

# Global Telecommunications Operator

## Opportunity

The company, a global telecommunications operator, provides broadband solutions for voice, data, and internet traffic to residential and business markets. With an expansive broadband network, it strives to create differentiation through the quality of the products and services it offers to customers.

Over the years, the company experienced significant growth, bringing the challenge to improve management and performance capacity across its 1,500 agents in contact centres in Spain, Colombia, Argentina, and Chile. To address the challenge, the company deployed the unified Verint® Workforce Optimization™ suite, including IP voice recording, quality monitoring, workforce management, performance management, eLearning, and customer feedback. Helping to optimise resource planning within its contact centres, the solution also contributed to improved response times, quality, and agent productivity.

Another challenge the company faced was rooted in the high number of agents located outside its corporate headquarters, creating a disparity of work cultures and making it difficult to control compliance with quality guidelines and standards. On top of this, supervisors were listening to calls at random, as well as having to listen to entire conversations, which reduced the number of samples they could analyse for agent adherence to policies and procedures and other customer insight.

“Verint Workforce Optimization helped us drive significant operational improvements, particularly in our operations in Spain,” says the company’s technology manager. “After implementation, we turned our attention to delivering a consistent, exceptional customer experience no matter where our agents and customers were located, which led us to evaluate speech analytics.”

## Solution

When the telecommunications operator originally selected Verint Workforce Optimization, one of the deciding factors was the comprehensiveness of the solution. The software provided the company with a single, unified solution to target different areas of opportunity and help it achieve desired results in line with its customer service and corporate goals.



### Customer

Global Telecommunications Operator



### Industry

Telecommunications



### Solutions

Verint® Workforce Optimization™  
Verint Speech Analytics™



### Region

EMEA



### Results

- Improved processes to reflect the quality of service customers desired and expected.
- Uncovered and eliminated call routing errors while improving average handle time and reducing customer confusion and dissatisfaction.
- Redesigned invoices using customer feedback.
- Enhanced agent performance by identifying best practices calls and making them available to the entire agent population.

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*“One of the major benefits of Verint Speech Analytics has been our improved ability to assess and address customer satisfaction and dissatisfaction.”*

– Technology Manager, Global Telecommunications Operator

The company decided to extend its investment by adding Verint Speech Analytics™ to help it better understand the voice of the customer and, in turn, improve processes to deliver more consistent, high-quality service across its global operations. The solution met all of the company's quality, service, reliability, integration, and scalability requirements – including interoperability with the existing Avaya telephony infrastructure – while helping it more effectively ensure compliance with its quality standards.

“Based on our experience with Verint Workforce Optimization, we really had no reservations with extending our investment to include Verint Speech Analytics,” adds the technology manager. “It provided us with a single, complete solution that met all of our requirements and was implemented seamlessly, enabling us to quickly capitalise on the tool's powerful analytical capabilities.”

## Results

Verint Speech Analytics helped the company gain a deeper understanding of its business from a customer perspective, thereby improving its processes to reflect the quality of service customers desired and expected. Previously, supervisors were only able to listen to and analyse a small sampling of calls. Verint Speech Analytics, with patented technology that can index up to 100 percent of calls, enables the company to glean valuable intelligence from its full complement of recorded customer interactions. Now, supervisors and managers use the tool to automatically identify potential root causes and uncover issues before listening to a single call.

Using the software to categorise and analyse call recordings by various business parameters, the company uncovered an

issue with call routing. Drilling down into the interactions, it was able to quickly trace the cause of the call routing errors to customers experiencing difficulty with its interactive voice response (IVR) system where a large percentage of the calls pertained to logistics issues. Using this insight, the company integrated its IVR and logistics systems, eliminating the call routing errors, improving average handle time, and reducing customer confusion.

Along with process optimisation, the company has been able to squarely focus on improving the customer experience, notes the technology manager. “One of the major benefits of Verint Speech Analytics has been our improved ability to assess and address customer satisfaction and dissatisfaction. For example, we redesigned our invoices, creating a simpler, more intuitive layout that is much easier to understand, directly as a result of our customers' billing queries.”

Verint Speech Analytics also enabled the company to more effectively measure the impact of specific sales campaigns, such as television advertising, as well as analyse the competitive landscape. Additionally, the software has helped the company improve its focus on enhancing agent services through the identification of best practices that it can extend to its entire agent population.

“The more we understand our customers and optimise the performance of our agents and contact centres, the more we can help to promote our customer centricity and leadership,” the technology manager concludes. “Thanks to Verint Speech Analytics and the improvements it has enabled us to make across our operations, service, and, ultimately, the customer experience, we are strongly positioned to achieve our objectives.”

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