



The BPO Automation Imperative

How automation can help
business process outsourcers
transform quality assurance
and drive exceptional
customer outcomes

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Conversation Intelligence for
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Introduction

Business process outsourcing (BPO) firms are under tremendous pressure to drive exceptional business outcomes for their clients, while ensuring quality across services. With an increase in self-service technologies – such as interactive voice response (IVR), conversation AI, chatbots, and more – handling mundane tasks, human contact centre agents are left to field more complex calls. As a result, the stakes for those human interactions are higher, so ensuring quality of services has never been more important.

Many BPOs look to differentiate their offerings by providing clients with unique insights into customer interactions. Yet, the majority of firms still treat quality assurance (QA) as a manual task – sometimes because manual QA serves as its own revenue stream. For others, the manual approach has been the status quo. However, by ignoring the potential for AI-powered, automated QA, BPOs are missing a major opportunity to enhance quality across their entire portfolio of global clients and omnichannel services – while potentially making giant leaps in QA efficiency.



While capitalising on technological innovations like AI has been a focus for BPOs, many haven't considered that QA is a gateway to unlocking a range of business benefits. Enhancing quality not only offers a unique competitive differentiator, but also unlocks new efficiencies and business opportunities.

Let's explore how AI-powered conversation intelligence can streamline QA and improve client outcomes, while offering your firm new analytics-centric revenue channels with clients.

The BPO QA challenge today

QA and quality monitoring are some of the most important contact centre management tools for BPOs and the value they deliver to their clients. But today, most BPOs have a large gap between the number of QA analysts and contact centre agents, even though they want to improve those ratios.

As a result, QA is predominantly done by manually listening to a random sample of calls. Often, QA analysts can only listen to **3 to 5 random calls** per agent, per month – less than 1% of overall interactions. What about the other 99% of customer interactions? Without a full picture of every omnichannel contact centre interaction, you are missing out on providing optimal quality, as well as other outcomes like compliance, for your clients.

Using quality as a baseline to enhance client success and agent satisfaction

Even partially automating QA (i.e. hybrid QA) – which means still executing some manual processes – can unlock insights that drive positive outcomes for your organisation and clients alike. In the journey toward automated QA, organisations should strive to automate step-by-step – achieving quick wins, measuring success, and expanding from there, or even permanently keeping a human in the loop for more complex scenarios. In doing so, your firm can celebrate success and build enthusiasm around your QA program, including leverage the data from conversation intelligence to better support your agents.

Tapping into insights and intelligence derived from customer interactions can enable supervisors to provide data-driven coaching for agents – accentuating success, identifying outliers, and providing agents with direct feedback that leads to measurable improvement. Agents can also use the feedback from conversation intelligence systems to self-coach and self-improve.

Enhancing quality with conversation intelligence

Conversation intelligence solutions listen to 100% of omnichannel interactions, rather than just a random sampling of calls. This technology can help your BPO firm – and in turn your clients – understand every part of the conversation, not just the keywords.

This technology delivers:

Deep analytics: Conversation intelligence systems provide actionable information for agents and their supervisors, presented via a dashboard with scorecard metrics customised to your individual clients' needs. These insights make jobs like compliance and process adherence easier to manage, particularly for highly regulated sectors.

Enhanced coaching workflows: Quality metrics enable you to identify exactly where agents need help, and continuously measure progress across key performance indicators (KPIs). Quality supervisors can make informed, data-driven decisions when it comes to process adherence, compliance, and need for supplemental coaching or training. Automated scorecards can save hours of "hunt and peck" work, searching through millions of recorded calls and quickly retrieving exact examples of an agent's behaviour in seconds.

Real-time agent guidance: In challenging customer situations, conversation intelligence systems can also generate real-time alerts, again, customised to your individual client's needs, to guide agents toward relevant information or solutions, such as to information in a knowledge base, reducing escalations and improving customer satisfaction. Further, real-time agent guidance can help onboard new agents faster and reduce mistakes, or even support more experienced agents get up to speed quickly with new clients.

Quick, shareable reports: Being able to communicate the results related to automated QA or other contact centre initiatives to the right stakeholders, either within your firm or at clients, is critical. The right conversation intelligence solutions make it easy to quickly create impactful reports and dashboards, with little to no manual effort, and share those insights with organisational or departmental leadership either on a set cadence or as frequently as needed.

The impact of real-time analytics

Customer experience leader, Foundever, leveraged conversation intelligence to provide its collections agents with real-time guidance on behalf of a large telecom client. The real-time alerts helped agents navigate challenging customer situations.

After implementing the two-month pilot programme, the Foundever team delivered significant results across four major collections KPIs, including:



Case Study: Teleperformance taps QA insights to meet airline client's digital transformation goals

Before implementing conversation intelligence, digital business services leader Teleperformance worked with a major airline that was only able to randomly sample 2-3% of customer interactions. Trying to define trends and potential areas for improvement from such a small pool limited the impact of certain business decisions.

However, once the airline migrated to automated QA with conversation intelligence, the Teleperformance team could automatically monitor, score and tag voice and web chats. This process led to the team finding business improvement opportunities for the airline client, resulting in \$500,000 in annual savings.

For example, analysing 100% of interactions revealed the airline had to change its IVR options and add informative text on its website, resulting in a 50% reduction in calls to contact centres. This root cause analysis covered not only contact centres, but also web and in-person interactions, as well. The newly implemented automated QA process now enables supervisors to have a precise coaching plan towards agents.

Automated QA enables managers to quickly identify specific contacts and pinpoint language (e.g., script compliance, regulatory compliance, complaints, closing language) within the call recording and transcript. In addition, analytics-based reporting shows baseline performance levels, trends and identifies agents that need additional training. Figuring out what agents need to do better was removed from supervisors' responsibilities, freeing up an average of 12 hours per month to coach agents.

Now first call resolution (FCR) is up and call transfers are down, providing indicators that the increased coaching has added value to call centre operations. Teleperformance has maximised the airline's analytics and customer journey. Based on recommendations, the airline added live web chat support to its customer service offering. Now it is the airline's most used channel, reducing overall call volume by 5% and allowing the customer to use their preferred customer service channel.

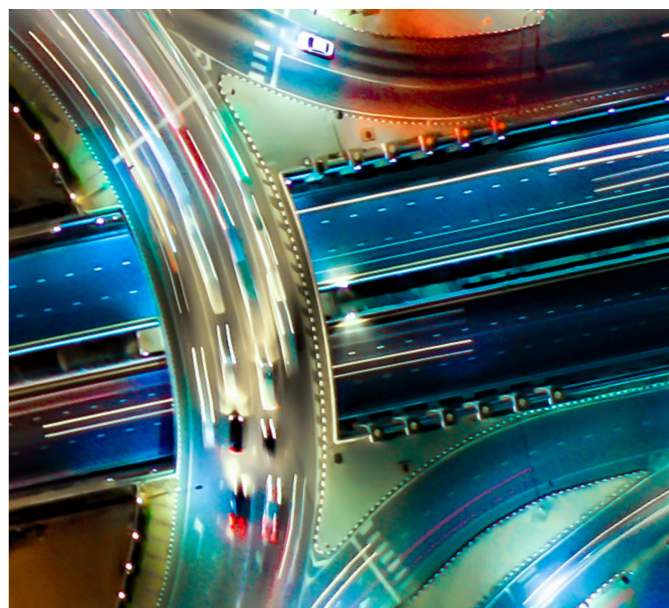
QA: The first step to understanding the customer journey

Beyond QA, BPOs can leverage customer journey data to drive additional value for clients, and in turn drive more revenue. Some may choose to take advantage of upsell opportunities. Others may introduce a gainshare model, lowering the cost-of-service delivery and passing that value along to the client, while sharing in the savings to bolster profitability.

A conversation intelligence solution automates the collection and analysis of large amounts of data from every customer interaction across every channel – which is already happening when you use those interactions to guide quality programmes.

Customers provide lots of clues and outright signals in calls to the contact centre as well as emails, chats, social media, websites, and SMS interactions. With powerful customer journey analytics, BPOs can analyse and score these conversations to better understand customers' opinions and how they feel about each step of the journey. Using this customer journey data, BPOs can make decisions that:

- Drive efficiency in their own workflows (e.g. adding digital services that can reduce costs, and passing that value along to the client)
- Directly improve client business outcomes



Monitoring AI with conversation intelligence

The hot topic on everyone's minds is how to use generative AI in customer service. However, the big question: Is the quality up to par for something as critical as a customer-facing interaction?

Conversation intelligence isn't just for human agent performance. The technology can be used to monitor and continuously improve the quality of chatbots, voice bots, and other AI-powered digital customer interaction channels. Placing humans in the loop can backstop AI with high-quality agent engagement and enhance the quality of digital services, giving BPOs an additional revenue stream and competitive advantage.



Case Study: How Radial leverages conversation intelligence to improve the omnichannel customer journey

Global B2C eCommerce fulfilment leader, Radial, implemented conversation intelligence to help its agents continuously improve based on their interactions with customers. Using this technology, agents, supervisors and internal operations get visibility into both individual and team performance – on a granular and higher-level trend basis. Robin Gomez, director of customer care innovation at Radial, educates colleagues on the meaning of these insights, so they're not just numbers on screens. "It's important that you know what you're looking at so you can take action on these insights," he said.

Beyond providing agent feedback alone, Radial leverages conversation intelligence to help its customer care team evaluate trends across a wide variety of customer touchpoints. In the past, Radial relied on feedback from customer surveys to determine how to optimise the customer experience (CX). Having conducted surveys for over a decade, the team was finding diminishing value in the responses from customers. Typically, the feedback only reflected very positive or very negative interactions, leaving a gap of coverage for middle-of-the-road conversations.

One of the biggest reasons for evaluating a conversation intelligence solution was getting away from surveying and focusing on utilising the interactions we already have with customers," said Gomez. "With conversation intelligence, you can take customer feedback in the moment – using it to improve CX measures, reduce friction points, and drive value props in a more effective and efficient way."

The Radial team uses these insights beyond the contact centre, as well. For example, if a marketing campaign confuses customers, or fulfilment and transportation departments are facing supply chain issues, the sales and customer care departments often bear the brunt of negative customer interactions. Now, conversation intelligence gives these cross-functional teams greater visibility, helping to proactively resolve potential issues across the customer journey – regardless of where they initiate.

"This technology helps us see our data in the context of the entire customer journey. Real, cross-functional insights help us increase sales, grow and retain customers, and bring new products to life," said Gomez.

Using quality as a differentiator

As your BPO looks for new ways to monetise customer interactions, starting with quality is the baseline.

Using a technology solution like conversation intelligence can help agents be successful and enhance job satisfaction, while driving business outcomes that matter most to clients, unlocking new revenue opportunities and new levels of client satisfaction. After achieving quality improvements, you can focus on areas to drive additional value for clients – leveraging customer journey analytics to understand how to improve service efficiency and effectiveness.

Net-net? Starting with quick wins around quality of services is an easy way to prove business value and ROI. Further, by delivering a powerful competitive differentiator, you're setting your BPO firm up for short-term and long-term success.

For more details about the CallMiner Platform, contact your CallMiner Sales Director or:

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About CallMiner

CallMiner is the global leader in conversation intelligence to drive business performance improvement. Powered by artificial intelligence and machine learning, CallMiner delivers the industry's most comprehensive platform to analyse omnichannel customer interactions at scale, allowing organisations to interpret sentiment and identify patterns to reveal deep understanding from every conversation.

By connecting the dots between insights and action, CallMiner enables companies to identify areas of opportunity to drive business improvement, growth and transformational change more effectively than ever before. CallMiner is trusted by the world's leading organisations across retail, financial services, healthcare and insurance, travel and hospitality, and more.



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