



>> Case Study




A Leading Contact Center Gets an Analytics Upgrade with The CareCloud

Background/ Scope

The customer has over twenty years of experience in contact center, customer service and sales solutions. The customer has a global footprint and provides customer service across industries - energy and utilities, retail, travel, entertainment, healthcare, financial services, communications and technology.

The Business Need

The customer operates from multiple sites across the globe and has different vendors to support their call center operations. A consolidated view of different key performance indicators (KPIs) was complex and resulted in multiple failure points. There was no way to monitor individual performance and provide required feedback/coaching to the agents. The customer required a solution that could leverage business intelligence and advanced analytics to bring about digital transformation. A solution was needed for the following:

-  Identify agent outliers among a group of agents based on individual performance
-  Analyze customer behaviour in correlation with their buying/ purchase pattern to predict sales and customer loyalty
-  Automate the manual audit process of various trainings across the globe, and correlate agent performance to analyze training effectiveness



Challenges

The client was looking to provide a superior customer experience. They lacked a platform that could help manage data and aid in the decision-making process.



Impact

The lack of a platform led to poor customer experience, low sales, and low agent performance. Further, manual efforts and traditional costs were involved in training audits. There was no direct visibility of performance, pitfalls, revenue, ROI and CX.



Resolution

The CareCloud solution proved to be advantageous for the client. They witnessed a spike in the ROI, greater visibility of customer needs, better management of data, accuracy of data insights, enhanced decision making, and better CX.

The Solution

The CareCloud, a cloud-based Business Intelligence and Advanced Analytics solution was deployed with zero CAPEX and minimum IT involvement. The solution was customized to support the existing customer needs and could be scaled up in the future. Solutions from The CareCloud include multiple components mentioned below:



Business Intelligence Plus solution helped connect 100+ data sources including the CRM system, CMS system, financial management system and different manual and legacy systems. It correlated different data points coming from multiple sources to draw a performance measurement of an individual and the organization. User-friendly and intuitive dashboards allowed the users to perform data analysis and provide insights.



Training Audit Plus platform automated the manual audit of trainings with the help of voice analytics and advanced robotic processes. The entire solution was an amalgamation of human beings and machines to help record the live training sessions, stream data, analyze the entire training and extract the errors/ issues within the training.

Business Benefits

Deploying The CareCloud resulted in the following benefits -



Enhanced customer experience and superior call center operations & performance management



Improved employee efficiency and productivity



Identification of customer trends, pitfalls, customer satisfaction and other factors that worked as influencers



Enhanced decision-making



Improved measurement of ROI of the contact center and the ROI per agent



Automated training audits

To know how the solution can be implemented for your business, contact our team of experts.

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