Understanding the reason for every inbound customer call

How Royal Caribbean International transformed CX and agent workflows using SpeechIQ®

LIVEVOX

+125%
increase in call dispositioning accuracy

20 second
average decrease in post-call activity per call

Royal Caribbean International is one of the world's leading cruise companies, priding themselves on continuous innovation and a commitment to providing friendly and engaging service to their global customer base. They were able to leverage SpeechIQ's Call Driver reports to understand the reason for every inbound customer call. These reports gave much more detail at a far greater level of accuracy than was achieved with agent-led dispositioning and the insights gained have been used to improve customer experience across multiple departments.

Use Case
Customer Care

Industry
Tourism

Solution
Call Driver Reports

Impact
Improved contact center efficiency and CX

Benefits at a glance:

✓ Reduced average handle time

✓ Increased operation efficiency

✓ Greatly increased call dispositioning accuracy

✓ Customer experience insights

✓ Marketing and operational insights

The Challenge

Understanding the reasons customers are calling is a vital part of Royal Caribbean's operations. It influences their call flow, training, promotions, website, problem resolution, and communications — all to create a better experience for their customers. This required agents to open an application and use a drop-down menu with more than 300 options to pick a call driver. **Accuracy was under 40% when tested.**

The Solution

Royal Caribbean used SpeechIQ's granular call driver functionality to not only understand the primary reason customers were calling, but also to capture all the reasons during any given call. They were able to filter this by contact center, date range, skill group, agent, and more to create valuable reports and insights.

The Results

The accuracy of the primary call driver report is approximately 90%, vs. under 40% by agents. This enabled them to automate call dispositioning, saving more than 20 seconds of post-call activity per call, and hundreds of thousands of dollars. The reports are sent to several areas of the company throughout the day, providing invaluable insights that inform a plethora of business decisions, from marketing and operations to communications, customer service, and more.