

Crawl – Walk – Run: Successful Speech Analytics Implementations

By Brooks C. Adams Jr.

Speech analytics is one of the most powerful contact center technologies developed in the last fifteen years. Thoughtfully deployed, speech analytics can deliver on the promise of reducing operational expenses while improving business line revenue. Reporting out the content and context of agent-customer conversations is a compelling siren song to deploying the technology, but is it easy to deploy? Like most technologies, it depends. It depends on the scope and complexity of the implementation. With over a decade of deployment experience under our belts, our advice is to crawl-walk-run.

Start small

All successful implementations start with a firm understanding of what the technology is expected to deliver. Sure, you can drink the ocean and kick off a project that delivers dozens of reports, is connected to CRM, accounting, and order entry systems, but does it make sense to implement all that once? Rarely. While it is important to create a plan with desired business outcomes in mind, it's equally important to prioritize the reporting structure and the systems needed to deliver the data first. Armed with those priorities, start with a single report and the metadata needed to inform the report. For most contact centers, automating quality monitoring is the most useful report to start with. Delivering this initial report will instill the discipline to expand the project, to effectively deliver to further priorities down the line.

Involve stakeholders across the business

When you're kicking off a speech analytics implementation, it's important to involve stakeholders that provide the data and benefit from the reporting that data will deliver. An old adage applies here in spades, "people support what they help create."

Celebrate the win

Speech analytics will help you improve agent performance, and by design, will also improve the customer experience, and not simply the contact center. Celebrate the improvements with all stakeholders and share the insights with sales, marketing, and nearly every other department that benefits from agent-customer conversations.

Use reports to implement changes

You will learn a lot from a single automated quality monitoring report. Apply what you have learned from your top performing agents to the agents who are struggling. Now that you do not have to listen to a small sample of calls, you can spend more time coaching and training agents to be better. Undoubtedly, you will reduce agent churn in the process.

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