



SLOVAK TELEKOM IS ABLE TO “LISTEN TO” ALL CALLS FROM THEIR CONTACT CENTRE

1 Requirements

- * Replace the manual and often inaccurate process of entering the call subject by agents with an automatic and more accurate solution.
- * Get a better understanding of the content and trends of all calls in the contact centre.
- * Streamline assessment of contact centre agents.
- * Capitalize on useful information acquired by the contact centre to improve business processes and enhance customer service.

3 Outcome

- * Detailed statistics of individual call categorization.
- * More efficient use of the contact centre resources, relieving operators from manual labour.
- * Better insights into customers, their moods and emotions based on the occurrence of certain words or phrases.

2 Solution

- * Deployment of the **Speech Analytics** system by Verint able to identify key words and phrases in all contact centre telephone calls and based on that categorize the calls and analyse any communication trends.
- * Consulting services to identify keywords and possible benefits of the solution to various business units of Slovak Telekom.
- * Language model optimization for the needs of the largest Slovak Telecom operator.

- * An tool for contact centre agent assessment.
- * Possible immediate identification and analysis of various events and issues, such as technical failures, or customers' lack of response to a new offer.
- * The contact centre has become an efficient source of insights for service improvement and process streamlining.

Background

This is a chronic problem of all large contact centres. When the management attempts to get an overview of what the hundreds of thousands of calls are all about, analyse trends, evaluate agent communication or adjust processes based on customer reactions, there are two problems.

The first problem is that the manual call classification agents should do after each call not only causes unnecessary delays but it is often inaccurate or incomplete. Sometimes agents do not enter anything, other times they

choose the first item available in the menu, or they mark only a single category even though they had addressed a number of issues with the customer.

The second problem occurs if the management wants to evaluate trends, know if agents communicate properly, if calls are not unnecessarily long, if the agents use appropriate phrases, or if based on customer reactions they wish to learn if the company's processes are set up properly. In both of these cases any selected calls must be analysed, which is extremely time consuming and the results are never accurate, because one can only listen to a tiny fraction of the necessary number of calls.



Solution

Slovak Telekom - the largest Slovak telecom operator having contact centres with hundreds of agents was facing similar challenges. That is why the company decided to deploy **Speech Analytics** - a call analysis technology used for contact centre work monitoring by identifying keywords and topics of all customer calls. Following a tendering procedure the customer chose Soitron - a system operator with a vast experience in deploying technology solutions for contact centres who implemented a Verint product.

The operating principle of this technology is seemingly simple. Calls recorded stereo in two channels (the customer's voice recorded in one channel and the agent's voice in the other) are transferred to a transcription server where both voice tracks are automatically transcribed into text. Rather than producing a word-to-word transcript, the purpose is to identify the key words and phrases. "The goal here is to capture, as precisely as possible, the essential keywords, links and expressions from data of relatively poor quality such as a phone call" explains Martin Hummel, a product manager at Soitron.

The transcript database is then processed by analytics. The software classifies calls into one or more categories. Since the analysis and processing is carried out on text database

only, the categorization and operations such as call search based on specified criteria is extremely fast.

As this was the first implementation of this solution in Slovakia, part of the project was to develop a basic Slovak language model including recognition of about 100,000 words and phrases. Thanks to that the only thing that will need to be done for any future clients - similarly to what Soitron has done for Slovak Telekom - will be to customize the basic model to customer's specific needs by adding specific words and phrases and by optimizing the speech recognition in the customer's specific environment by fine-tuning the acoustic model.

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MARTIN HUMMEL
Soitron, product manager

Benefits of the Technology

One of the major competitive advantages of the Verint product is its ability to search for any combination of words and phrases in calls using mathematical operators (AND, OR, NEAR, etc.), similarly to Google search. "That makes the search much more accurate, because individual words have a large semantic variance and that's why if you search for single words, results are not very accurate. It is also easy to make an anti-selection, i.e. to search for calls not containing specific words or phrases. This way you can check if for instance your agents use required phrases," says Martin Hummel.

Other benefits of Speech Analytics by Verint include a relatively strong analytics and advanced user tools for creating categories and searching for right words. Users have available a sophisticated help helping them find the right words and phrases to achieve the most accurate search results. When searching for calls with a specific phrase they can

also easily identify the terms contained the most or least frequently in those phone calls allowing them to further specify relevant calls.

"The business requirement was to find such an application that can work with us-defined assumptions (hypotheses). Since the definition of the categories is defined by quality analysts directly, we can focus on the key topics, from our point of view," says Michal Pavlík, project manager in Slovak Telekom.

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Slovak Telekom, project manager

OUTCOME

The call analysis system also brings Slovak Telekom's managers a useful ability to identify trends and emotions – either for individual categories or for the aggregate of all calls. If there is a significant change in the usage frequency of a word or a phrase, the manager is immediately notified. For instance they may discover that customers refuse an offer because they are offered more attractive conditions by a competitor. Or the manager may identify an issue with invoice comprehensibility, or immediately spot an increased frequency of occurrence of technical issues, failures or problems in a specific area.

„The so-called Heat map is very important for us – it highlights the topics that resonate most and which we should be primary focusing on when managing the customer experience,“ explains Ladislav Uherkovich, customer experience senior analyst in Slovak Telekom.

The search and analysis are accurate not only due to advanced search and analytical functions but also because the calls are recorded in two channels. This makes it easy to focus solely either on customers or agents, for instance if you need to analyse agents' communication.



Overall benefits

Presently, the call analysis solution is used in Slovak Telekom especially by the Quality and Customer Services Department. However, outputs are also beneficial for other departments – from the technical breakdown management, to customer info lines, to the finance department.

Their contact centre has become an extremely useful source of not only insights into customers but also proposals for process changes. For example, when Slovak Telekom

discovered that its contact centre is unnecessarily burdened by calls from debtors, the receivables from whom had already been transferred to a third party, they started sending letters to these people with a more pronounced correct contact details. They also trained their agents to process such calls in the shortest possible time.

Slovak Telekom also automated the transfer of selected data from the speech recognition system to the central data warehouse (DWH), where they are available for any additional analytical needs.



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