

# Voice Analysis in Contact Centres

Understanding what moves customers



## Change Driver

A large German insurance company operates a contact centre system with around 200 employees who answer calls.

Around 1.4 million calls are handled by this contact centre every year. However, the insurance company does not have any precise and analysable data on the reasons for calls or cancellations or the frequency of concerns.

Process interruptions or causes for multiple contacts are only recognised late or not at all. The contact centre manager was looking for a solution that would provide and analyse the missing data.

The aim was to enable employees to work more efficiently and improve service quality.





## Damovo Approach

The basis of the overall solution is the Call Recording System, which is connected to the Avaya Call Manager and records calls according to a defined set of rules.

The Verint speech analysis server based on this transcribes the call data and analyses it.

A company-specific dictionary was created in order to be able to analyse call reasons as accurately as possible. Importing the dictionary into the system significantly increases the recognition rate and the transcription rate.

As a result, categories are automatically formed on the basis of the dictionary and reliable trends in call reasons are derived. Process gaps can be identified promptly and processes optimised in a targeted manner.



## How the **contact centre manager** benefits

Thanks to the automatic categorisation of calls, the insurance company can see at a glance how many calls it receives on different topics. This enables optimised personnel management.

Visualisations, e.g. in the form of word clouds of call reasons, also enable context-related analysis and the identification of trends. The effectiveness of marketing measures or new products can thus be quickly checked and improved if necessary.

## How the **company** benefits

The solution enables continuous process optimisation and thus the identification of cost-cutting measures. Employees in the contact centre can concentrate more on their core competencies and process customer enquiries more efficiently.

The ability to better respond to customer needs and significantly improve the overall service helps the company to further improve its image and subsequently tap into new target groups.