



Afni

Afni Improves CSAT, Sales and FCR

with Automated Analytics





Sales, customer satisfaction and first call resolution all rise after interaction analytics provides the specific insight to drive improvement

Afni wanted to improve quality at its contact centers. It learned when quality improves, many benefits follow, including improved sales, higher customer satisfaction, and time savings that allow managers to do more to grow the business.

Afni is a business process outsourcing (BPO) services provider that works closely with its clients to improve their business outcomes. To accomplish that, Afni pursues continual improvement in its own operations. Afni wanted to raise the quality of work performed in its contact centers by identifying training opportunities and improving the training and coaching it gives its more than 9,000 agents. The company was firmly committed to quality training, but wanted to more accurately identify areas for performance improvement and then make the training more targeted and effective.

“ We wanted to identify the key drivers in those areas that would allow us to coach and train to improvement. ”

April Bevolden
Afni Quality Supervisor

Industry

Business process outsourcing

Business Value

Customer Experience

Agent Performance

Sales Effectiveness

Objectives

- Improve contact center quality
- Increase Sales
- Raise customer satisfaction

Solutions

- ✓ CallMiner Eureka Interaction Analytics
- ✓ CallMiner myEureka Performance Feedback Portal

Results

- ✓ A 17% improvement in use of correct language
- ✓ An 8.7% improvement in discovery process statements
- ✓ A 4% increase in customer satisfaction
- ✓ A 55% increase in agents that exceeded sales goals
- ✓ A 2.8 percent increase in first call resolution

Afni recognized that the keys to optimizing customer contact outcomes including raising customer satisfaction among the clients' customers it contacts, improving performance on sales calls, and increasing its first call resolution (FCR) rate. It specifically wanted to use analytics to learn what language was used and what other specific behaviors occurred on its calls. The idea was to assess the best outcomes for contacts, determine which agents achieved those results, benchmark what those top performers did and apply it across all agents through training, while also using coaching to bring agents that lagged on KPIs closer to the norms.



Analytics Turns Ideas into Action

Afni knew what it wanted to do, but needed a way to do it. CallMiner's Eureka interaction analytics solution provided Afni the functionality it needed, while CallMiner's customer success team provided the planning, training and ongoing support to help design and deploy its program.

Afni chose to roll out Eureka and the myEureka portal solution that provides performance feedback to agents and managers. The initial rollout would be used to support two Afni clients that collectively accounted for 400 agents and 400,000 monthly inbound calls.

CallMiner Eureka is the leading solution to improve contact center and enterprise performance through automated interaction analytics. It immediately reveals insights from automated analysis of communications between contact centers and customers across multiple channels – including phone, email, chat, social and more. CallMiner Eureka provides comprehensive performance data and insight because it can automatically monitor, record, transcribe and objectively score 100 percent of telephone, email and text contacts.

Capture Everything, Use Feedback Selectively

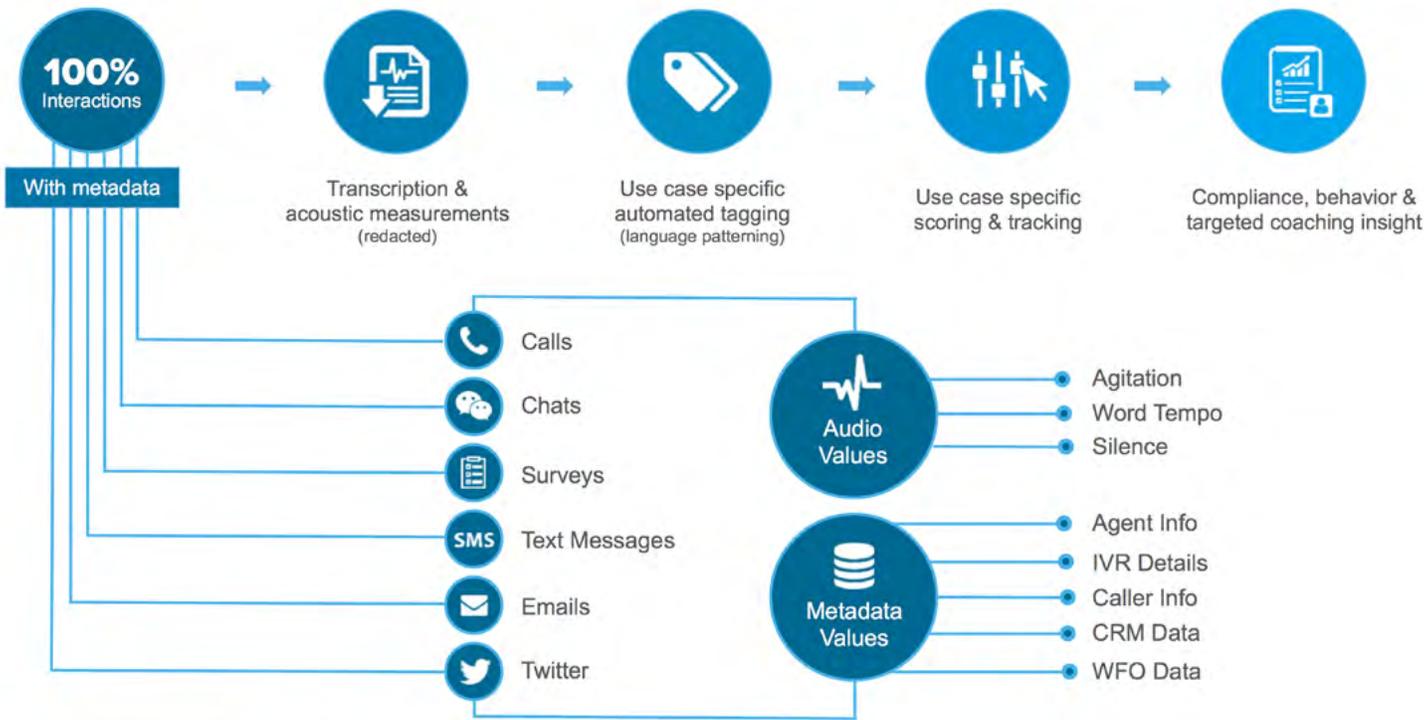
Starting with the platform's out-of-the-box categories and then customizing where needed, Afni set the words, phrases and conditions they wanted CallMiner Eureka to monitor. Results are compiled into scorecards that reflect performance at the agent and group levels. The scoring enables contact center supervisors to instantly identify potential problems or trends. Recording and monitoring 100 percent of calls provides the documentation needed to streamline compliance, resolve any disputes and satisfy auditors – without time-consuming manual labor to listen to and transcribe call recordings.

The solution also collects metadata such as the agent ID, client account numbers, time of day, call dispositions, etc. The metadata can be analyzed in a variety of ways to provide comparisons of performance metrics and measure whether the contact was optimized and how operations can be improved. Because the Eureka platform analyzes the acoustical values of the interaction keen insights can also be derived measuring the amount of silence on phone calls, whether the customer or agent became agitated and if the agent treated the contact with an appropriate level of empathy.

“The biggest thing I like about this product – I love about it- is being able to determine our call drivers,” said Bevolden. For example, to determine what occurs in successful sales calls, Afni set CallMiner to monitor for language related to specific pricing, products and other key attributes. “One of the amazing elements of Eureka is when you put in the language you are searching for, it comes back with those words plus suggested similar words and phrases to include in the search.

That makes it so easy to expand the search and make it more effective.”Eureka then monitors 100 percent of contacts according to the user-defined parameters. “At a glance, you can see what percentage of your calls have the language you’re looking for,” said Bevolden. “This is so much faster than the old fashioned way of sitting down with your recording system and listening to call after call after call in the hope you’re going to find exactly what you’re looking for.”

Afni uses the TopicMiner feature to do additional analysis on how customers react to certain situations, such as being notified of a price change. Here, Eureka’s ability to measure agitation and other emotional factors helps produce a deeper level of insight. Afni can use the insight to tweak the language and sequence of how information is presented.



“ Eureka is so powerful,” said Bevolden. “After we saw how much it could do we realized how much time it could save, and how effective it could make us in our business. ”

April Bevolden
Afni Quality Supervisor

Informed Action

Afni went a step further by exporting scores and other performance data to its Tableau data visualization tool. Tableau overlays the Eureka data with customer satisfaction data that is collected as part of a separate program. This exercise helps Afni see how specific behaviors correlate to customer behavior and can uncover other cause-and-effect relationships.

"We can quickly see what's working and identify what actions that occur on a call actually impact customer satisfaction," said Bevolden.

Those timely insights guide changes to Afni's processes, training and coaching. The changes produce results, including:

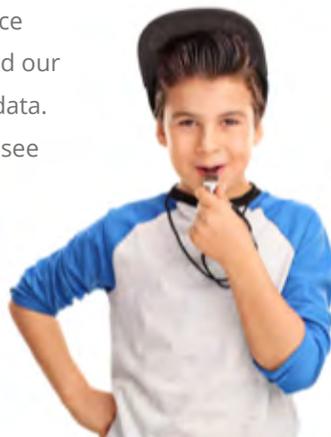
- ✓ 4 percent increase in customer satisfaction
- ✓ A 55 percent increase in agents that exceeded their sales goals
- ✓ A 2.8 percent increase in first call resolution. "That's amazing because that particular metric typically moves very slowly," said Bevolden.

Those benefits were attained in part because of more effective coaching. "We noticed that when our coaches coached to specific behaviors, we saw improvements" said Bevolden, who cited two specific examples:

- ✓ A 17 percent improvement in the correct positioning language used on calls
- ✓ An 8.7 percent improvement in discovery process statements.

In addition, coaches now find the type of calls they want to review 35 percent faster.

"This tool has definitely made a difference for Afni," Bevolden said. "We've increased our performance, our productivity and our data. We know what's really going on, we can see what's impacting our customers, and we can report it back to them. That's making our customers happier and making them more loyal."



Can you give me an example?

Clients routinely ask Afni for examples of specific types of customer contacts, such as a sales call introducing a new product. Clients would use these examples to gain feedback, test campaigns. Example calls were also used for "calibration sessions" where representatives from the client and Afni would listen to several calls together and have a group discussion to identify improvement opportunities.

Before interaction analytics were in place satisfying these requests was very time consuming for Afni. First it would form a team to search for the desired type of call. Then team members would pour through call records and listen to numerous recordings until they found enough examples of what they were looking for. The process could involve up to 10 people and required 20 to 25 hours per call.

"This was a quick win for us," said Bevolden. "One of the things we were able to do with analytics was reduce the amount of time to prepare the client calibrations."

Because Eureka monitors 100 percent of contacts and is fully searchable, Afni now quickly isolates the calls that are the best candidates for calibration session.

"We created searches in Eureka and were able to reduce the time it took to find specific call types to fewer than six hours for every session."

Plus, fewer people need to be involved. The total time required to prepare for client calibration sessions has been reduced by 90 percent.

"The beauty of that is that it freed up our coaches and managers to drive the business, which is their job," said Bevolden.

CallMiner Eureka

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