

## Internet provider realizes major improvements to call compliancy and sales productiveness through RM Factory's Speech Analytics solution.

### THE COMPANY

Our client is a major Internet service provider, serving US based consumers, businesses, and the government sectors.

### THE CHALLENGE

Our client needed a more robust method of obtaining deeper caller insight, of monitoring and analyzing call center calls for compliance, and sales opportunities. In addition, our client wanted to reduce costs currently associated with daily monitoring practices. Finally, our clients' Customer Service division wanted to understand call transfers better, along with legal compliancy.

### THE SOLUTION

RM Factory provided a speech analytics solution to allow for a large amount of call analysis for both the Sales and Customer Service divisions, while keeping operating costs low.



### BUSINESS CHALLENGE

The challenge was two-fold:

1. In the Sales Division, the Client needed insight into the 80,000 monthly calls that their call centers were handling. That included branding, accuracy and script usage, but it also included the ability to identify business opportunities embedded within the audio files of a call. QA presented an enormous challenge with the QA staff only able to listen to 200 calls per month.
2. In the Service Division, our Client needed to reduce the million dollar per year expense associated with this effort. But in doing so, they didn't want to lose the customer insight gained by consistently listening to calls.

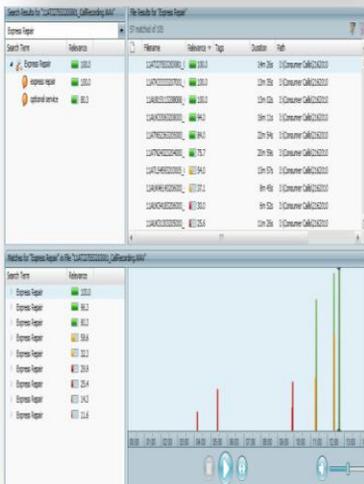
### RM FACTORY'S SOLUTION

- Provided a phonetics based speech analytics solution that could query on multiple search terms of up to 500 hours of audio in just minutes.
- Uploaded calls and meta-data tags that included disposition, call center, agent, and media appends
- For the Sales Division
  - Deployed a low cost speech analytics solution to review larger quantities of audio and query on targeted words and phrases
  - Created several saved searches that represented words and phrases that were revenue generating indications of opportunity, compliance phrases, and competitive brands and offer names.
- For the Service Division
  - Created phrases and terms that would drive detail on how callers were misrouted, validate information from focus group sessions of the post-sale questions (50% of inbound call volume), and include compliance terms.

**For additional information about RM Factory,  
please call 800-548-5099 or visit [www.rmfactory.com](http://www.rmfactory.com).**

## RESULTS

- Number of calls reviewed increased significantly
- Compliance for security and PCI was verified/corrected
- Fraud issues were identified and mitigated
- Major leads were gleaned from mishandled sales calls
- High level analytics replaced low level QA staffing
- Findings provided enhanced scripting changes to optimize sales and services opportunities.



**“Through utilizing a high-level analyst to deploy speech analytics vs. low-level QA call center staff, major opportunities were identified and driven back into the organization.”**

## RESULTS

### RM Factory supported the queries and identified and delivered business insights

Within first month of deployment:

- Over 5,000 calls reviewed each week
- Compliance verified for security and PCI compliance teams with specific data
- Identified potential fraud issues with agents and drove back to call center
- Identified major leads (>\$15K in revenue potential) that were mishandled by sales agents, and drove those back into appropriate sales pipeline.

### Client’s costs were reduced while calls analyzed dramatically increased

- Utilized a high-level analyst to deploy speech analytics vs. a low-level QA call center staffer, resulting in identification of major opportunities.
- Queried thousands of calls quickly, rather than sitting through painstaking calibrations.
- Validated where issues did exist and corrections were needed, allowing RM Factory to be proactive and improve the script compliance of all agents.

## About RM Factory

RM Factory’s unique methodology for delivering improved business results lies in an integrated approach to Sales & Marketing. Living at the nexus where marketing and sales converge, RM Factory bridges the two to improve your bottom line. How? By architecting high performing go-to-market roadmaps and aligning those with state of the art technologies, codified operating processes and time tested business rules. RMF works across channels to insure programs are flawlessly executed, leads are generated and nurtured, and ultimately sales are delivered.

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