Reducing Silence on Short Calls in Consumer LOB

BILL GOSLING OUTSOURCING

NEQQO

Case Study

Reducing Silence on Short Calls in Consumer LOB

Background

In July 2022, a study analyzed silence in consumer calls across multiple sites, including Hyderabad, Manila, Mumbai, Chandigarh, Quezon and Rio. The objective was to identify the causes of silence in calls under 10 minutes and understand agent behavior contributing to these silences.

Objectives

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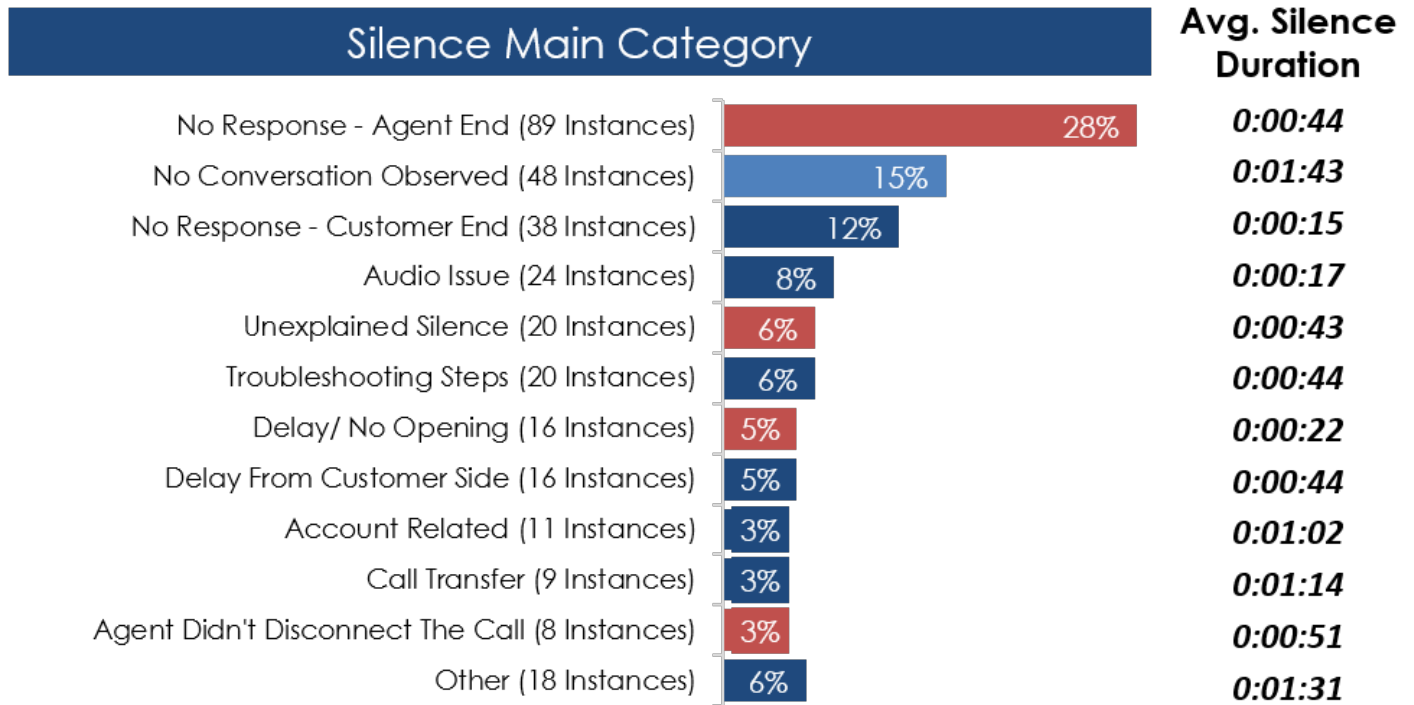
Methodology

- Sample Size: 156 calls
- Call Types: Inbound and Outbound
- Call Duration: 6 seconds to 9 minutes 51 seconds
- Date Range: June 30th – July 4th, 2022
- Data was gathered across multiple sites.

Key Findings

1. Enterprise-Level Analysis

- Agents caused 69% of silence instances.
- 42% of agent-driven silence can be improved through better feedback and monitoring.
- 90% of the calls analysed were unresolved, with 34% showing 100% silence and 31% due to agents not responding.

- 13% of unresolved calls were due to customer-side issues such as audio problems.

Silence Main Category

Category	Percentage	Avg. Silence Duration
No Response - Agent End (89 Instances)	28%	0:00:44
No Conversation Observed (48 Instances)	15%	0:01:43
No Response - Customer End (38 Instances)	12%	0:00:15
Audio Issue (24 Instances)	8%	0:00:17
Unexplained Silence (20 Instances)	6%	0:00:43
Troubleshooting Steps (20 Instances)	6%	0:00:44
Delay/ No Opening (16 Instances)	5%	0:00:22
Delay From Customer Side (16 Instances)	5%	0:00:44
Account Related (11 Instances)	3%	0:01:02
Call Transfer (9 Instances)	3%	0:01:14
Agent Didn't Disconnect The Call (8 Instances)	3%	0:00:51
Other (18 Instances)	6%	0:01:31

2. Agent Behaviour Insights

- 17% of calls did not meet the dead-air threshold of 60 seconds.
- Agent behavior was attributed to 65% of silence in Manila's inbound calls and 60% in outbound calls.
- In Hyderabad, 81% of inbound and 48% of outbound calls had instances of silence caused by agents.
- 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

- In Mumbai, 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.

	Enterprise Level	Manila	Hyderabad	Quezon	Mumbai	Chandigarh	Rio
Resolved	10%, 15 Calls	9%, 6 Calls	17%, 5 Calls	4%, 1 Call	9%, 2 Calls	25%, 1 Call	0%, No Calls
Not Resolved	90%, 140 Calls	91%, 64 Calls	83%, 25 Calls	96%, 26 Calls	91%, 20 Calls	75%, 3 Calls	100%, 2 Calls

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 $72,295 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
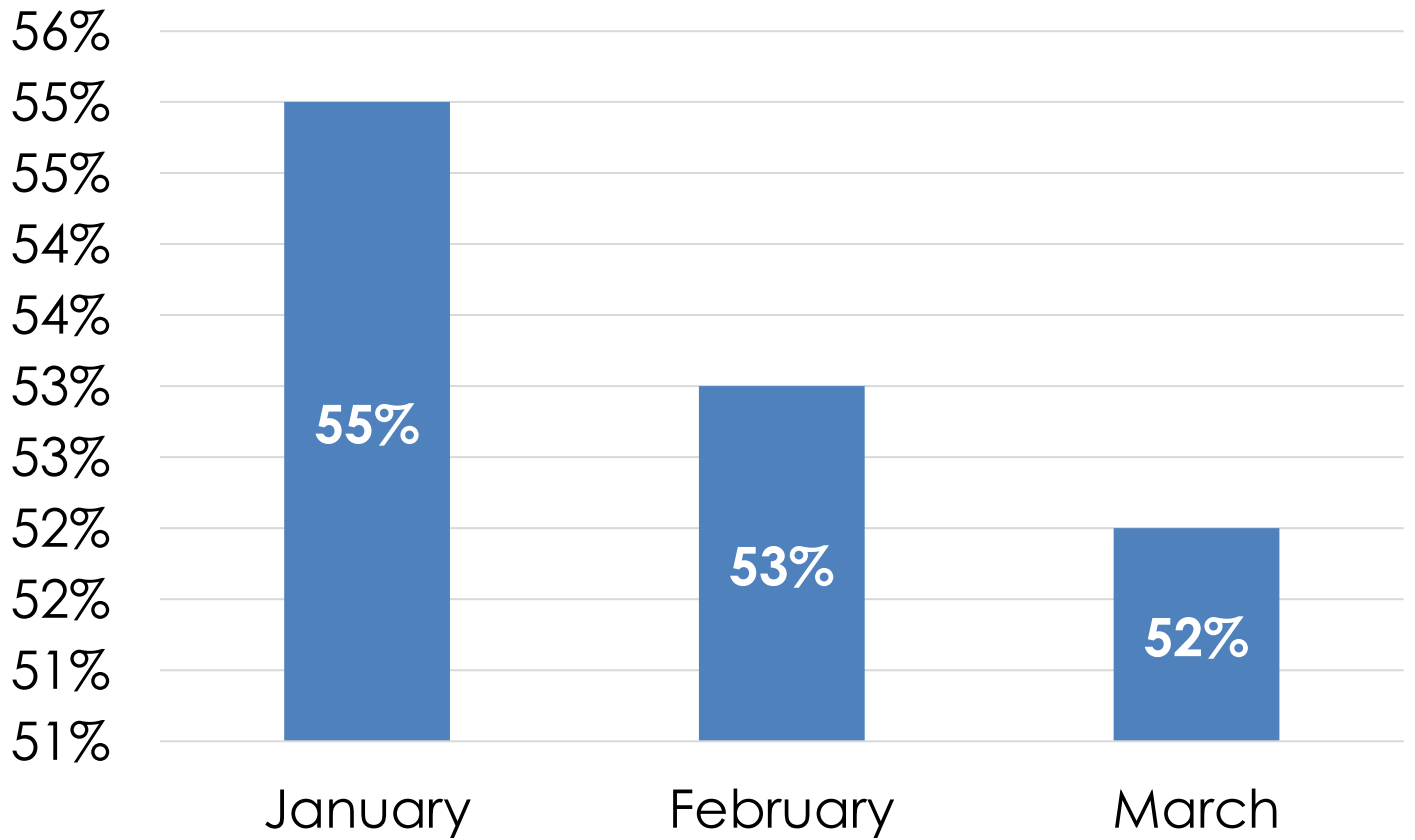
Monthly Hours **(Based on Ingestion Data)**	**164,307**
Silence Reduction **(Jan to Mar – Cumulative)**	**5.5%**
Silence Hours **Reduction**	**9037**
Potential Cost Saving (Per Quarter) **($8/hr Industry Rate)**	**$72,295**

Conclusion

The High Silence—Short Call study highlighted the need for better agent monitoring, targeted training, and system improvements to reduce silence and improve call resolution rates. Implementing these changes can improve customer satisfaction and operational efficiency.

Curious to learn more?
We're at your service!

BGO is dedicated to collaborating with brands spanning various industries, aiding them in assessing their customer experience, and continuously enhancing it to surpass anticipations. Get in touch with one of our team members now to start a conversation!!
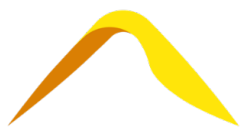
BILL GOSLING OUTSOURCING

NEQQO

Making Lives Better, One Connection at a Time.

Bill Gosling Outsourcing,
55 Mulcaster Street,
Suite 600 Barrie,
ON, L4M 0J4, Canada.

www.billgosling.com