Addressing Dead Air on Calls in Consumer LOB using NEQQO

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Case Study

Addressing Dead Air on Calls in Consumer LOB using NEQQO

Background

NEQQO tool identified calls with higher silence rates (dead air) in consumer calls for one of the tech clients. The objective was to identify the causes of silence and understand agent behaviour contributing to these silences.
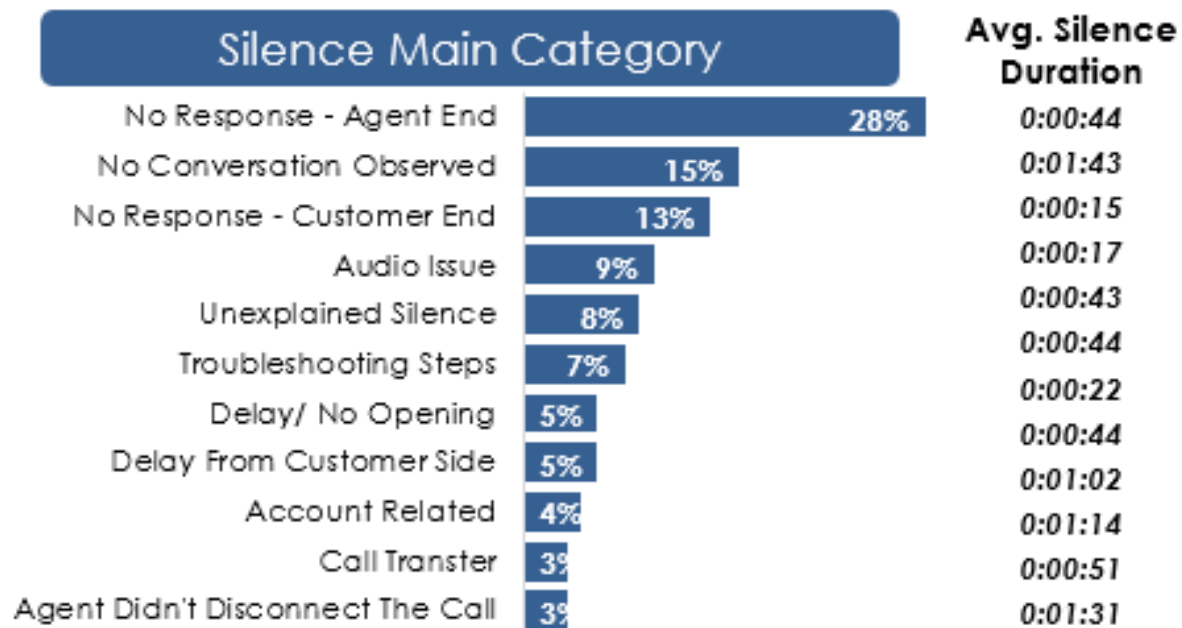
Objectives

- Identify reasons for silence in calls with over 80% silence duration.
- Understand agent and customer behaviours leading to unresolved calls.
- Provide actionable insights to improve call resolution and reduce silence.

Key Findings

1. Enterprise-Level Analysis

- Agents were responsible for 69% of the silence instances.
- 42% of agent-driven silence can be improved through better feedback and monitoring.
- 90% of the calls analysed were unresolved, where 34% had 100% silence and on 31% calls agents were not responding.
- 13% of unresolved calls were due to customer-side issues such as audio problems.

Silence Main Category

Silence Main Category	%	Avg. Silence Duration
No Response - Agent End	28%	0:00:44
No Conversation Observed	15%	0:01:43
No Response - Customer End	13%	0:00:15
Audio Issue	9%	0:00:17
Unexplained Silence	8%	0:00:43
Troubleshooting Steps	7%	0:00:44
Delay/ No Opening	5%	0:00:22
Delay From Customer Side	5%	0:00:44
Account Related	4%	0:01:02
Call Transfer	3%	0:01:14
Agent Didn't Disconnect The Call	3%	0:00:51
		0:01:31

2. Agent Behaviour Insights

- 17% of calls did not meet the dead-air threshold of 60 seconds.
- Agent behaviour was attributed to 65% of silence in inbound calls and 60% in outbound calls.
- Silence durations varied significantly, with a few cases due to unexplained silences, delayed call openings, or failure to disconnect.

Agent Behavior

No Response – Agent End
- Agents were found not responding to the customer causing the abundant silence

Unexplained Silence
- Agents went on silence without notifying the customer with the reason

Delay/ No Opening
- Agents did not give the call opening

Agent Didn't Disconnect the Call

- Agent were found not disconnecting the call when there is no audio/ customer voice

3. Customer Behaviour Insights

- 71% of outbound silence was due to customers, especially in troubleshooting scenarios.
- Customer delays in sharing account details or troubleshooting steps were familiar to the drivers.

Challenges

- High percentages of silence were linked to agent inaction, unexplained pauses, and technical issues.
- 31% of unresolved calls had agents failing to respond to customers, often leading to prolonged silence.
- While rare, silence due to system issues or technical malfunctions contributed to unresolved cases.

Actionable Insights

1. **Agent Monitoring and Feedback**
   - Regular feedback and monitoring can significantly reduce the silence driven by agents. Ensuring agents are attentive and responsive during calls will lower the incidence of silence.

2. **Technical Improvements**
   - Investigate calls with 100% silence for potential technical issues, including telephony malfunctions, and ensure systems function correctly.

3. **Enhanced Training**
   - Provide targeted training for agents on handling silence situations, such as when to disengage from a call or how to manage troubleshooting scenarios effectively.

4. **Customer Interaction Protocols**
   - Implement protocols for managing customer-side silences, ensuring agents can efficiently handle troubleshooting steps or delays from the customer end.

Results and Impact

- Silence reduction of 5.5% from January to March, leading to a potential cost saving of $44,582 per quarter based on industry rates.
- By coaching agents and refining response protocols, significant improvements in call resolution and customer satisfaction can be achieved.

Silence Average

	January	February	March
Silence Average	55%	53%	52%
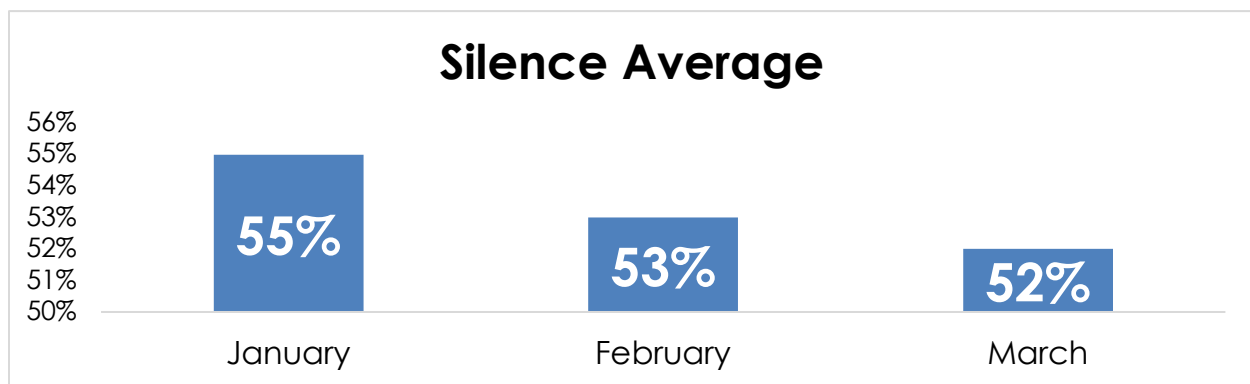
Monthly Hours (Based on Ingestion Data)	102,166
Silence Reduction (Jan to Mar – Cumulative)	5.5%
Silence Hours Reduction	5573
Potential Cost Saving (Per Quarter) ($8/hr Industry Rate)	$44,582

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