Understanding what moves customers - voice analysis in the contact centre
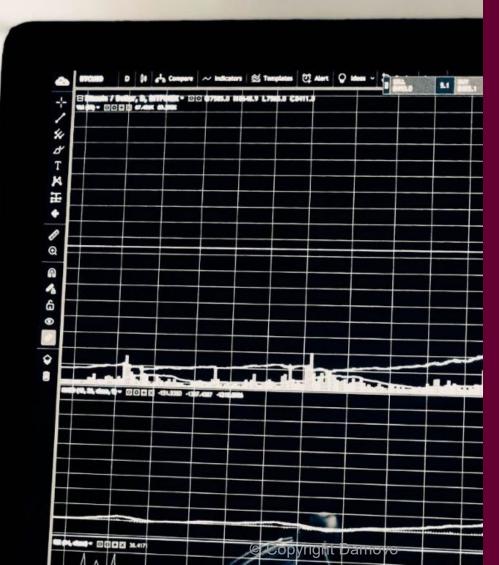
Change Driver

A large German insurance company operates a contact center with over 200 telephone employees.

Every year, an average of 1.4 million calls are handled via this contact centre. However the insurance company does not have any data to evaluate the reasons for the calls or the frequency of requests.

The call centre manager was looking for a solution that could both provide and analyze the missing data so that his employees could work more efficiently and improve service quality.

Damovo Approach

The basis of the overall solution is a call recording system from Verint. This is connected to the Avaya Call Manager and records calls according to a pre-defined set of rules.

Verint's speech analysis server then transcribes the call data and evaluates it.

In order to be able to evaluate call reasons as accurately as possible, a company-specific dictionary was created. Importing the dictionary into the system significantly increased both the recognition and transcription rate.

As a result, categories are automatically created on the basis of the dictionary and call reason trends can be identified.

In addition, process gaps can be recognised promptly and processes can be optimised in a targeted manner.

Customer Value

How the **contact centre manager** benefits

By automatically categorising the calls, the contact centre manager can now see at a glance how many calls are received and on what topics. This enables optimised personnel management.

The solution enables continuous process optimization and thus the identification of cost-reducing measures. Employees in the contact center can again concentrate more on their core competencies and process customer inquiries more efficiently.

How the **company** benefits

Visualizations, (e.g. in the form of word clouds of the call reasons) can enable context-related analysis and viewing of trends. The effectiveness of marketing measures or new products can thus be quickly checked and improved if necessary.

The ability to better respond to customer needs and significantly improve overall service helps the company to further improve its image and, as a result, to reach new target groups.

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