

Call center and agent performance analytics

Telecommunication company

Built a comprehensive call center performance analytics to provide enterprise level visibility into critical operational metrics and agent performance to improve lead conversion, in-call experience, and enhance performance.

Telecommunication company needs “high-resolution insight ” into the performance of Inbound sales team

Picture this...

You’re working with distributed call center units and agents, and you are looking to enhance efficiency and lead conversion by improving agent performance, but you don’t have a holistic visibility into the in-call experience and call center performance because disintegrated systems, unstructured data and lack of data driven analytics capabilities.

You turn to Accordion.

We partner with your call center team to consolidate the performance data from multiple source systems and develop a near real-time Tableau based reporting to provide data driven insight on agent and critical operational performance, including:

- 1) Understanding the call center and agent performance from a 360-degree view to analyze key focus areas such as offered vs handled calls, avg. call duration, hold rate, etc. to benchmark performance and identify opportunities for enhancement
- 2) Leveraged unstructured call transcript data to evaluate in-call performance to identify improvement areas and coach agents to reach their true potential
- 3) Automating the tableau-based reporting on near real-time cadence to have both tactical and strategic visibility into the call center performance and act in a time efficient manner

Your value is enhanced.

You have consolidated call center data from across multiple systems and now you have a direct visibility into the operational and agent performance. You have identified opportunities to enhance agent in-call experience which has led improvement in NPS and CSAT by 9 PPS & 7 PPS, respectively over previous month.

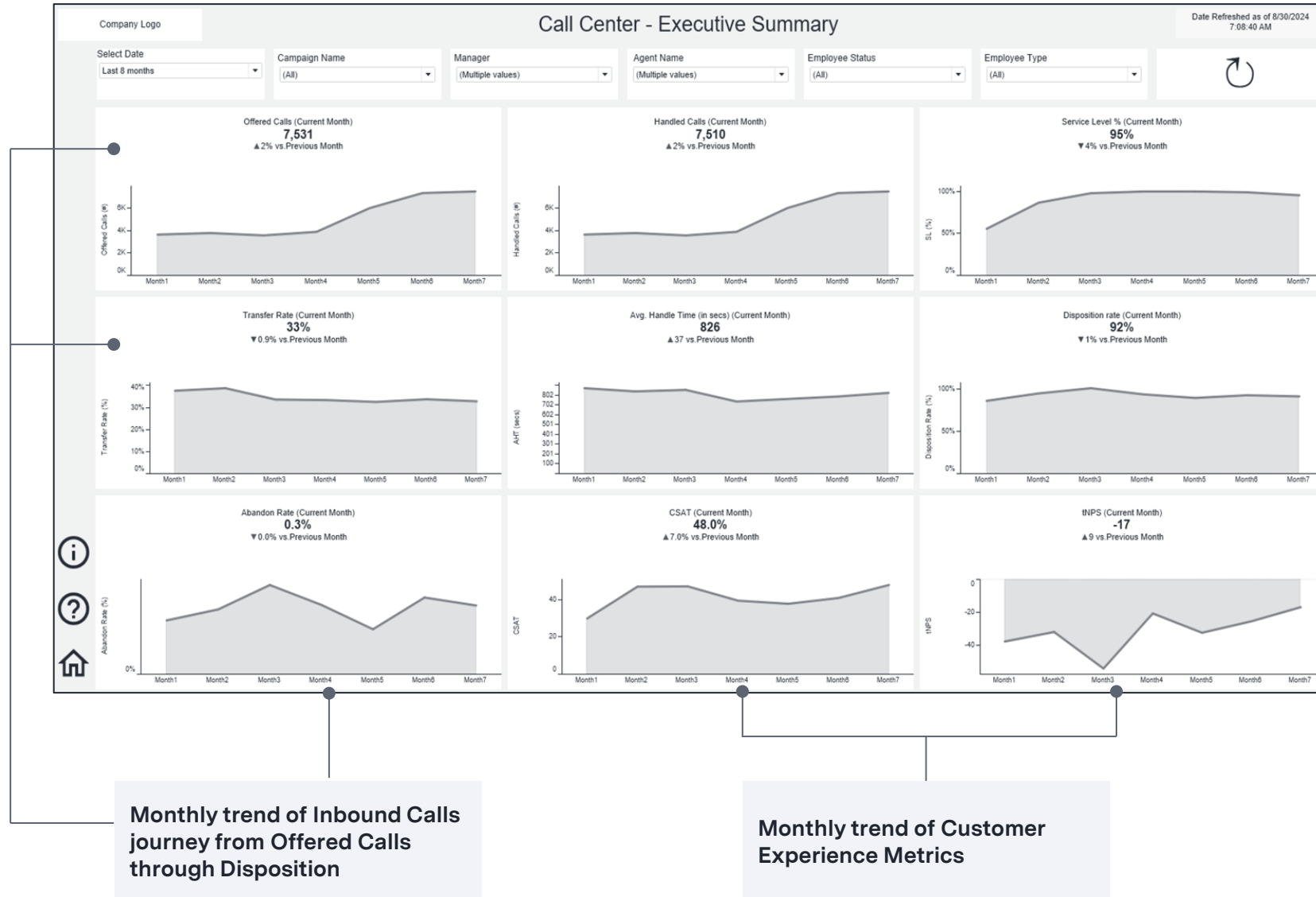
KEY RESULT

- NPS and CSAT improvement by 9 PPS & 7 PPS, respectively

VALUE LEVERS PULLED

- Performance Tracking
- Unstructured Text Analytics
- BI Reporting

Call center operational performance: KPIs

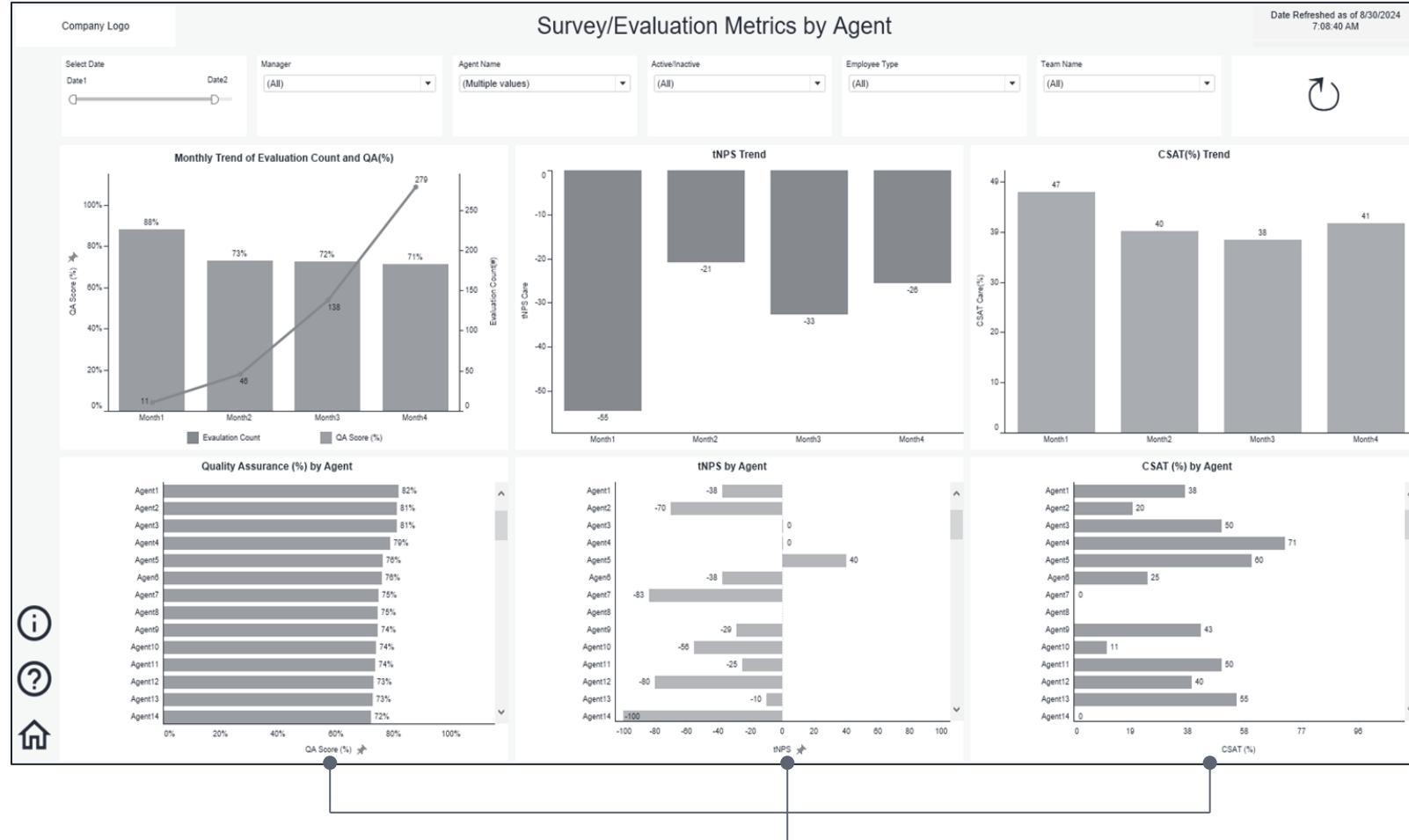


Agent performance: Tracking call center metrics



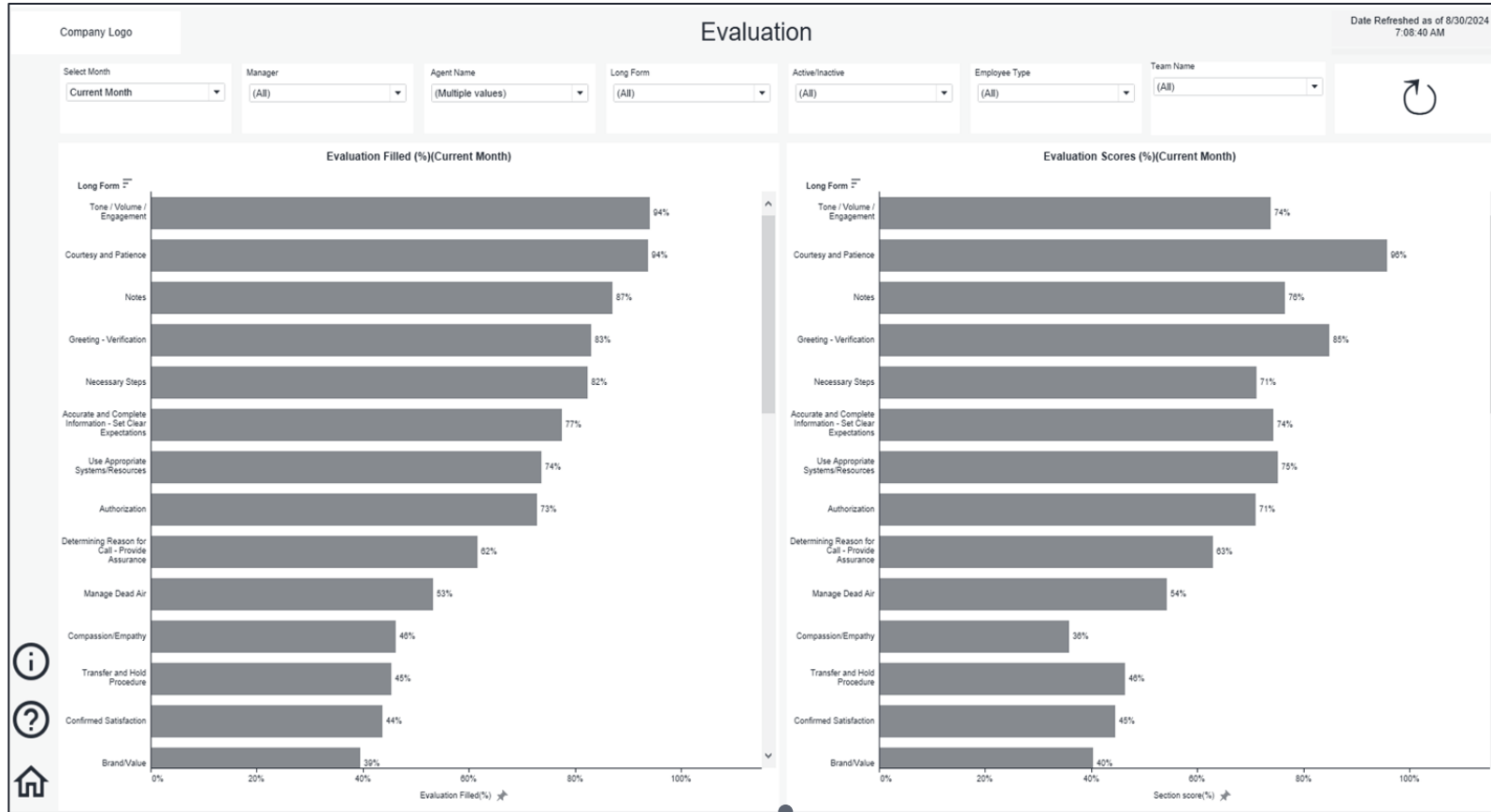
Metrics to compare Agent Performance

Agent in-call experience: Tracking quality, CSAT, NPS



Metrics across Agents to evaluate the conformance to quality standards using Call Transcripts

Agent call evaluation: Analyzing call transcripts



Agent Performance under various Qualitative parameters