

Case Study: Nexidia and Atlantic Coast Media Group

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Summary

Catalyst

Atlantic Coast Media Group (ACMG) markets personal care and beauty product brands. It has been growing rapidly in recent years, and has aimed to use technology to ensure that its agents are consistent from one interaction to another. It has opted to use Nexidia Interaction Analytics to get better, quicker feedback.

Ovum view

The overall impact of using Nexidia Interaction Analytics has been extremely positive, and ACMG hopes to expand its use to include its outbound call volume as well.

Ovum believes that the use of customer interaction analytics platforms can help businesses gauge the effectiveness of marketing partners and specific campaigns. ACMG provides an example of a successful deployment in a consumer retail environment.

Key messages

- Nexidia Interaction Analytics allows companies to measure and report on activity across multiple call center sites.
- The best way to assure script adherence is to monitor and evaluate as many interactions as possible.
- Having better insight into call activities ultimately provides more control over the outcomes.

Recognizing the need for analytics

Company background

ACMG markets personal care and beauty product brands through a variety of distribution channels, including retail, e-commerce, television, and radio. Headquartered in Jersey City, New Jersey, ACMG uses Nexidia Interaction Analytics to better synthesize information about its customers and improve the performance of its call center agents.

ACMG has a complex network of 100 agents spread across six contact center sites, all contracted out to outsourcing partners. Through these agents it connects with its customers for inbound sales, service, and outbound communications.

Challenges faced

ACMG has been growing rapidly in recent years. Much of the firm's marketing is devoted to generating inbound volume and lead generation. Because of the tight margins on selling women's skin-care products, it is a high priority for ACMG to maximize each opportunity for customer contact. This led the firm's service executives to look for technologies that would help ensure that its agents are consistent from one interaction to another. It felt that script adherence was the key to retaining customers considering cancelling orders or returning products.

The best way to assure script adherence is to monitor and evaluate as many interactions as possible. Basic call recording and quality monitoring can do part of this job, but ACMG recognized that to really understand where and why deviations from processes occur it needed a technology platform that would help it to perform deeper analysis on those recordings. It needed a solution that could capture and synthesize the business intelligence that was hidden inside the recordings of calls and other types of customer interactions.

ACMG's goal was to track 100% of all inbound calls – not just to record them, but to perform sophisticated analysis on them so that agent behavior could be managed and compliance with best practices ensured. The original “system” was a manual one: just eight quality assurance agents were tasked with randomly monitoring inbound agents.

In addition, it was important to ensure that agents met credit card compliance requirements. Without a way to randomly look across the entire interaction spectrum, it was difficult to assess compliance in an efficient and cost-effective way.

The advantage of analytics in practice

Analysis of all calls allows ACMG to better target resources to training

Using Nexidia Interaction Analytics has allowed ACMG to provide better, quicker feedback to its outsourcing partners. Once the company began using the Nexidia platform, it was able to supply the contact centers with data containing scores from previous days that provided clues to where problems were arising. ACMG says that this had a positive impact on several fronts. It improved its relations with its partners by relieving them of the cost of doing the analysis, and by providing quick assessments of quality scores. It also allowed ACMG to reduce its own quality assurance staff by 40% – even as it got a broader account of what was going on during interactions.

ACMG chose Nexidia Interaction Analytics because it allows the company to measure and report on activity across multiple call center sites. Nexidia's technology can be accessed through a secure, cloud-based environment that makes for a fast and easy deployment process.

ACMG highlights the system's ability to find the specific calls that represent the majority of problems, and evaluate them to identify where those problems are coming from. Whereas the legacy tools that ACMG had previously used could scan only a random selection of calls, Nexidia Interaction Analytics can use the entire corpus of calls to drive deeper, looking for patterns that identify root causes. This allows evaluators to target coaching resources at the agents whose skills and performance can be improved.

But the system has had a more powerful effect on ACMG's business than just compliance management. ACMG sees the Nexidia platform as the keystone in its effort to build a better overall customer experience through improved agent performance. The company is using interaction analytics to evaluate and benchmark its top-performing agents, and to understand where the best practices are hiding within the pool. By identifying the best performers, and then drilling down through analysis to find out what specifically those agents are doing that makes them better performers, ACMG can propagate those skills throughout the rest of the agent pool.

All ACMG's agents can then be trained to employ those discovered best practices. The training and coaching they receive will be specific to their skills or deficits, but the overall training program still pulls toward common goals.

Ensuring power over outcomes through better KPIs

Throughout this process, ACMG has learned that having better insight into call activities ultimately provides more control over the outcomes. For the first time, it can quantify the desired outcomes across newer, more meaningful key performance indicators (KPIs). As noted, compliance with certain scripts is a high priority. But it also allows ACMG to pivot from asking the basic "yes or no" question "was the agent in compliance?" and ask more nuanced questions, such as "are the agents making the right offers to the right people, at the right time?" and "are they following training guidelines for saving customers who are at risk of defecting?"

The company is able to look at the aesthetic qualities of interactions – elements such as the phrasing and cadence that agents use – and correlate that information with measures such as customer satisfaction. On the marketing side, ACMG uses interaction analytics to gauge the effectiveness of marketing partners and specific campaigns. For example, the analysis can track which calls (and therefore which agents) are responsible for sales.

The overall impact of using Nexidia Interaction Analytics has been so positive that ACMG hopes to expand its use to include its outbound call volume as well. Meanwhile, the company has seen significant improvement on its cost, quality, and customer satisfaction metrics. Robb Auber, ACMG's vice president of call center operations, says that "this software is the best way for us to effectively validate training for new products or new campaigns."

Appendix

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Ovum Consulting

We hope that this analysis will help you make informed and imaginative business decisions. If you have further requirements, Ovum's consulting team may be able to help you. For more information about Ovum's consulting capabilities, please contact us directly at consulting@ovum.com.

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