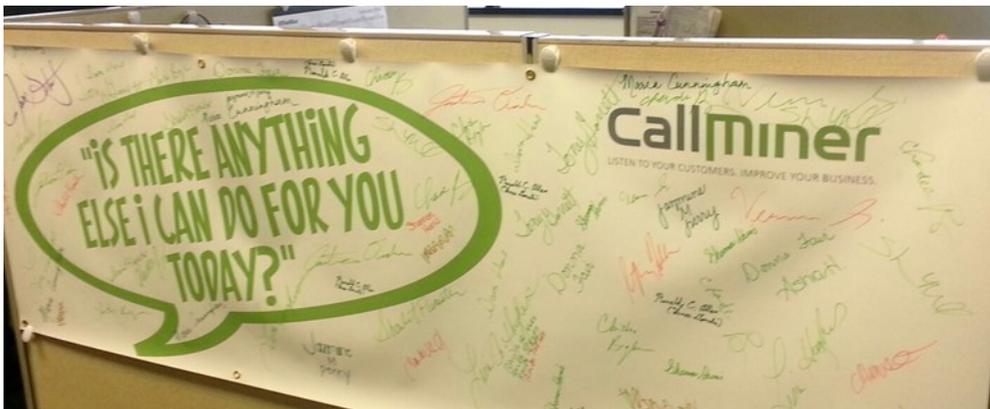


Fig 1.– Acknowledging agent success based on the speech analytics program

## Conclusion

The success of the speech analytics program at Defender Direct was ultimately driven by a variety of factors, including but not limited to: executive and manager participation and buy-in, continuous education and feedback, acknowledgement of successes, and clear goals and objectives. Choosing to embrace advanced analytics to automate performance feedback is the logical first step, but promoting an analytics-based culture is just as important to the success of the program. With the right pieces in place, any sales focused contact center can realize additional revenues and performance improvement with speech analytics.

# Additional Information

**About CallMiner**—CallMiner helps businesses and organizations improve contact center performance and gather key business intelligence by automating their ability to listen to every customer interaction.

CallMiner's Eureka product portfolio automates the overwhelming process of monitoring information from 100% of interactions – calls/audio, chat, email, surveys and social – to uncover consistent and reliable information about agent performance. Real time business intelligence can be leveraged by enterprises to dramatically improve customer service and sales, reduce the cost of service delivery, mitigate risk, and identify areas for process and product improvements. <http://www.callminer.com>

**About Defender Direct**—Founded in 1998, Defender Direct is a premier provider for the home security brand ADT. The company also offers Tyco Security Products. As a result of its unprecedented growth, the company has expanded its residential services offerings to include Williams Comfort Air, a Central Indiana heating, cooling and plumbing company offering Carrier products. Defender Direct employs more than 2,000 individuals in 48 states with over 120 branch offices nationwide. Visit <http://www.defenderdirect.com> for more information.

Case Study written by: Jason Napierski, Product Marketing Manager—CallMiner 2014

©2014 by CallMiner. All rights reserved.

CallMiner and the CallMiner logo are trademarks or registered trademarks of CallMiner. All other company and/or product names may be trademarks or registered trademarks of their owners. Information contained