



# ARE YOUR AGENTS FOLLOWING YOUR SCRIPTS?



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**Y**ou've gone to great lengths to develop effective campaign scripts and you've invested in the technology to deliver them directly to agents as needed. But are your agents following them?

The cost of noncompliance can include everything from poor conversion rates and longer-than-expected talk times to dissatisfied customers. Agents who go off script can cause additional costly problems: longer talk times, incorrect information given to customers, and added administrative costs.

Recognizing the importance of script compliance, contact center supervisors randomly review incoming and

outgoing calls to find out if agents are failing to mention important items or going off script and “winging it.” However, random call monitoring can only sample a tiny fraction—as little as 1 percent—of all calls. Even if you were to record every single voice call, you likely lack the resources to effectively review and analyze each one to make sure your agents follow your campaign scripts.

In addition to script compliance, it's also important to understand what customers are saying. For example, if callers frequently say “broken,” “defective,” “malfunction,” and similar words, you know that you ➔

have quality issues to resolve. Phrases such as “you sent me the wrong thing” or “it’s the wrong size” let you know there are business processes that can be improved to boost your organization’s ROI and bottom-line results.

### Using Speech Analytics as a Quality Control Tool

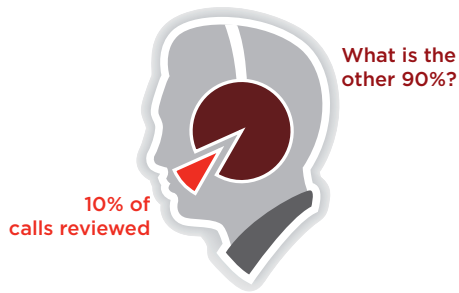
While it’s impossible for humans to monitor thousands of calls per hour, speech analytics engines can. These solutions deliver business intelligence to improve profitability, reduce operational risk, and increase revenue. The uses for speech analytics are widespread and provide value throughout all areas of the business—not just the contact center.

From a quality control perspective, speech analytics can quickly search voice interactions for specific phrases, tag them, and deliver detailed business intelligence reports. From a process improvement perspective, you can monitor calls for phrases that indicate procedural problems.

In addition, you can set speech analytics to monitor and analyze agent compliance with campaign scripts. Did the agent greet the customer properly? Which product was discussed? Did the agent hit on all key points (such as features and benefits, disclaimers, and up-sell opportunities like extended warranties)? Did the agent close the call according to the script?

For instance, if your script requires agents to explain a cooling-off period, speech analytics can quickly identify agents who failed to comply with this component. You set the criteria, and the speech analytics engine delivers

## Figure 7.2: Random Call Monitoring Can Miss a Lot



Source: Avaya internal research.

insights. From there, you can review matches, listen to relevant portions of the recording, and make more informed decisions. You can then quickly remind agents to stay on script, offer additional training, or take other appropriate actions.

### The Value of Understanding What’s Been Said

Speech analytics allows contact center supervisors to quickly sample all voice calls (if so required) as opposed to just a fraction of them. Prompt results and intelligent insights make it possible to identify operational issues such as excessively long talk times or customer complaints and dissatisfaction resulting from process problems. As a result, you can make better decisions to boost your top line (improving conversion rates, identifying poorly trained agents) and enhance your bottom line (reducing talking times, improving business processes). Best of all, you’ll leave many of your customers happy and satisfied. [A]

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As Managing Director, **Lee Chong-Win** is responsible for Avaya’s business in the dynamic and diverse ASEAN market. Lee was previously General Manager for Avaya’s Customer Experience Solutions business unit for the Asia Pacific region. In this role, Lee led multiyear growth and market share leadership for Avaya in the APAC contact center segment.