



CUSTOMER SUCCESS STORY

Technology

A Case Study by Nexidia

“How can I keep unnecessary calls from coming into the contact center?”

“Real evidence from our customers gave us a deeper understanding of the issues they were having and how many it was affecting—a seemingly small customer issue can cause big problems if not addressed. Now we can better determine which call types could be handled through our IVR or web site, as well as those that should always go to a live agent because of the up-sell opportunities.”

VP, Global Customer Support
Major Software Provider

BUSINESS IMPACT

Managing high call volumes is an inevitable challenge in large contact centers; however, many agent-handled calls can be avoided if customer communication is clear and self-service systems are properly deployed. By continually pinpointing and quantifying call types that could be eliminated altogether or handled by less expensive self-service channels such as IVR or web, you can greatly reduce your cost-to-serve. You can also improve the customer experience by aligning issues with the appropriate service channel.

PROBLEM

A leading accounting software company noticed the number of support calls had increased for the most recent release of their flagship product, resulting in longer hold times and increased escalations. Because product

support agents were an expensive resource and typical support calls took longer to handle, they wanted to reduce calls that didn't need to be handled by live agents. They also wanted to ensure that customer satisfaction was not compromised when removing the live agent from the equation. Their existing data did not provide any insight into what changes they should make to reach their goals.

SOLUTION

Using Nexidia's speech analytics technology, the company first categorized their support calls by call type to accurately assess and quantify why customers were calling. Next, they looked at call types by handle time and found that license key requests for the latest product release comprised nearly 30% of all support inquiries, and these calls averaged under one minute in

duration. Drilling down into these calls revealed that the resolution involved little more than the agent retrieving the customer's product serial number and searching a database for their unique license key.

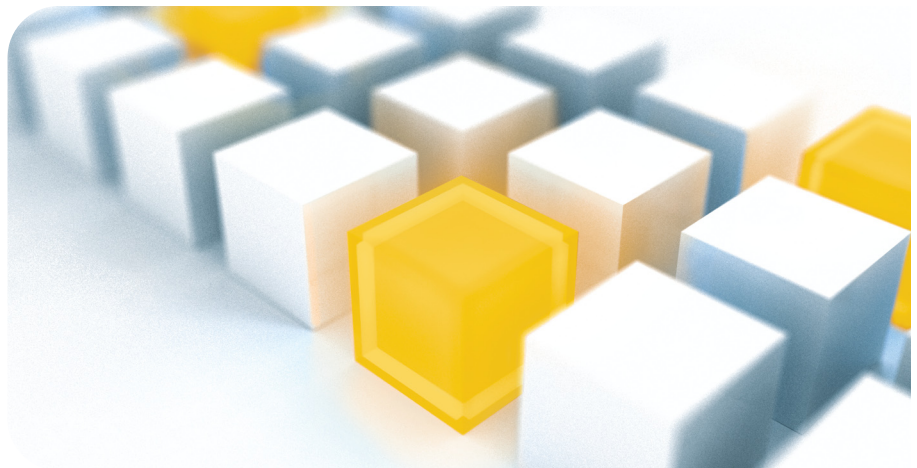
RESULT

To take advantage of this opportunity to reduce the number of license key calls, the organization added a visible icon to the home and support pages of their web site that automated the activation process. Customers were directed to a landing page where they could enter their product serial number to receive an automated email with their license key. They also added an option for customers who entered incorrect or incomplete serial numbers, or those

who lost their serial numbers to allow them to search by other criteria, such as company, registration name or IP address. Since the new process provided customers with an email containing their license key, they also proactively avoided future calls regarding lost license key information.

The reduction in call volume and agent resources translated to over \$1.3M in the first 6 months, and hold times returned back to their low levels since agents were able to spend time servicing appropriate call types.

Learn how Nexidia can help you gain real business intelligence from your recorded calls at www.nexidia.com.



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