

How The Office Gurus used SpeechIQ®'s insights to increase the conversion rate for a leading home warranty company.



12.7%

increase in conversion rate

63%

increase in agent use of rebuttal language

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 SpeechIQ®'s capabilities in a multi-step process to drive up conversion rates in qualified leads being transferred to their client's sales team. The client being a leading home warranty company that covers over one million homes in the US and has received more than three million service requests covering home systems and appliances.



Use Case

Customer Sales



Industry

BPO



Solution

Integrated conversation analytics,
Automated Scorecards

Benefits at a glance:

- ✓ Increased conversion rate
- ✓ Increased operational efficiency
- ✓ Increased use of rebuttal language
- ✓ More effective agent coaching
- ✓ Greater client satisfaction

The Challenge

The Office Gurus were experiencing decreased conversion rates within a sales operation they were running on behalf of a leading home warranty company. The operation involved identifying qualified leads and persuading them to go to the next stage in the sales process where they would be transferred to the client's sales department. The team was tasked with identifying the factors affecting the conversion rate and then implementing appropriate strategies to improve the trend.

The Solution

The Office Gurus used SpeechIQ®'s advanced conversation analytics capabilities to understand what was making the difference between calls that did or did not convert to leads being passed on. They identified that the use of specific rebuttal language by agents was a key factor in driving conversions.

Having identified this, they then used SpeechIQ® to create automated scorecards that were set up to monitor and score the use of rebuttal language, on every call for every agent involved in the campaign. This allowed them to develop a holistic understanding of performance across their whole campaign.

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 conversion rates, that the use of rebuttal language improved performance. They found that this evidence was deeply persuasive to their agents, and consequently saw levels of adherence to the new strategy improve.

The Results

By using SpeechIQ® to both identify a problem and then coach their agents to improve it, The Office Gurus were able to increase conversion rates by 12.7% in a short period of time. They also saw adherence to the use of rebuttal language among their agents increase by 63% following the use of SpeechIQ's data insights as part of their coaching strategy.



“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