



How A Large Multi-State Law Firm Increased Call Volume by 10% in Just Three Months

Monitoring Calls

A multi-state law firm uncovered the long-term benefits of speech analytics. Over the course of three months, this law firm has revealed many opportunities in their data reporting methods, which only previously sampled less than 5% of calls. The law firm implemented Provana's speech analytics platform, ICAP, with the sole intention to build a better business.

The Business Roadblocks

Prior to using ICAP, the law firm had a dedicated QA team that was reviewing a sample of calls for all agents, but mainly focused their review on compliance alignment.

To top it off, the feedback process was unable to provide an objective view into the floor performance. Collection supervisors would have a one-on-one discussion with agents, but the lengthy nature of their feedback loop was counterproductive and not always accurate due to the small sample size of calls.

Speech Analytics Clarity

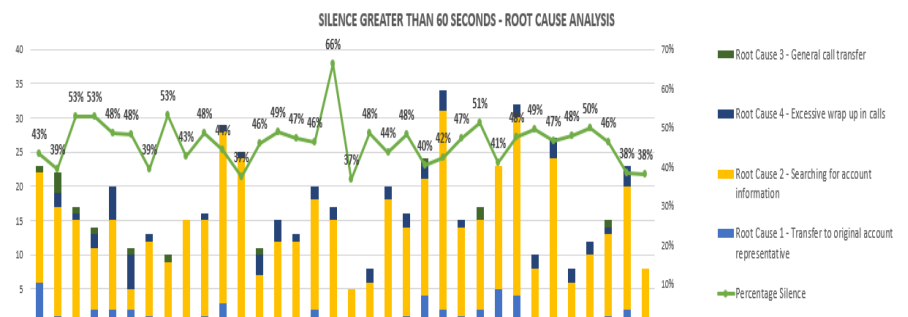
The law firm sought an objective view into the overall call center performance that the earlier

reporting lacked. Apart from compliance alignment, they also wanted a reporting system that could provide actionable feedback for an agent based on productivity and collecting metrics.

"ICAP... has helped improve overall production, customer service and dollars collected."

Call Monitoring Results Show That Not All Calls Are Made Equal

Following an integration and early calibration with ICAP, analysts discovered that call time was comprised of a staggeringly high percentage of silence.



In effect, 50% of the time an agent was on a call, there was no conversation. The firm decided to invest time and resources to address the issue. On a weekly basis, ICAP analysts did in depth root cause analysis to provide actionable feedback for the agents. Additionally, a feedback tracker was implemented to ensure feedback was properly shared. Through this hands-on approach, the firm was able to observe improvements week-over-week.

ICAP Insights For a Better Business

Through 100% automated and objective scoring of calls, the law firm was able to gain true insights into their call center performance. With the guidance of ICAP analysts, three major root causes were identified which directly contributed to the high call time silence: call transfers, an excess of agent search time and after-call work that was started before a call was completed.

While agents made call transfers or searched for common consumer information in their system, hold times began to build. Consumer frustration levels increased with direct correlation to these long hold times, resulting in a loss of collections.

Additionally, agents took excess time to wrap up a call even after a conversation had ended. The agent would prolong the call without disconnecting by reviewing notes or entering feedback into the system, inevitably leading to poor consumer experience levels.

With the executive team's strong buy-in for the ICAP platform and a direct, hands-on and engaged approach to agent feedback, weekly progress updates exemplified how agent productivity gradually improved. The

law firm's investment into the feedback loop led to a reduction of silence time of over 15% within just three months, directly impacting agent productivity and customer experience.

"ICAP has helped further target areas of opportunity that industry-based call center reporting cannot identify."

Optimizing Calls With an Effective Speech Analytics Solution

The multi-state law firm has seen an overall increase in call volume by over 10% in just three months. The firm is now utilizing ICAP dashboards that allow them to see agent performance in practically real time. With the productivity metric on auto-pilot, wherein feedback is directly reaching agents through dashboards, the law firm is now exploring how to enhance consumer experience by focusing on key measures such as empathy.

"Working with ICAP has assisted managers in identifying areas of opportunity on critical KPI's quickly. The ability to identify an issue quickly has helped improve overall production, customer service and dollars collected. The dashboard allows the manager to review the previous day's production and provide real time feedback and coaching." – Director of Collections, Location 1

"ICAP has helped further target areas of opportunity that industry-based call center reporting cannot identify. The efficiency drill down reporting in tandem with quality assurance troubleshooting has helped increase productivity and collection dollars for lower performing agents." – Director of Collections, Location 2

