Dynamic Media and Digital Business Leader

Opportunity

This leading media company delivers useful and smart content through a diverse portfolio of broadcast and digital businesses. The online content of its digital footprint brings together business and consumers to help enable the best, most informed decisions. As the company's footprint increased, so did its need to better manage its quality assurance program in order to maintain the high level of quality its customers had come to expect.

The company's existing quality platform no longer was meeting the needs of quality assurance staff in supporting customer expectations. With the growth of its business, the organization had simply outgrown the system's capabilities.

"In order to improve the customer experience, we had to reevaluate our customer interactions and quality program," says the media company's manager of quality assurance. "Agent quality scores were good across the board, but we lacked the ability to calibrate the scores with our customer ratings. We also lacked data that was truly actionable—that we could correlate and analyze for trends to aid customer experience improvement efforts."

Raising the bar on quality required a more integrated approach and better intelligence of customer trends. Similarly, reengineering the customer experience meant taking a holistic view of the customer service organization to determine areas of impact. For example, some of the challenges the quality program and, in particular, agents faced originated from inaccurate staff forecasting during spikes in call volume. While this was reflected in customer ratings, quality scores remained steady.

Solution

The company's new approach to understanding the breadth of its customer interactions and validating customer expectations led it to select Verint® Workforce Optimization™, including Verint Call Recording™, Verint Quality Management™, Verint Workforce Management™, and Verint Speech Analytics™.

"Our old system lacked integrated reporting and it was difficult to almost impossible to ascertain where agents most needed help to improve," continues the manager of quality assurance. "Overhauling our quality assurance program and deploying the Verint solution were crucial to facilitating our evaluation process and giving us reporting to effectively identify agent improvement opportunities."

Similarly, Verint Quality Management and Verint Speech Analytics were critical to enabling the company to calibrate customer ratings with agent evaluation scores

Customer

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Industry

Media

Solutions

Verint® Workforce Optimization™

- Verint Call Recording™
- Verint Quality Management™
- Verint Workforce Management™
- Verint Speech Analytics™

Region

Americas

Results

- Improved customer satisfaction and loyalty by accelerating agent competency and improving agent performance.
- Ensures proper staffing levels based on more accurate forecasting to consistently meet customer demand.
- Drives greater accountability and empowers agents to enhance performance.
- Optimizes agent coaching and training through powerful trending data and customer insights.

VERINT®

Dynamic Media and Digital Business Leader

" *Verint's solution was the driving force in our approach to managing a quality assurance program. The software allows us to continuously reinvent ourselves not just in meeting our customers' expectations, but in going beyond their expectations.* "

–*Manager, Quality Assurance, Dynamic Media and Digital Business Leader*

and gain powerful data and insights into customer trends. With the Verint software, low customer ratings can be validated and the resulting customer interaction data and findings leveraged for both coaching and service recovery opportunities.

Results

While deploying the Verint Workforce Optimization suite, the media company experienced almost immediate benefits with Verint Workforce Management, as the software enabled contact center management to ensure proper staffing levels based on more accurate forecasting. This quickly led to the realization that other teams within the organization would benefit from the workforce management solution, at which time it was assimilated within the company's web chat group.

"We didn't have a robust forecasting capability in the past," says the manager of quality assurance. "Because of this, Verint Workforce Management really opened our eyes and it has, undeniably, had a big impact on our organization. With it, we can easily schedule the right number of staff to consistently meet customer demand."

Replacing its existing quality platform with Verint Quality Management provided the company the opportune time to transition to its new quality strategy. While the company's prior system didn't have an ideal workflow for agent evaluations necessary to affect change,

Verint Quality Management includes an intuitive methodology and workflow that promotes a focus on motivating performance. This has enabled the organization to not only drive greater accountability, but make its agents feel more a part of the improvement process.

In addition, the manager of quality assurance notes that, with Verint's software, the company's customer experience improvements have become more proactive instead of reactive. "Our agent evaluation forms have changed for the better and that's a credit to the way Verint Quality Management enables us to focus on continuous improvement. It has helped us take a targeted approach to agent coaching and training through the trending data at our disposal."

The organization's quality assurance program has benefited even further from the use of Verint Speech Analytics. For example, calls of newly hired agents fresh out of training are categorized and analyzed, with any performance issues uncovered used to shape additional mentoring to promote future success. Insights garnered also enable the company's training department to more effectively assess performance, agents' learning curves, and its own training curriculum to help optimize its training efforts.

"In the end, Verint's solutions helped us speed up agent competency and improve agent performance, which has translated to happier and more loyal customers," the quality assurance manager concludes.

Verint. Powering Actionable Intelligence®

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