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Foundever and CallMiner Partner with Large U.S. Telecom Provider to Improve CX Outcomes

Case Study

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About Foundever

With 160,000+ people working across the globe, Foundever securely connects brands with their customers more than eight million times a day in 50+ languages, driving its clients' digital customer experience (CX) strategies forward. The company's award-winning culture is built on 40+ years of industry-leading experience and commitment to improving the employee experience.

Foundever leverages CallMiner's conversation intelligence platform to improve both the customer and agent experience. Together, Foundever and CallMiner support one of the largest U.S. telecommunications providers to improve critical CX benchmarks and seamlessly navigate agents' transition to working from home.

Challenges

A major challenge for this telecom provider was keeping the customer support team in North America, while containing costs. The company initially wanted to keep their contact center agents in North America to maintain consistent, high-quality support.

However, commercial pressures to control costs led the company to explore a nearshoring solution with a Foundever team of English-speaking agents in Colombia. While this alleviated initial travel concerns with offshoring, the telecom provider wanted to closely monitor language capabilities and understandability to ensure that the CX was not impacted.

As with other contact centers around the globe, Foundever's Colombia team was impacted by COVID-19 restrictions. As a result, agents quickly transitioned to working from home. To ensure remote work and other CX challenges were addressed quickly, the Foundever team leveraged CallMiner. Using conversation intelligence, the team worked to identify high-risk interactions and provide targeted coaching for agents who needed help improving customer outcomes.

Industry

- Telecom

Challenges

- Reduce staffing costs
- Support work from home agents
- Improve performance and CX

Solution

- Foundever & CallMiner

Results

- **Improved NPS by 5%, speech understandability by 2.2%**
- **Increased sentiment scores by 9.8% in two months**
- **Reduced share of silence by 50%**

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Solution

Flipping the script on customer misunderstandings

To maintain a consistent, high-quality CX, the Foundever team tapped CallMiner to track when customers had difficulty understanding nearshore agents. The telecom provider believed that speech understandability issues resulted in lower Net Promoter Scores (NPS). Using CallMiner, the Foundever team classified the cause of each customer's difficulty understanding as either contextual (issues with terminology or technical explanations), auditory (problems with hearing agents) or speech-related (difficulty understanding language or accents).

An analysis of CallMiner data showed that there were several other root causes for these issues beyond language alone. Speech understandability issues only accounted for a moderate impact on NPS. Contextual understandability, however, was a greater issue. Customers were having difficulty understanding the jargon within technical scripts agents used to resolve customer concerns. Complicated scripts were also leading to higher than usual average handle times (AHTs).

From there, the Foundever team provided agents with descriptions clarifying the 12 most common terms that confused customers and caused avoidable errors during troubleshooting. Drilling deeper into the root cause of above-average silence times and high AHTs, Foundever leveraged CallMiner data to identify specific technical issues among outlier agents that could be resolved by IT and operations. In addition, agents with lower-than-usual speech understandability scores received language training. The Foundever team confirmed that improvements in performance were achieved and maintained after training across both contextual and speech understandability categories.

Transitioning seamlessly to remote work

To ease the transition to working from home, the Foundever team provided its agents with resources to identify issues related to the remote work environment. That included monitoring background noise, as well as system and connectivity issues. Using CallMiner, the Foundever team created categories to identify calls where opportunities existed for quick monitoring and fixes.

Next, the team created additional categories, including mentions of working from home (to gauge customer's sentiment on the topic). In addition, Foundever tracked when payments and authentication information was requested (outside of validating security) to ensure that customers' financial information was not being obtained. Foundever created an interactive dashboard leveraging this data. The operations team worked with its coaches and IT to help agents resolve technical issues and reduce security risks. Through advanced reporting, the team reduced these risks with better controls, oversight and monitoring.

Results

Improving NPS, AHTs and sentiment

The new processes and coaching changes implemented using CallMiner data allowed Foundever to improve several key CX and quality benchmarks. Understanding the root cause of customer issues empowered the Foundever team to develop a plan of action for improving nearshore agents' contextual and language understanding.

Clearer communication, technical script changes, and enhanced training drove key improvements. As a result, NPS improved by 5%, speech understandability scores increased by 2.2%, and AHTs reduced by 15 seconds.

The Foundever team also drilled down into the most important drivers of customer sentiment. After analyzing 122 phrases which was hypothesized to improve sentiment, the team found that none of them had a positive correlation with customer sentiment. Instead, the team identified three core areas that had a critical impact on sentiment: acknowledging loyalty, validating the solution, and positively ending the call. Foundever audited 100% of customer interactions, creating a dashboard that tracked improvements across these three benchmarks and ensured that operations provided coaching. As a result, sentiment scores improved by 9.8% in only two months.

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Reducing technical issues and bolstering CX

The Foundever team found that the most efficient way of reducing AHTs was reducing the share of silence. CallMiner data showed that an outlier group of agents were having issues with higher percentages of silence. By addressing agents' technical issues with IT fixes, Foundever reduced the share of silence in this group by 50%, and reduced AHTs by 9.25 seconds.

For agents facing remote work challenges, the Foundever team used CallMiner to identify unusual amounts of background noise or system and connectivity issues. They created an interactive dashboard shared with IT and operations teams to resolve these issues in a timely manner, as well as reduce security risks. As a result, the Foundever team reduced background noise by 39%, had 18% fewer connection issues, and a 73% decrease in IT systems issues. Equipped with CallMiner conversation intelligence technology, the Foundever team will continue to make improvements with the large U.S. telecom provider to drive CX, while remaining on budget with their nearshore strategy.

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