

How The Office Gurus used insights from LiveVox SpeechIQ® to lower average handle time for America's leading home improvement retail company



1.28

minutes reduction in average handle time in just 4 weeks

63%

increase in script adherence

\$170,000

in approximate annual savings for the client

The Office Gurus is a leading BPO that operates contact centers in El Salvador, Belize, Jamaica, and the USA, with clients in Retail, Finance, Healthcare, Education, and more. They were able to leverage LiveVox SpeechIQ®'s capabilities in a multi-step process to quickly drive down average handle time in customer care for an industry-leading retail client, ultimately boosting customer and client satisfaction and lowering costs.



Use Case
Customer Care



Industry
Retail



Solution
Integrated conversation analytics, Automated Scorecards



Impact
Improved Contact Center Efficiency and Agent Performance Management

Benefits at a glance:

- ✓ Reduced average handle time
- ✓ Increased operational efficiency
- ✓ Increased script adherence
- ✓ More effective agent coaching
- ✓ Greater customer satisfaction
- ✓ Greater client satisfaction

The Challenge

The Office Gurus were experiencing increased handle times within a customer care operation (product replacement and warranty) they were running on behalf of a major home improvement retail company. This was a complex operation that involved multiple inbound gates covering a diverse range of products. The team was tasked with identifying the factors affecting these handle times and then implementing appropriate strategies to improve the trend.

The Solution

The Office Gurus were able to utilize SpeechIQ®'s analytics capabilities in a multi-step process, complementing wider operational changes. It was used not only to identify causal factors affecting average handle time (AHT), but also to aid in ensuring that remedial strategies were being implemented properly and that agents received sufficient guidance and motivation to keep them on track.

1. Identifying the Problem

The team focused on three inbound gates and were able to use SpeechIQ® to analyze, **in-depth, and for all calls**, how and when particular keywords and phrases were being used by agents. They then compared handle times for the best and worst-performing conversations. They were able to identify that, in calls where agents initiated the conversation by asking the customer for their product ID, average handle time was significantly reduced. While the professional instinct for many agents was to open the call with something like "How can I help you today?", the open-ended questions often led to long explanations by customers that drove up handle times.

2. Implementing a New Strategy

With this simple, yet vital, piece of information The Office Gurus were quickly able to implement a new strategy to combat the problem—and then use SpeechIQ® to ensure it was being adhered to by agents. Firstly, they created a new inbound script that led with a product ID request. By developing new automated scorecards in SpeechIQ®, they were immediately able to determine script adherence levels—for every agent on every call. They also used the insight to reprogram their inbound voice recognition (IVR) software to set expectations for customers calling in.

3. Coaching Toward Success

With detailed information on how every agent in their operation was dealing with the new requirements, The Office Gurus were easily able to identify where extra support and feedback was required. They were then able to present these agents with clear and quantifiable evidence, in the form of integrated conversation analytics data alongside average handle times, that script adherence would improve their performance. They found that this evidence was deeply persuasive to their agents, and consequently saw script adherence levels rise.

The Results

By using SpeechIQ®'s capabilities in multiple ways throughout the improvement process, The Office Gurus were able to drive down **average handle time for inbound calls from 9:07 to 7:50 minutes** in just four weeks from the start the project, an increase in efficiency which **will save their client around \$170,000 annually**. They also saw a **63% increase in script adherence** as a result of their data-led coaching, as well as improvement in both customer and client satisfaction as a result of speedier resolutions.



SpeechIQ® allows us to approach our quality assurance in a very targeted fashion and on a broad scale. We have improved efficiency metrics on multiple inbound programs by utilizing SpeechIQ® insights to help identify what drives hold time and talk time.

The automated scorecards have allowed us to feel confident our QA Scores are not skewed due to sample size. It's been a game-changer for us, and certainly, our clients are thankful!"

— Jaimie Bell ●
VP Client Solutions
The Office Gurus