



UTILIZING INTEGRATED VOICE ANALYTICS TO DRIVE TRAINING EFFICIENCY AND REDUCE ATTRITION

EXECUTIVE SUMMARY

Avantive Solutions is a global Business Process Outsourcer representing Fortune 100 companies. As such, quality, efficiency, and providing a premier product to our clients is a must.

In this competitive environment, using time-tested methods of training new Agents into a program through classroom and on-the-job training combined with manual call monitoring and agent feedback is no longer sufficient. We need to be "Smarter now than we were 15 minutes ago). This goal required us to be innovators and look for more efficient and effective solutions.

Our investment in enhanced training through a customized Voice Analytics and Feedback system was not a luxury; it was essential. This case study will help you understand how to achieve the return on investment gained by improving the speed with which Agents reach peak productivity and how increased levels of employee satisfaction reduces turnover.

CHALLENGE

Several of our clients operate on a Pay per Sale compensation model in a multi-vendor environment. This environment requires that we have the most efficient training programs, operations, and processes to increase profitability and market share.

The following metrics primarily measure our efficiency:

- Sales Efficiency
- Sales Conversion
- Gross to Net Sales Yield (Sales fallout from the QA verification process)
- Agent Attrition

Our most pressing challenge was to become a top-performing partner for these clients. A significant challenge was to improve our initial Agent training programs and decrease Agents' time to become proficient. An increase in proficiency has also improved employee satisfaction and reduce attrition.

SOLUTION

Following an extensive vetting process, Avantive chose VoiceBase™ partnered with them to deploy the solution discussed. We decided to implement a combination of a Call Recording platform, a customized Voice Analytics and Feedback system combined with Machine Learning, and Enriched Data utilized through Microsoft Power BI.

This platform has resulted in significant improvement in each of the critical metrics mentioned above and in Legal Compliance. Specifically, it has given us the ability to complete the following quickly:

- Evaluate our top salespeople's performance and work with the Training department to emulate these practices with our lower performers and new Agents.
- Analyze 100% of an Agent's calls. The result is additional data and increased credibility with the agents.
- Determine if each new Agent has a complete and thorough understanding of the program requirements.
- Identify weaknesses in our Training programs
- Identify specific offers Agents are presenting and which are most popular with customers.
- Scorecard the Agents – Allowed us to observe points that the agents are missing in the sales process. The result is streamlined and more efficient coaching and improvement process.
- Identify the efficacy of keywords and phrases.
- Identify and confirm that all legally required disclosures are being present.

RESULTS

Before adopting the customized Voice Analytics and Feedback system, our new Agents averaged 90 days post-training to become fully efficient in their primary functions and start regularly achieving daily performance expectations. The front-line leader would partner with the Training and QA areas to observe individual agents and provide overall performance feedback.

Within 60 days of deploying the platform, the average new Agent was consistently meeting their daily goals in less than 45 days. The ability to focus on individual Agent critical areas of opportunity has allowed our leaders to identify agent weakness quickly. Eliminating the time-consuming effort of manually monitoring a significant number of calls allows for customized coaching with each Agent. Besides, providing feedback to agents across their entire work and not randomly monitored calls helps secure more significant Agent buy-in and creates a better learning atmosphere. In addition, the organization experienced a 39% decrease in attrition during the first 120 days of tenure.

Avantive Solutions and VoiceBase would be pleased to discuss our systems and processes with you in more detail. Please feel free to contact us at:

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