

# NEQQO

Never Ending Quantitative Qualitative Observations





*Never Ending Quantitative Qualitative Observations*

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<sup>m+</sup>**

**27%**

**15%**

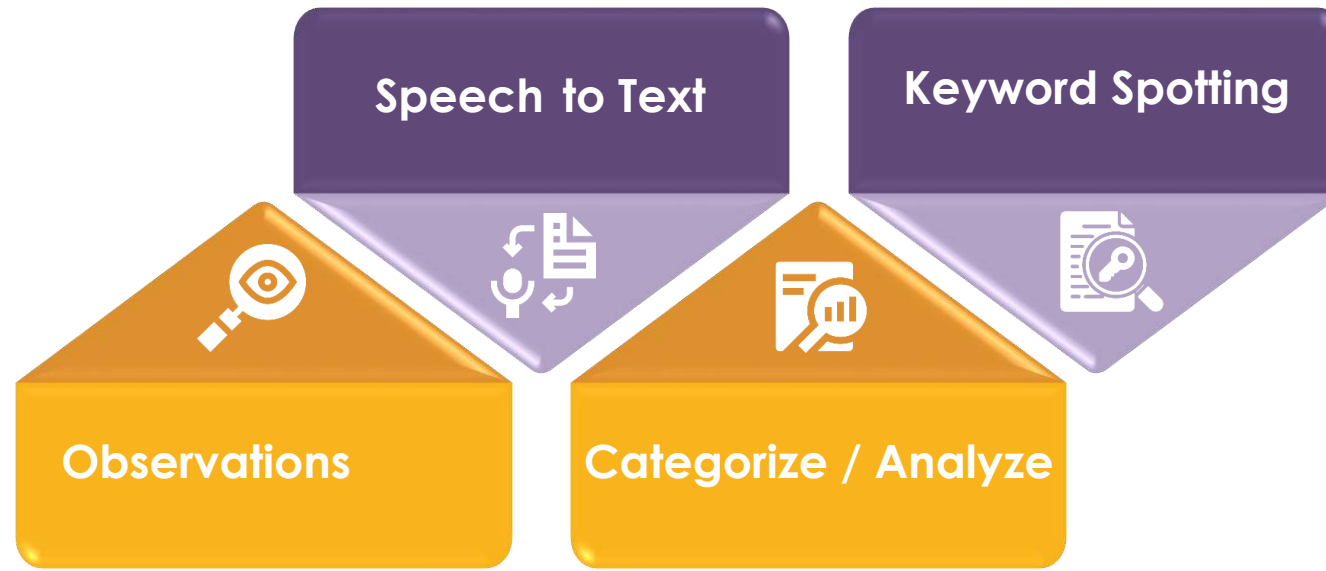
Cost savings for  
clients via process  
improvement  
projects.

Average increase  
in Net Promoter  
Score for clients.

Improvement in  
customer  
satisfaction ratings  
(CSAT) for clients.



# Speech Analytics

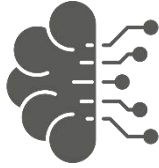


Speech analytics is the process of analyzing recorded calls to gather customer information, to improve communication and future interaction. The process is primarily used by customer contact centers to extract information buried in client interactions with an enterprise

# Speech Analytics Capabilities

## User Friendly Query Builder

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



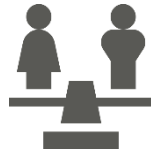
## Sentiment

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



01

02

03

04

05

06

07

08

## 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

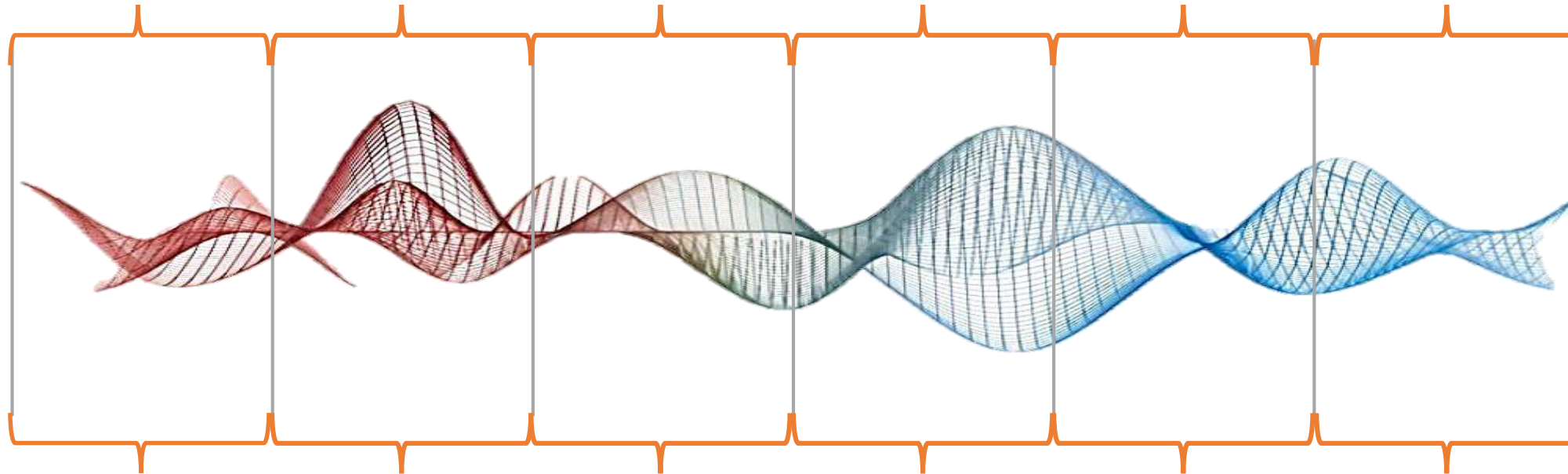
Call Reason

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



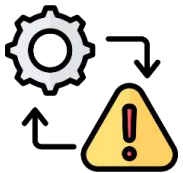
## Enhance Value Proposition

- 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

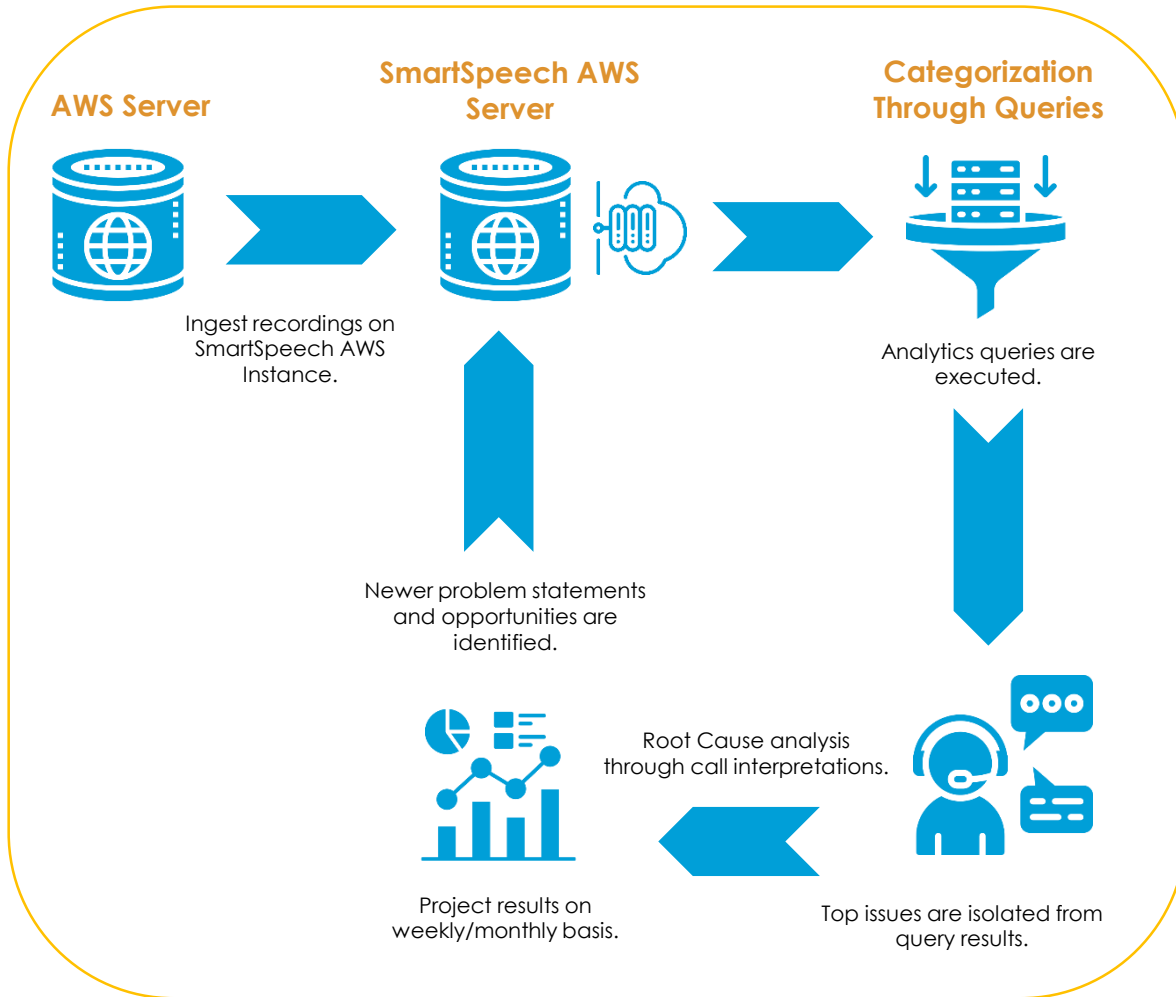
**Deep Dive Analytics** on prioritized interactions, to identify issue root cause







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       |
|            |   | Colombia        |
| German     |  | Panama          |
|            |   | Germany         |
|            |   | Italy           |
| Italian    |  |                 |
| 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

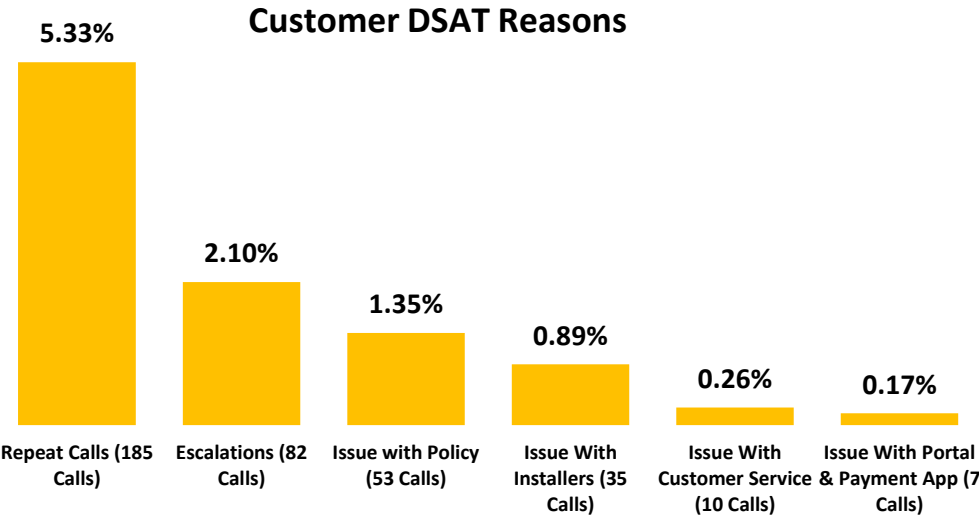
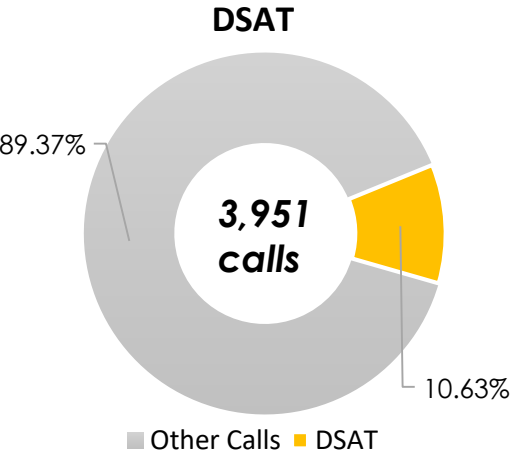
## Challenge / Objective

- 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

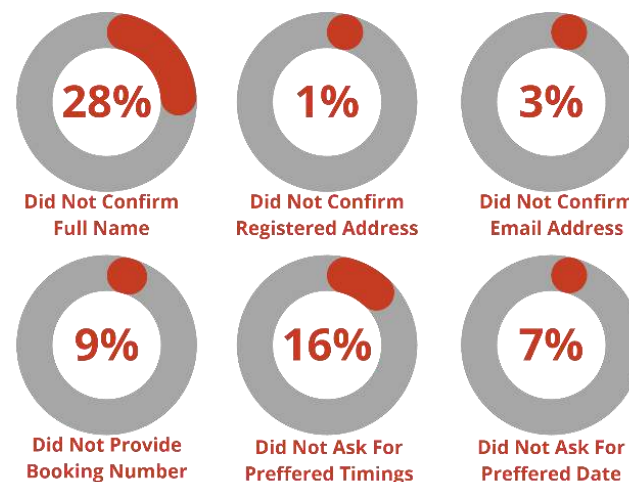
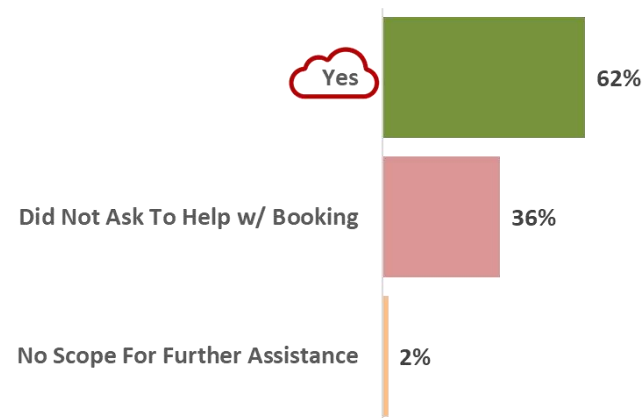
- Observe if Agents are reading the Medical Disclaimer appropriately
- Capture the VOC or any complaints they might have with the services being offered
- Automate the identified call drivers and compliance script through speech

Results

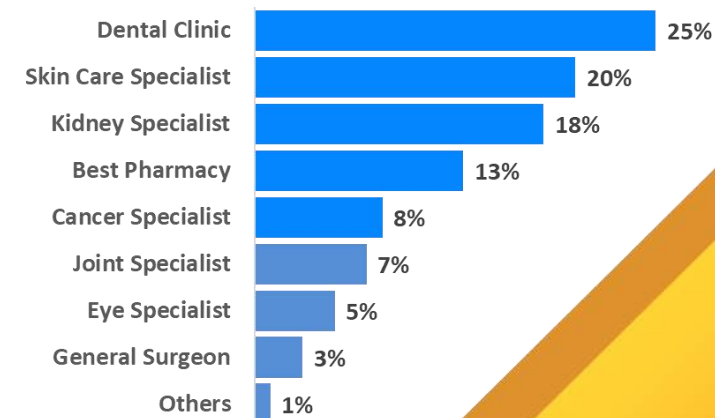


**\$1.2M  
Savings**

## Extended Support For Booking An Appointment



## Call Reasons\_Specialist Location Request



# Issue Resolution & CSAT – Use Case

## Consumer Service Industry

## Challenge / Objective

Identify reasons of customer dissatisfaction and drill down on potential escalations

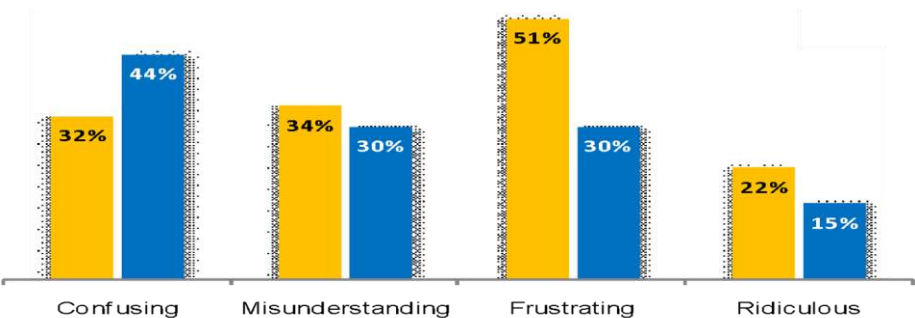
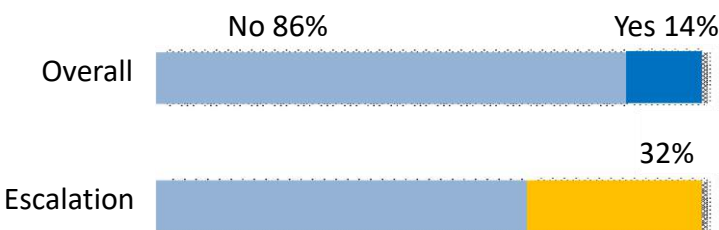
## Results



## 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

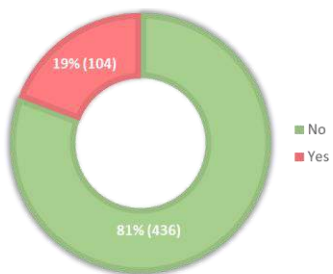


Improved  
Customer Call  
Back Rate



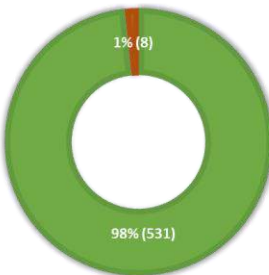
## Key Findings

### Any unnecessary information Provided



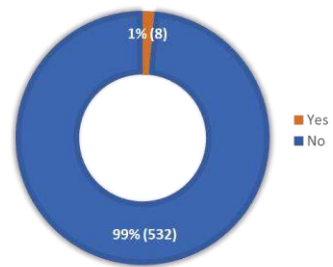
- ❑ On 104 calls, agents shared unnecessary information
- ❑ On 61/104 calls, agents shared X department details while sharing Voicemail
- ❑ On 41/104 calls, agents mentioned customer's name, stating "This message is for 'customer's name'"

### Did the agent use appropriate tone?



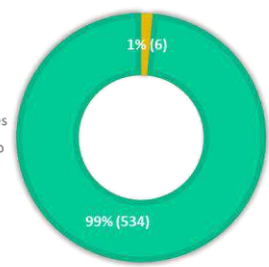
- ❑ On 8 calls, agent's tone was inappropriate
- ❑ On these 8 calls, agents sounded commanding/rude

### 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

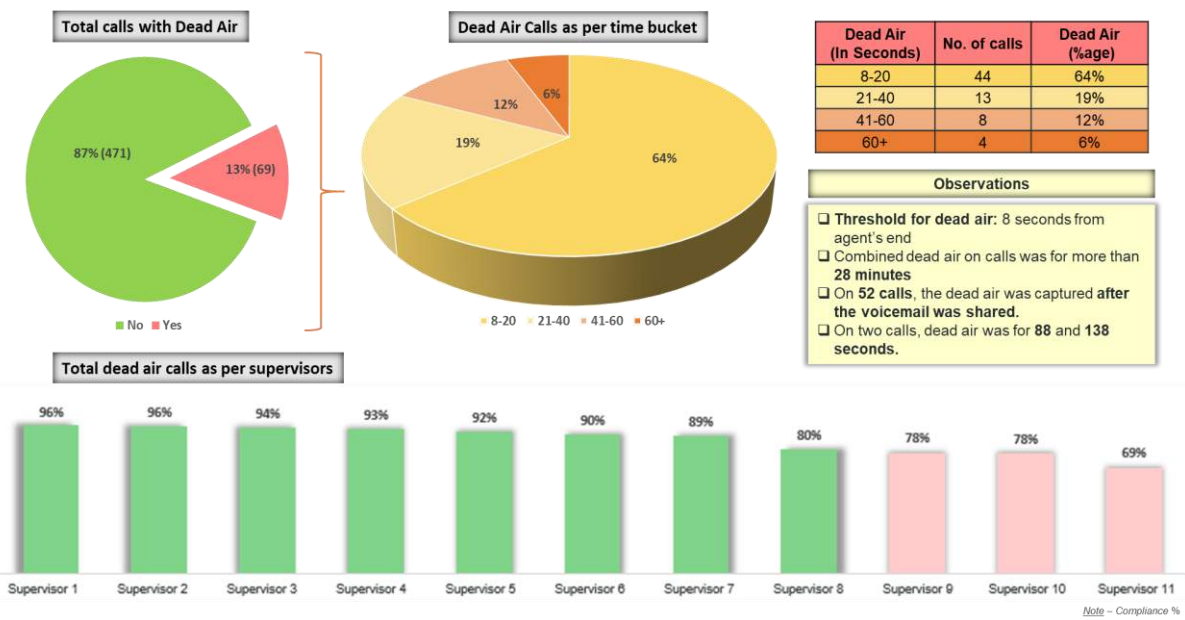
8%+  
Revenue Metrics

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

Bottom Sellers

41%

Top Sellers

42%

### Attributes Impacting Scores

4.1 Present the correct price and frequency

76%

76%

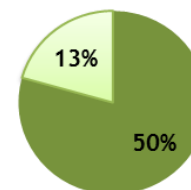
4.7 Respond to all Objections

74%

83%

### Sale Conversion

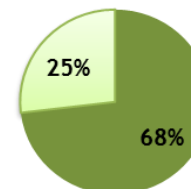
Respond to all Objections



■ Top Sellers

■ Bottom Sellers

Correct Price and Frequency



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

# Conversion Rate – Use Case

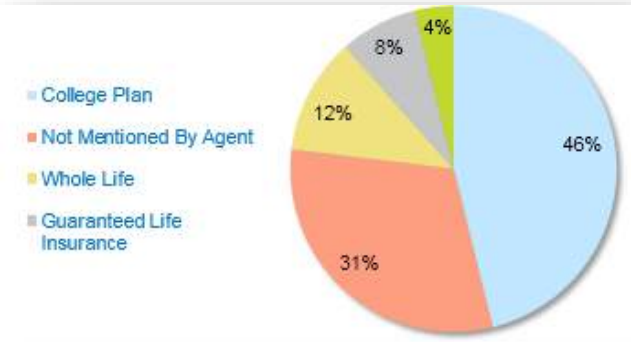
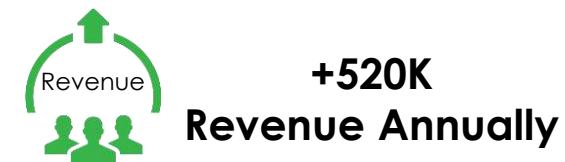
## Consumer Service Industry

## 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



| 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

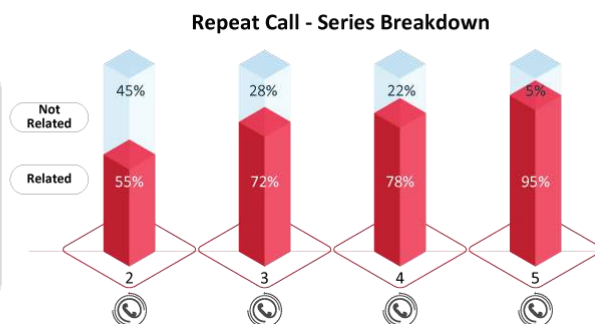
44% of service calls were repeats of which 9% of customers called 2-5 times within 30 days of issue resolution

Results

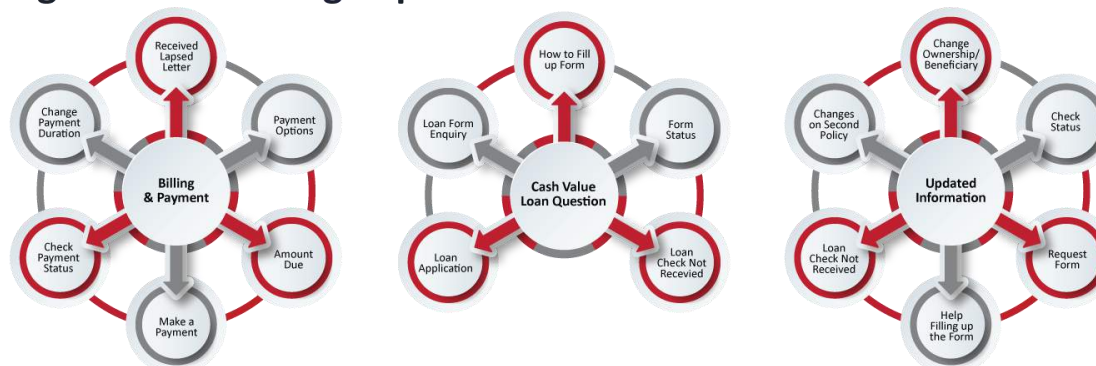


**+400K**  
**Cost Reduction**

| 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%                 |



## Categories Generating Repeat Interactions







# THANK YOU

*“Making Lives Better, One Connection at a Time”*

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