



# Optimizing Customer Engagement through Speech Analytics

## Case Study



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## Overview

Our team leveraged advanced speech analytics tools to enhance customer engagement and retention strategies. This initiative focused on analyzing call interactions, identifying key issues driving customer dissatisfaction, and streamlining the feedback process to ensure long-term customer satisfaction. The goal was to determine the primary reasons for customer churn and repeat interactions while providing actionable insights to improve service delivery.

## Challenge

The client faced several challenges in understanding customer sentiments across many calls, especially regarding political content and service changes. Despite efforts to engage and retain customers, there were recurring complaints about inadequate communication, which led to multiple interactions for the same issue. Additionally, short calls, often related to cancellations, revealed a missed opportunity for agents to provide effective rebuttals and retain customers.

## Solution

To address these challenges, we implemented a speech analytics platform that provided the following benefits:

## 1. Keyword Spotting & Call Categorization

- Real-time call ingestion enabled keyword spotting for ongoing phenomena like the US elections.
- An inbuilt library of queries facilitated categorizing and tracking customer emotions and reactions, particularly for calls discussing political coverage.

## 2. Repeat Call and Chat Study

- Using repeat contact queries, we analyzed the top reasons for repeat interactions. These included delivery issues, billing disputes, and cancellations.
- The study's insights led to recommendations for agent refresher training, improved notification systems for subscription changes, and simplified IVR/website password reset processes.

## 3. Short Call Study

- We analyzed short calls (less than three minutes) to understand the primary drivers. A significant finding was that agents processed cancellations without probing for reasons or offering rebuttals.
- Recommendations included better training on utilizing rebuttals and strategies to save customers during short calls.

## Results

By integrating the speech analytics tool and conducting detailed studies, the following outcomes were achieved:

- **Improved Service Delivery:** Agents received targeted feedback and refresher training, leading to a decrease in repeat interactions.
- **Enhanced Customer Retention:** Identifying cancellation patterns allowed for the development of rebuttal strategies, increasing customer retention during short calls.
- **Actionable Insights:** Keyword spotting and emotional analysis helped the client better understand customer sentiment during sensitive topics, such as political content, and allowed for more tailored responses.

## Opportunities for Improvement

While the platform provided significant benefits, some limitations were identified during the project:

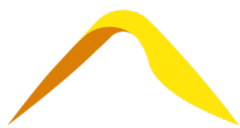
- **Data Exporting Issues:** The tool did not allow for data export, limiting the analysis to within the platform.
- **Historical Data Reprocessing:** The cost of reprocessing historical calls made it difficult to view new query results retrospectively.
- **Reporting Limitations:** The inability to drill down from bar graph visualizations to specific call interactions restricted the granularity of some reports.

## Conclusion

Through speech analytics and focused interaction studies, we provided the client with valuable insights that led to tangible improvements in customer service operations. This case highlights the importance of real-time data analysis and strategic agent feedback in improving customer satisfaction and retention.

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