REDUCING FRICTION AND INCREASING SALES FOR A MEDIA COMPANY

CASE STUDY

Background

With more than a decade worth of experience working with multiple companies in the entertainment domain, this Call Centre outsourcing company is one of the fastest growing businesses in Europe. The company has conducted high quality outbound telemarketing programs for the biggest names in entertainment. From promotional announcements to advertising sales and lead generation, to helping media companies understand in detail about how their consumers are consuming content, they do it all.

Opportunity

Outbound telemarketing is hard; As telemarketers increasingly script their agents to standardize customer interactions, ensure legal disclaimers are read, and provide agents with effective sales practices, they are burdened with the need to verify agent compliance. Unfortunately, verification introduces additional quality concerns including an inefficient process, high rate of errors and poor insight into agent performance. Another challenge for this company was managing YoY growth targets for its customers; It's important to retain existing customers as well as attract new ones. To ensure that existing customers remain loyal to the brand, outbound telemarketing contacts must be prioritized to gather customer pain-points. Acquiring new customers efficiently requires strategy around lead targeting, proper messaging. Executing such a strategy at scale is difficult without the presence of conversational insights.

"For us the customer experience at every touchpoint is of utmost importance. It differentiates us from our competition. Zen3 speech analytics makes our quality management program extremely easy. It allowed us to caliberate on quality scores, provide deeper and actionable insights into customer conversations."

- Vice President, CX

Solution

Zen3's conversational analytics solution allowed this company to gather targeted insights into its sales cycle execution. It allowed them to automatically measure the scriptadherence, identifying compliance issues, effectiveness of sales pitch etc. Since this was accomplished automatically, it saved the company a lot of tedious effort in manual call verification. It also significantly improved the turnaround time to provide insights. These insights were chanelled to train poor performing agents resulting in improvement to their compliance scores with scripts and policies.

By clarifying scripts, agents are less likely to make errors when interacting with customers. Less Agent errors result in less litigation and increased customer loyalty.

Zen3's conversational analytics allowed the company to tap into customer sentiment and prioritize & target outbound campaigns towards customers that are unhappy. This strategy helped retain loyal customers in an efficient way; without having to make a lot of blind outbound calls.

Improving sales conversion rate: Zen3's Natural language processing engine helped the company automatically identify & score sales related quality parameters like sales pitch, sales negotiations, ability to handle customer objection etc.

By spending less time listening to inconsequential sections of calls, verifiers can spend more time gathering strategic information and making comparisons across calls. It allowed the company to make personalized offers to target specific customers, in turn improving conversion rates and impact revenue growth.

Zen3 Achievements

1. Improved customer retention score by 32%

2. Reduction in manual call auditing effort by 81%

3. Sales conversion rate improved by 35%

Key Metrics Achieved

Sales Intelligence

Root cause analysis from customer conversationshelped the company get insights into sales effectiveness, script adherence, conversion rates and ultimately co related all this data to specific agents making it easy for the company to take decisive action to improve processes.

Agent Performance

Zen3's objective methodology to score agents based on various parameters enabled the company to understand why few agents were high performing and few weren't while also helping them identify knowledge gaps and fix them using targeted training.

Regulatory Compliance

Zen3 automated audit of 100% conversations and alsohelped automate compliance monitoring. This helped the company save tremendous amount of time and effort on manual audits. It also translated into better utilization of time for supervisors who could focus on training instead of auditing random calls.

Our Speech Analytics solution, helps you uncover valuable insights to improve agent performance. We can analyse both real-time & historical communications.

Tech Mahindra