

Voice Recognition and Analysis System Helps to Increase Client Engagement

Objective

Increase user engagement and retention rate

Challenge

Our client is a US-based software development company which provides management software to wide networks of businesses, providing or using telecommunication services. As a long-term player on the market, our Client is deeply involved in the analysis of user/operator interaction and its impact on the new client's engagement, satisfaction and retention.

Upon analysis of the issues, that every Telco service faces, like capturing dropped calls and converting calls into scheduled appointments, our Client decided to enhance its VOIP service with voice recognition system and machine learning algorithms to analyze the conversation path and behavior of operator and a calling client.

Main Goal:

to improve rate for client engagement and retention based on the real time data processing, analysis, use of predictive algorithms depending on customers behavior.

Goals in operational areas:

- Set up a process of client acquisition management
- Marketing campaigns support, analysis, improvement
- Client base activation
- Customer service and support ultimate improvement
- HR & Training for the staff

Solution

Collaborating with Intetics as a technology partner and a software development service provider, the Client has initiated the process of system development.

As a result, produced system delivers the following sophisticated technical functions and business possibilities:

★ 01

Call-center management

The system works as a universal tool for call operators' management and performance analysis.

One of the major business objectives was a goal to increase client's satisfaction from interaction with the institution's personnel. One of the ways to meet such expectation is to use predefined best practices in leading call center conversations.



Manager receives the alerts and may join the conversation right away to control and improve the conversation flow.

Such a way of a call processing allows an organization to thoroughly analyze the outcome of every call and its value for the business.



Such scoring system, based on actual performance of the operator, allows business to set transparent and measurable KPIs for the staff. As a result, it helps to build an efficient system of personnel incentives, encouraging call operators to contribute into client's engagement.



Since the flow of the conversation highly influences on its results, client's comfort and probability of an arranged appointment, all conversations shall be built in accordance with the predefined script.

To achieve that, analysis of the adherence of operator's behavior to the pre-scripted algorithm is required.

★ 02

AI-driven call center

Based on recognition of clients' responses and using the database of different algorithms and different communication patterns, the system proposes to call operator certain conversation flow. Thus, based on best practices, solution creates an improved communication for every client.

★ 04

Intelligent content management

The speech recognition service allows efficiently manage user retention rate by providing them with relevant content. Analyzing clients' inquiries, search requests, consultation data, the system offers users relevant information.



Depending on the client's responses and by using voice recognition through the Google Cloud Speech-to-Text, developed system evaluates adherence of the operator behavior to the script.

The conversation is analyzed in a real-time and in case of deviation of the operator reactions from the prescriptions,

★ 03

Scoring

According to the adherence to the predefined rules, the system rates every operator's conversation. Considering call efficiency and how strictly personnel follows the prescriptions, the system evaluates efficiency of each team member.



For instance, insights about the nearest points of interest, available time for visits and so on.

This stimulates engagement and loyalty, boosts the number of returning clients and as a result increases ROI for business.

Benefits and Results

- ★ Partnering with Intetics, our Client launched to the market a solution that helps to solve major pain of institutions: increase client's engagement by well-conducted interactions with personnel and more accurate addressing their needs during conversations
- ★ Client management automation via integration with the various CRM systems/Call center management automation have become another advantage of the solution. It distributes the workload, supervises operators' work, creation efficiency and performance reports that help optimize the workflow and operators' skills growth
- ★ Building up transparent KPI systems for the personnel assessment, bonuses calculation as well as the external marketing source evaluation cost/efficiency wise
- ★ Since the solution runs a detailed analysis of clients' requests, reactions, speech and behavior, it provides business with data for advanced marketing capabilities. Using them, the institution can address specific needs of the client with tailored content: informational or educational