

NEQQO

Never Ending Quantitative Qualitative Observations





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NEQQO synergizes deep human expertise, with state-of-the-art speech technology and an advanced reporting and analytics platform. This ensures that your business gains valuable insights into the critical components of service delivery



We do the Heavy Lifting!



GLOBAL LANGUAGE SUPPORT

200MM+ Completed Quality Evaluations!

Coverage of all communication channels



ROI and CX Improvement for Current Clientele

\$15 m+

27%

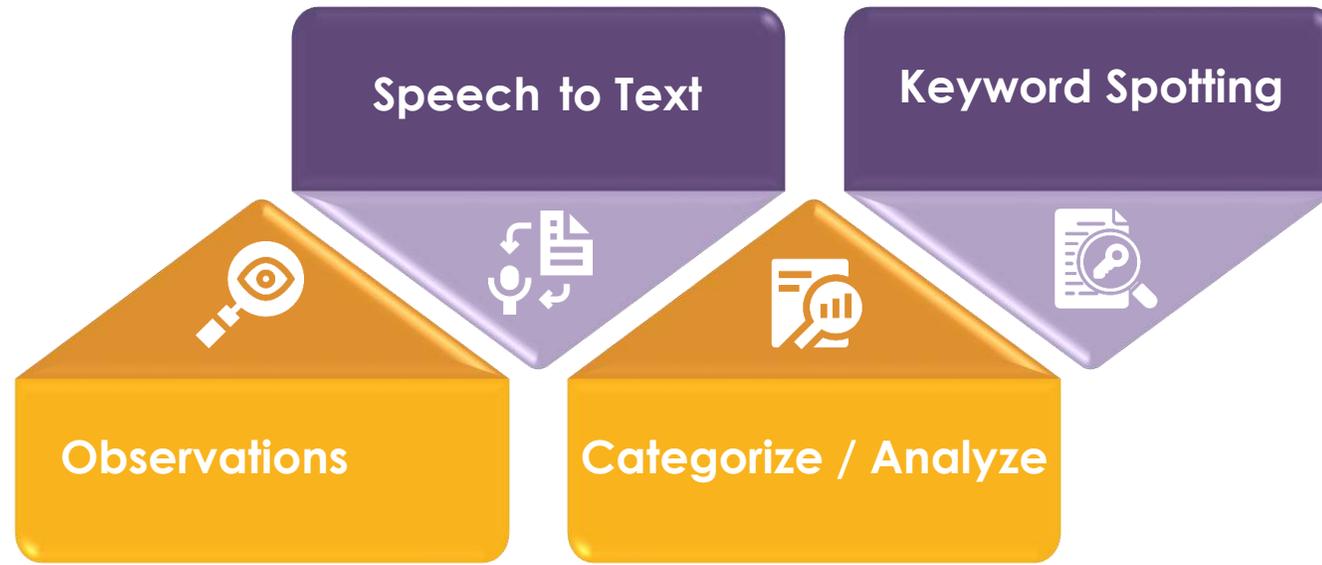
15%

Cost savings for clients via process improvement projects.

Average increase in Net Promoter Score for clients.

Improvement in customer satisfaction ratings (CSAT) for clients.

Speech Analytics

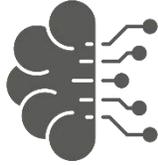


Speech analytics is the process of analyzing recorded calls to gather customer information, to improve communication and future interaction. The process is primarily used by customer contact centers to extract information buried in client interactions with an enterprise

Speech Analytics Capabilities

User Friendly Query Builder

Easy to use query/application builder for simple to complex searches



Sentiment

All transcripts will indicate where sentiment is positive or negative



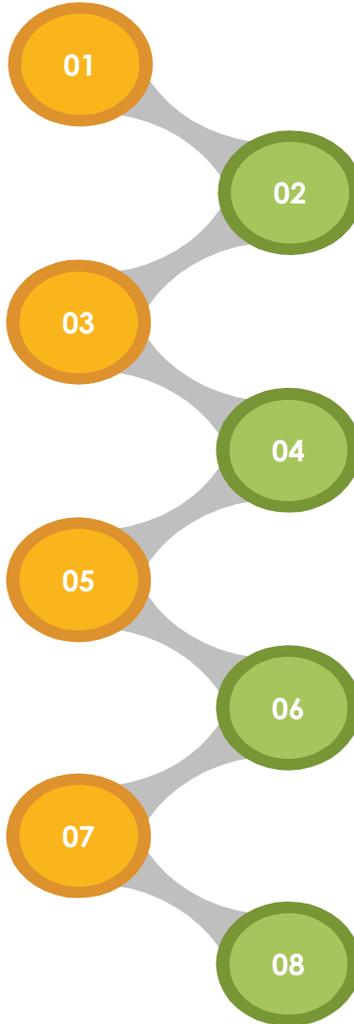
Keyword Spotting

Helps in identifying the usage of specific keywords



Diarization

All transcripts will be speaker-separated, indicating the agent and the caller



Emotional Intelligence

Based on acoustic analysis, all transcripts will indicate where emotion is negative or positive



Vocabulary Substitutions

Key words can be entered into the transcription system to correctly transcribe these important words



Redaction

All transcripts will have sensitive information redacted to ensure compliance



Team of Experts

Dedicated business analysts to drive all value add initiatives



Application of Speech Analytics

Sales, Fundraising, Collections

Call Opening

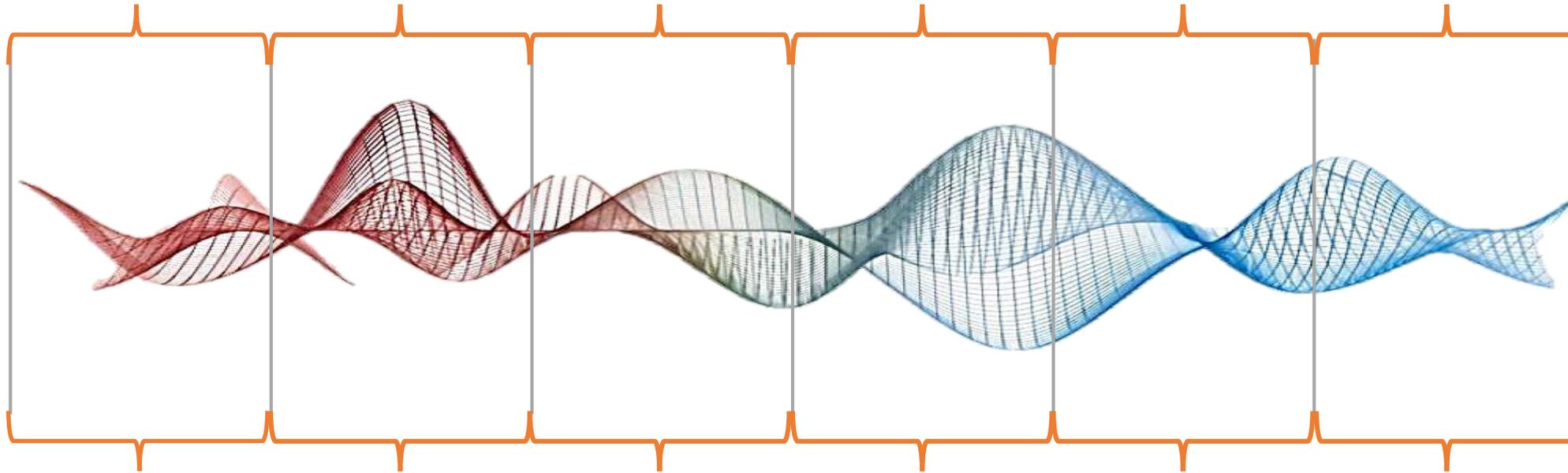
Call Reason

Rebuttal

Negotiation

Recap

Call Closing



Call Opening

Rapport &
Listening

Fact Finding

Issue
Resolution

Recap &
Branding

Call Closing

Customer Service, Escalation, Back Office

Why NEQQO?

Improve Customer Experience

- Utilize collective voice of customers
- Root causes of customer frustration
- Sentiment detection
- Deep dive omnichannel interactions



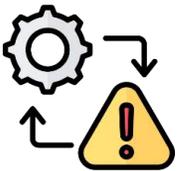
Enhance Value Proposition

- Call driver analysis
- Drive change management
- Marketing campaigns performance (new offers)



Performance & Risk Management

- Increased QA coverage through automation & efficient monitoring
- Risk management & regulatory compliance



Metrics & KPI Performance

- Improve Handle Time
- Improve First Contact Resolution
- Improve sales conversion/collections
- Increase customer retention



NEQQO – How does it work?

Leverage Speech Analytics on 100% of contact center interactions to **determine top opportunity areas**



Analyze agent trends over time to assess emerging issues for quicker action & control

Improve Compliance through timely audits and alerts



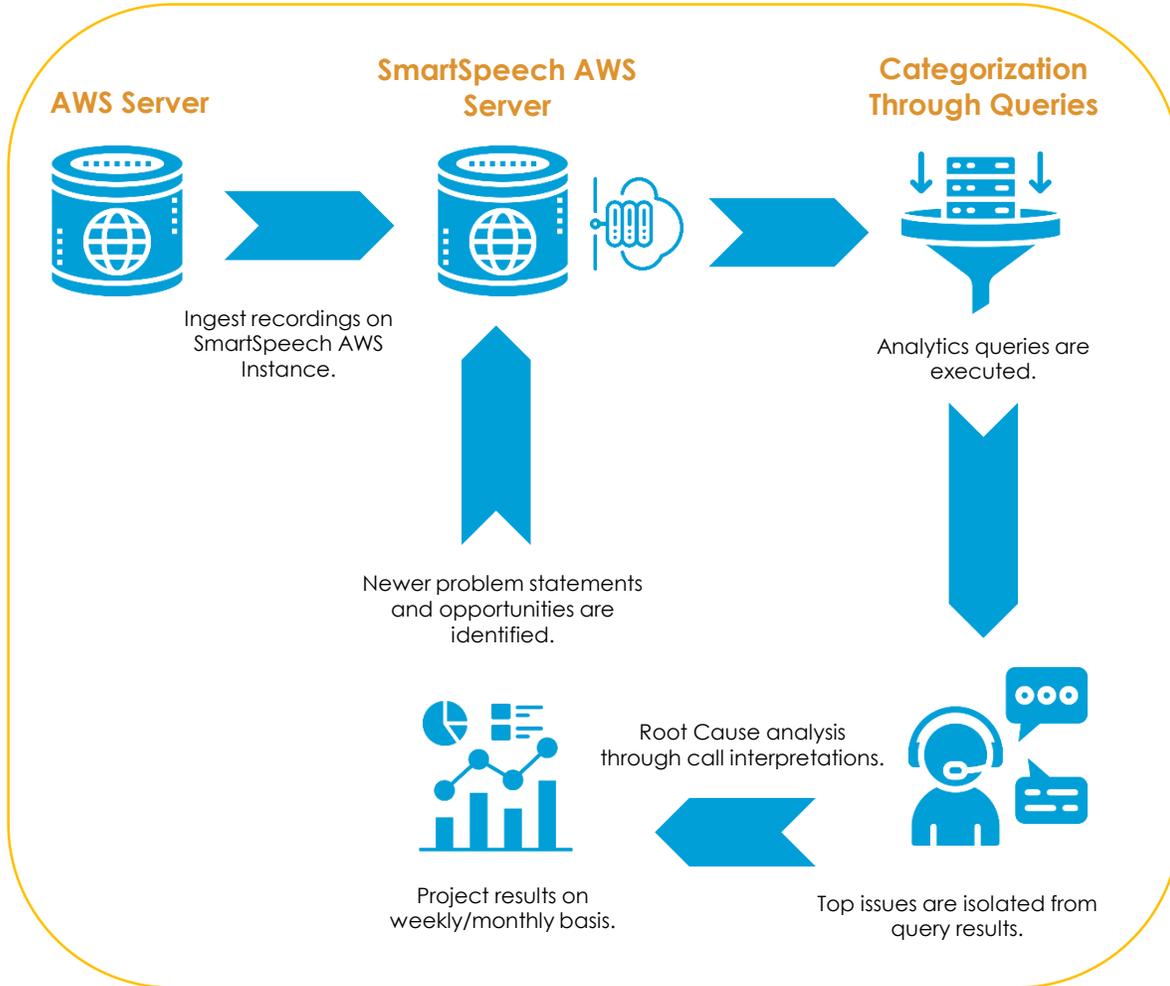
Deep Dive Analytics on prioritized interactions, to identify issue root cause

Custom Reports & Dashboards for **regular business insights and trends**



Inbuilt quality program to **drive CX and business improvement**

Actionable Insights through Speech to Text



LANGUAGES		REGIONS/ACCENTS
English		North America
		Australia
		United Kingdom
		Europe
French		Philippines
		Canada
Spanish		France
		North America
		Spain
		Mexico
		Chile
		Argentina
German		Colombia
		Panama
Italian		Germany
		Italy
Portuguese		Brazil

Reporting and Insights

Custom Reports & Dashboards for performance review

Integrated PowerBI reports for drill down insights and data correlations

Automated Alerts for instant review of critical errors

Custom QA forms for capturing maximum value through evaluations

Inbuilt calibrations and coaching functionalities for efficient quality operations



Return on Investment

Benefits ▼

Metrics & KPI Improvement

- Handle Time
- First Contact Resolution
- Sales Conversion
- Dollars Collected
- Customer Retention

Improve Customer Experience

- Voice of Customers
- Root Cause Analysis
- Sentiment Detection
- Issue Resolution
- Channel Analysis

Enhance Value Proposition

- Call Driver & Contact Method Driver Analysis
- Process Standardization & Automation
- Cost Savings

Risk Management

- 100% Call Review & Feedback
- Compliance Risk Identification & Escalations
- Unique & Repeatable Escalation Process

Customizable Web Interface

Customize interface with visualizations & targeted extracts from customer interactions

Intelligent Dashboards

Analyze multiple focus areas through integrated dashboards

Trend Based Reporting

Analyze trends over time to assess emerging issues for quicker action & control

New Hire Training

Perform new hire proficiency assessment & identify training needs based on voice interactions

Emotional Intelligence

Perform assessment of customer emotions & sentiments for better grasp of customer experience

PCI DSS Compliant

Automatically identify & redact credit card information & other PCI DSS / PII sensitive information

Cloud or On-Premise

Option to host over the cloud or on-site, thereby asserting more physical control as needed

Gender Identification

Segregate conversations based on gender to determine unique gender preferences

Silence/Talk Over Metadata

Integrate valuable metadata for silence & talk-over information

Highlights ▲

Use Cases

CSAT & DSAT – Use Case

Retail Industry

Challenge / Objective

Results

- Analyze the past 9 months trends for the DSAT Query
- Identify the Customer DSAT through Root Cause Analysis

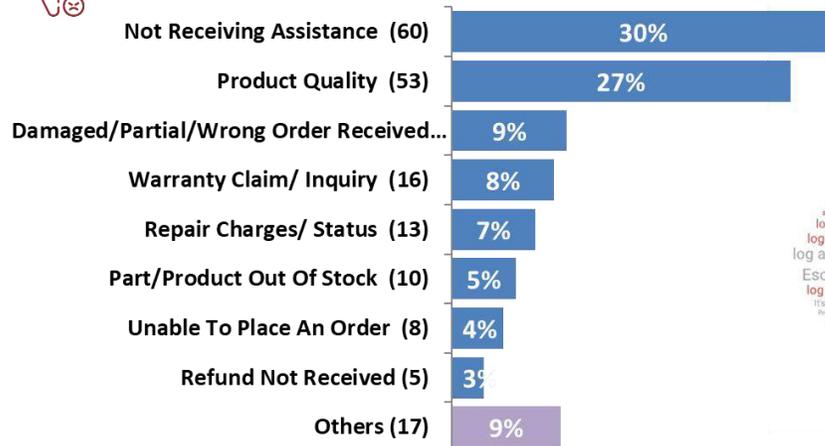


+12%
point increase



DSAT Reasons

N-200



- 30% of Interactions(59), customers were calling due to 'Not Receiving Assistance', where 45% were related to 'Dealer Denied For Assistance' (27) i.e.; "They said they had nothing to do with it"; they didn't have any parts" etc. ; increasing customer effort and repeat call rate.
- 27% of DSAT calls (53), are related to product quality issues, 75% of such complaints (31) are related to X, marks it as the most questionable product from a quality standpoint.
- 9% of Customers (18), had issues with the order received, 44% of such interactions were related to 'incomplete order received (8)' i.e.; "I got some of the parts ", " it does not have a battery" ,etc ; impacting customer's trust in the brand and significantly impacts the overall CX.

CSAT & DSAT – Use Case

Retail Industry

Challenge / Objective

Identify the calls where customer experience is impacted and may lead to customer becoming a detractor

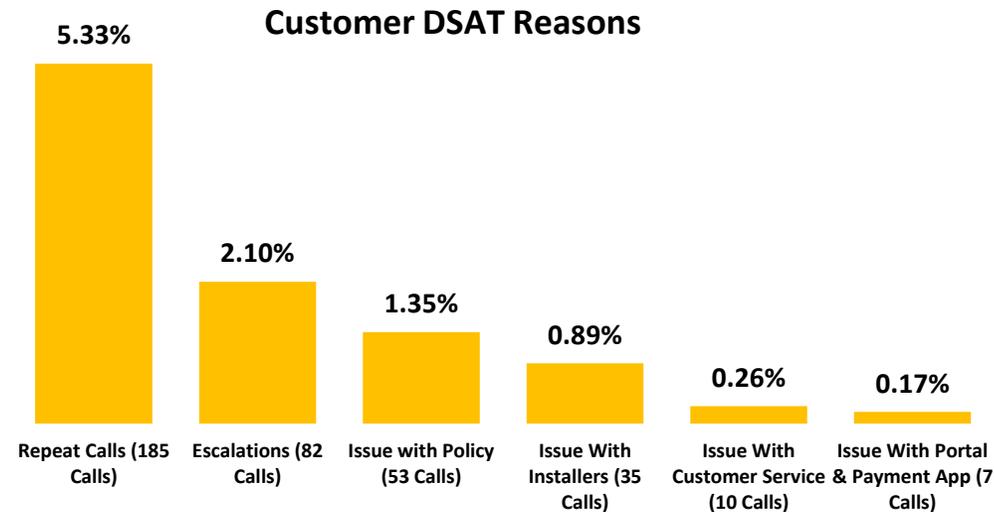
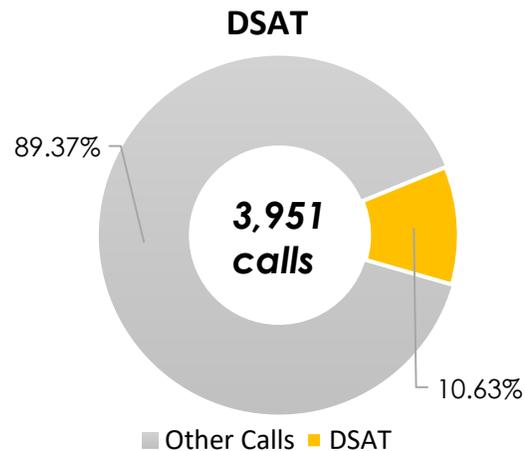
Continuous monitoring of calls with potential dissatisfied customer

Training need identification for agent improvement

Results



100%
Interactions
Reviewed



Sales & Acquisition – Use Case

Consumer Service Industry

Challenge / Objective

- Activation Fee waivers provided by agents to customers, were increasing month on month leading to revenue loss
- Supervisor approvals for Activation Fee waivers increased drastically which raised a doubt on effective compliance of the process

Results



\$2M
Return



Key Findings

- 8% of the agents were proactively giving a waiver to customer on Activation Fee
- 77% of the agents were not using waiver as a last resort to save
- Waiver on Activation Fee was only allowed if this is the last resort to save a customer/sale

Yes%	Overall
Did customer mention any specific offer or Affiliate offer?	87%
Was there an order abandonment with package details within Salesforce?	58%
Free activation was customer led (customer quotes having seen free activation, or has visited location of free activation, c	92%
Free activation was agent led (agent has offered free activation without customer confirming the above)	8%
• If free activation was agent led, it was used as a last resort to prevent losing the sale?	23%

CSAT & DSAT – Use Case

Consumer Goods Industry

Challenge / Objective

- Identify the silence reasons for calls that have 80% and above silence and are 10 Min or less
- Gauge the agent's behavior around these calls
- Showcase the information by Call type (Inbound, Outbound) and Site wise

Results



\$660K
Return

	Calls Analyzed	Total Silence Instances	Avg. Silence Instance Per Call	Avg. Silence Duration	Min. Silence Duration	Max. Silence Duration
Site A Manila	70	122	1.7	0:00:44	0:00:06	0:06:38
Site B Hyderabad	30	57	1.9	0:01:25	0:00:06	0:08:19
Site C Quezon	27	66	2.4	0:00:42	0:00:06	0:04:32
Site D Mumbai	22	54	2.5	0:00:49	0:00:06	0:04:40
Site E Chandigarh	4	13	3.3	0:00:34	0:00:06	0:02:04
Site F	2	5	2.5	0:00:16	0:00:08	0:00:24
Enterprise Level	155	317	2.0	0:00:51	0:00:06	0:08:19

On 17% of the silence instances, agents are not meeting the 60 Sec of dead air threshold at enterprise level

Call Type	Enterprise (449 Silence Instances)		60% Inbound (269 Silence Instances)		40% Outbound (180 Silence Instances)	
	Silence Instances	Distribution	Silence Instances	Distribution	Silence Instances	Distribution
Short Silence Instances (5 Sec. or less)	132	29%	89	33%	43	24%
Silence Meeting The Threshold (60 Sec or below)	239	53%	132	49%	107	59%
Silence Not Meeting The Threshold	78	17%	48	18%	30	17%

Compliance & CSAT – Use Case

Health & Wellness Industry

Challenge / Objective

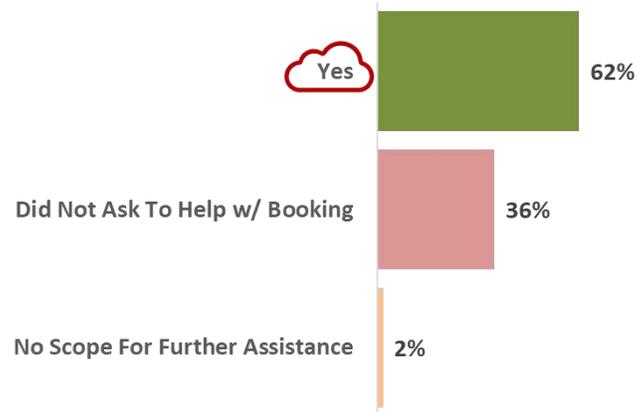
- Observe if Agents are reading the Medical Disclaimer appropriately
- Capture the VOC or any complaints they might have with the services being offered
- Automate the identified call drivers and compliance script through speech

Results

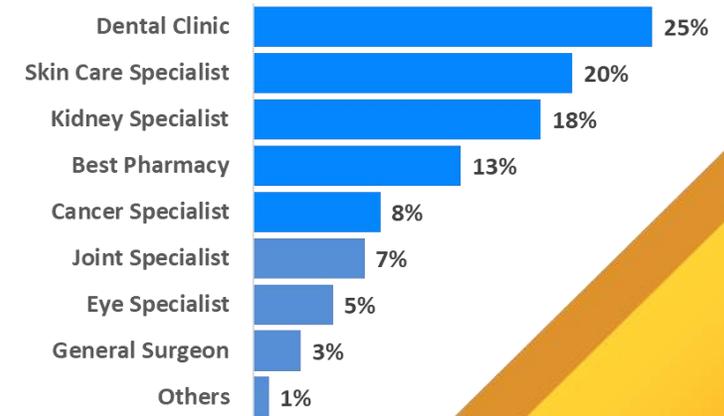


\$1.2M Savings

Extended Support For Booking An Appointment



Call Reasons_Specialist Location Request



Issue Resolution & CSAT – Use Case

Consumer Service Industry

Challenge / Objective

Results

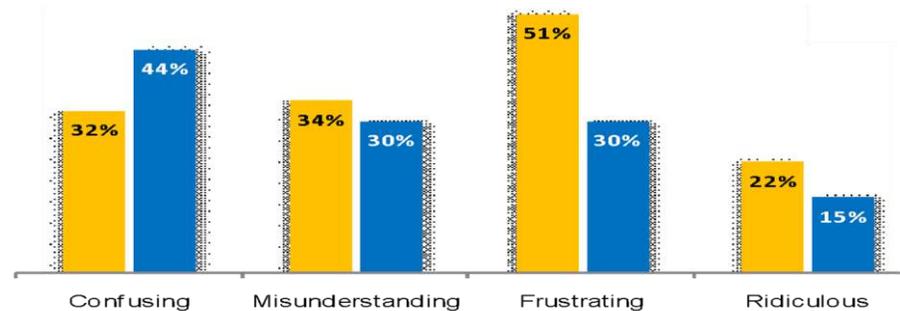
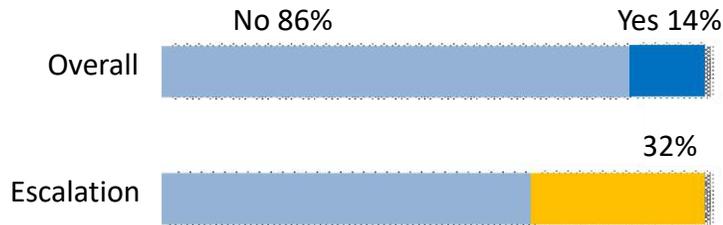
Identify reasons of customer dissatisfaction and drill down on potential escalations



Issue Resolution & Customer Rapport Improvement

Client frustration over issue resolution and/or misinformation is another leading indicator of a likely escalation

Clients Expressed Negative Sentiments



Escalation Indicators - Overall

Clients confused about claim filing procedure & co-pay percentages

Confusion about EOB & coverage policies

Misunderstanding on co-payment & received a bill

Long time taken by Vendor in providing a list of in network providers



Actual Escalations

Clients dissatisfied & confused about denied/delayed claim

Conflicting information about coverage & network providers insurance carriers/Accolade

Received bill for expected coverage

Vendor not able to provide any in network provider in vicinity

Outbound Voicemail – Use Case

Consumer Service Industry

Challenge / Objective

- Observe if Voicemail is being shared as per script
- Listen for agent's choice of words while leaving voicemail to gauge tone of the message

Results

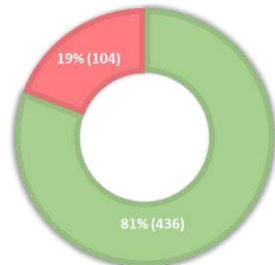


Improved Customer Call Back Rate



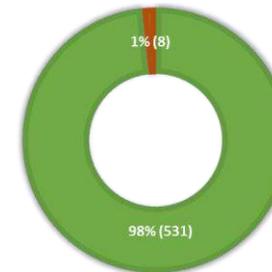
Key Findings

Any unnecessary information Provided



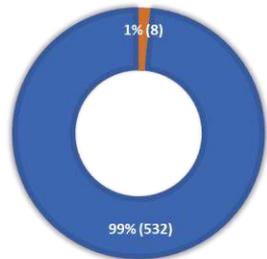
- ❑ On 104 calls, agents shared unnecessary information
- ❑ On 61/104 calls, agents shared X department details while sharing Voicemail
- ❑ On 41/104 calls, agents mentioned customer's name, stating "This message is for 'customer's name'"

Did the agent use appropriate tone?



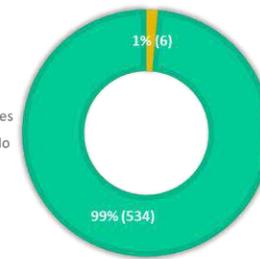
- ❑ On 8 calls, agent's tone was inappropriate
- ❑ On these 8 calls, agents sounded commanding/rude

Was call disconnected prior/ middle of message delivery?



- ❑ On 8 instances, the call got disconnected prior or in between the message delivery

Was there any background noise on call?



- ❑ On 6 instances, there was background noise from agent's end
- ❑ The background noise was of someone's talking or the phone ringing

Performance Analysis – Use Case

Continuous Improvement

Challenge / Objective

Results

- Monthly analysis for continuous improvement in KPI's



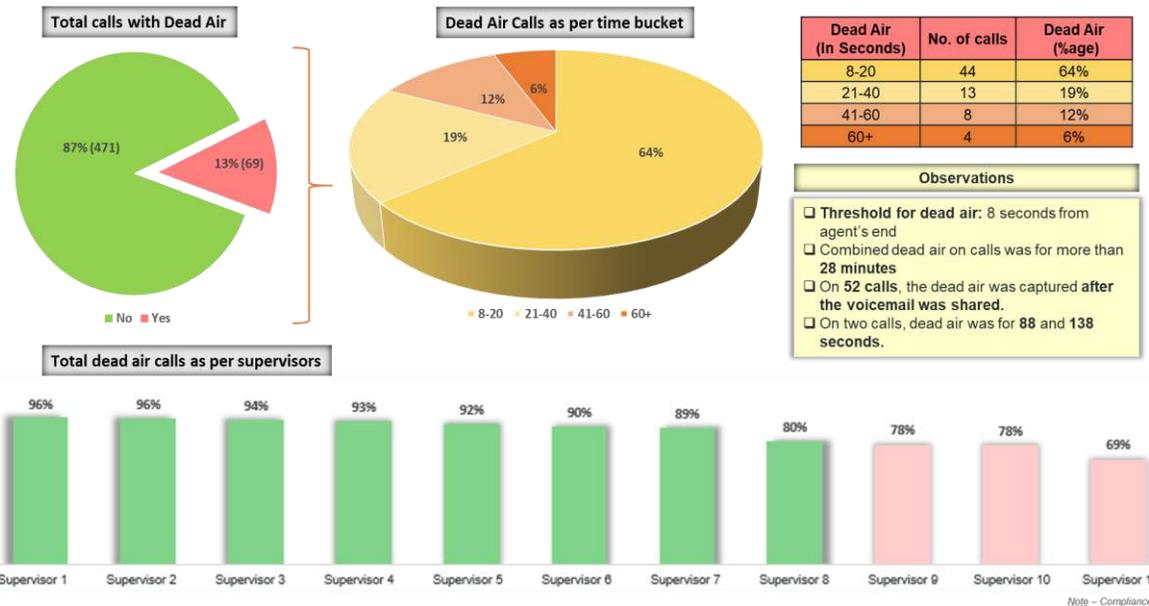
8%+ Revenue Metrics

13%+ Cost Reduction



Key Findings

- 66% (355/540) compliance was observed while sharing Voicemail as per script
- On 19% (104/540) calls, unnecessary information was shared
- Out of total call duration of 5.9 hours, dead was observed for 28 minutes



Conversion Rate – Use Case

Consumer Service Industry

Challenge / Objective

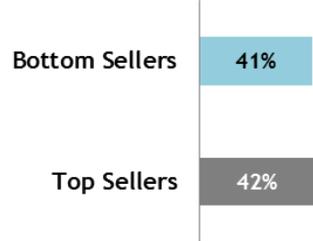
- Identify what are the key differentiators between Top and Bottom Sellers
- Recommendations to improve Top Line

Results

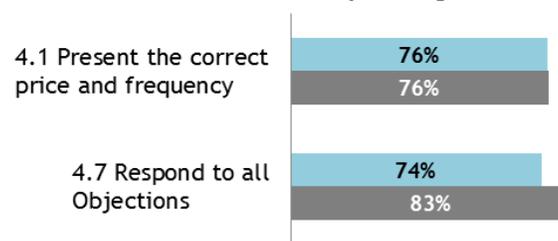


**+1.4M
Revenue Annually**

Section- Price Presentation

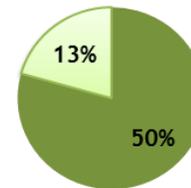


Attributes Impacting Scores

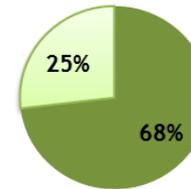


Sale Conversion

Respond to all Objections



Correct Price and Frequency



■ Top Sellers ■ Bottom Sellers

Additional Observations -

- Top sellers are providing more rebuttals
- Top sellers explain value in details (Minimum 3 values are shared)
- Bottom sellers prefer lowering the plan/providing discount as first rebuttal

Attributes	Top Sellers	Bottom Sellers
<i>Present the correct Price & Frequency</i>	Leads - Shared on 91% calls Agreement - Shared on 37% calls	Leads - Shared on 80% calls Agreement - Shared on 50% calls
<i>Respond to all objections</i>	Rebuttals - Shared on 80% calls Discount/Lower Plan - Shared on 36% calls Value - Shared on 89% calls	Rebuttals - Shared on 63% calls Discount/Lower Plan - Shared on 50% calls Value - Shared on 86% calls

Conversion Rate – Use Case

Consumer Service Industry

Challenge / Objective

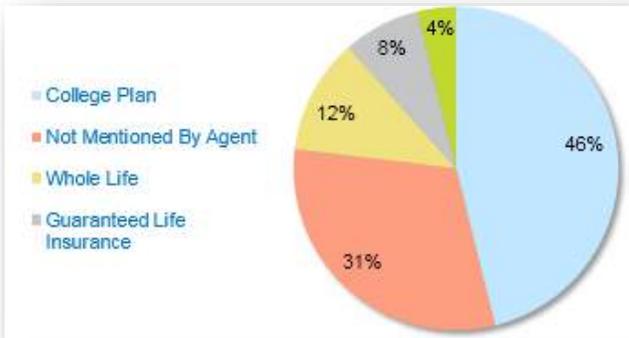
Results

Limited information on how agents are handling sales prospects on inbound sales and service calls.

Looked into 6 monthly date range in sales and service calls



**+520K
Revenue Annually**



Objections for Not Buying	Contribution	Attempt to overcome objections
Not Interested	50%	No attempt to overcome objections
Already Has insurance	31%	No attempt to overcome objections
Can't Afford More Policies At Present	13%	1) Way more affordable, 2) Send information as email
Has Paper Work For the College Plan	6%	3) Offered To Give More Information

First Contact Resolution – Use Case

Consumer Service Industry

Challenge / Objective

Results

44% of service calls were repeats of which 9% of customers called 2-5 times within 30 days of issue resolution

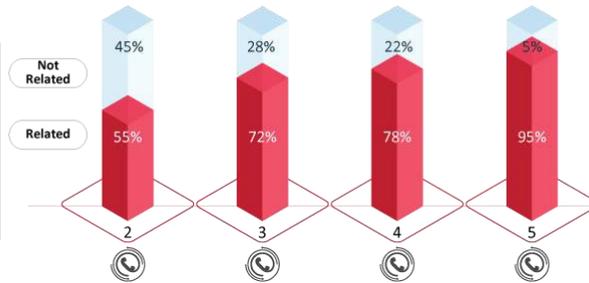


**+400K
Cost Reduction**

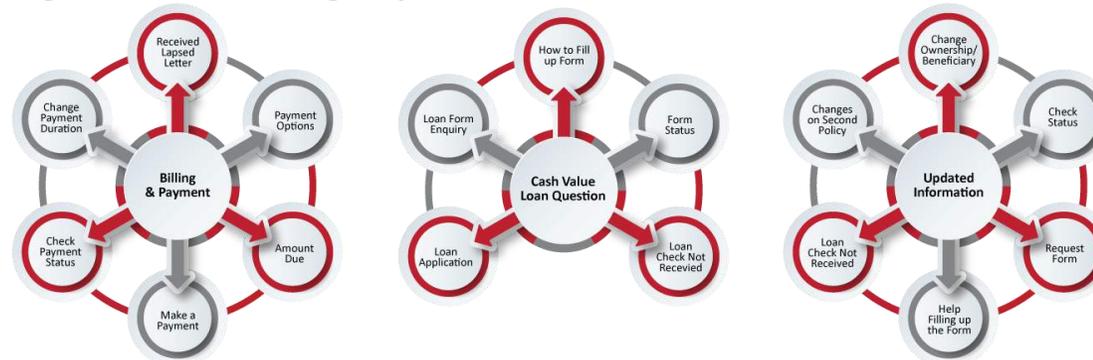
Repeat Call Driver (Related Issues) **Total Contribution**

Billing & Payment	35%
Cash Value/ Loan Question	23%
Information About Form/Letter/Fax	15%
Question About Cancellation	7%
Reinstatement	6%
Claim/General	6%
Update Information	6%
Others	3%

Repeat Call - Series Breakdown



Categories Generating Repeat Interactions





THANK YOU

“Making Lives Better, One Connection at a Time”

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