TMJ Inc.

Opportunity

TMJ Inc., formally Telemarketing Japan, was formed in 1992 to serve as an in-house contact center for Benesse Corporation, a leader in the fields of correspondence education and publishing. Today, utilizing the vast know-how in production and quality management gained from its experience with its parent company, TMJ provides services ranging from the design and operation of contact centers to human resource development and dispatch, along with business process outsourcing, to a variety of customers spanning finance, telecommunications, manufacturing, and public-works.

TMJ applies a "science of technology" concept, whereby it leverages advanced scientific and engineering approaches, to improve customer communications and its customers' business operations. Leading this effort is the company's development planning business promotion division, which is highly engaged in the development of services and measures to help TMJ effectively reach its operational goals and, in turn, drive customer success.

"Increasing our customers' competitiveness increases TMJ competitiveness," says Fuyuki Takeuchi, manager, quality development in the research and development department of the Business Innovation Division at TMJ. "In contact center operations, we apply our rigorous scientific and engineering approach to all processes, from problem extraction to operational improvement initiatives, through the promotion of KPI management, as well as the quantification and visualization of operations."

From its continuous evaluation of its improvement activities, TMJ identified the voice of the customer as a significant area of opportunity. This also fit squarely with the goal of company leadership to rigorously enhance customer value.

"We saw the potential to utilize the voice of the customer to enhance our improvement activities," Takeuchi notes. "Because of this, we set out to find a solution that would enable us to effectively perform quantitative analysis of the voice of the customer captured through our incoming customer phone interactions."

Solution

To help facilitate even greater efficiency and effectiveness within its operations, TMJ selected and implemented Impact 360® Speech Analytics™ from Verint® Systems. With the software, TMJ has enhanced its ability to quantify, visualize, and analyze customer calls, as well as identify issues and fundamental causes to shorten the time required to take corrective action or make process improvements.

Customer
TMJ Inc.

Industry
Staffing and Outsourcing Services

Solutions
Impact 360® Speech Analytics™

Region
Japan

Results
- Enabled the visualization and quantification of the voice of the customer captured via customer-agent phone interactions

- Reduced the amount of time required for voice of the customer analysis from a few months to a few weeks, increasing the speed of improvement activities

- Enhanced agent training and helped improve quality of service and customer satisfaction

TMJ Inc.

"The main reason behind the decision to implement Impact 360 Speech Analytics was the solution's excellent fit with our business goals," says Takeuchi. "We can now take advantage of the extremely valuable information we receive through phone calls, which goes a long way to helping us increase customer value."

Verint's patented technology indexes 100 percent of calls, providing business users with a powerful tool that can automatically identify potential root causes, deliver search or category suggestions based on the data collected, and uncover unknown, buried issues — all before they've listened to a single call.

"Impact 360 Speech Analytics helps us readily understand and quantify customer-agent conversations," Takeuchi continues. "Also, it really enables us to focus on what is most important to our business and makes it possible for us to identify the improvements we need to make to attract and retain customers."

Results

Leveraging Impact 360 Speech Analytics to automatically categorize customer calls, TMJ can set categorization conditions around specific terms, sentiments, CTI information such as number of calls on hold and forwarded calls, conflicts during conversations, and time of silence. Then, the company can use the software's TellMeWhy™ functionality, which correlates calls with set conditions and terms, to help quickly determine reasons for phone calls, as well as customer satisfaction or dissatisfaction.

"With Impact 360 Speech Analytics, we can not only identify issues, but we can replay the dialogues of calls we want to analyze, view the text, and see agent responses," says Takeuchi. "This makes it possible for us to detect the fundamental cause of problems quickly and efficiently."

With the Verint solution, TMJ is better able to understand overall voice of the customer tendencies, make decisions, and prioritize improvements based on objective data. For example, using Impact 360 Speech Analytics to analyze agent speech by skill level, the company uncovered differences in terms used and call content. In doing so, it was able to quantify that experienced agents were highly skilled at displaying sympathy for customers by using terms that expressed empathy. It has since incorporated this visualized and quantified data into its agent training, resulting in an increase in overall quality of service.

Traditionally, quantification and visualization of voice of the customer data at TMJ required a multitude of separate processes and a tremendous amount of time, making it more difficult to identify problems and drive subsequent improvement. With Impact 360 Speech Analytics, the company has dramatically reduced the time required for analysis from a few months to a few weeks, in turn enabling faster business process improvement and elevated quality and customer satisfaction.

The preparation for analysis, such as designing keywords and categories, requires some skill, but the analysis of actual dialogues can be performed with simple operations, Takeuchi concludes. "Such operability and ease of use is another advantage of Impact 360 Speech Analytics. Overall, the solution matches our business concepts and operations extremely well."

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