

# PROFESSIONAL SERVICES

## Business Consulting Services

Reengineering and optimizing business processes for increased efficiency, productivity, and adaptability



### **Business Process Engineering**

Solutions for businesses who want to improve their processes and critical CX metrics like NPS and CSAT

- NPS Surveys
- User Journeys
- Key driver analytics
- Mystery Shopping



### **Market Research**

Conducting comprehensive market studies, competitive assessments, benchmarking, and covert customer evaluations to inform strategic planning.



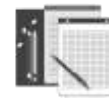
### **Analytics Solutions**

- Robotic Process Automation
- Speech Analytics
- NEQQO Business Insights Solution
- Data Visualization



### **GooseTek**

- Outbound IVC
- Self Serve IVR
- Live Chat
- Email
- SMS
- CRM
- Contract Management
- Digital Collections



### **Learning & Content Development**

- Curriculum Development
- Content Solutions
- Marketing & Comms



### **Workforce Management Solution**

Managed Services offered by WFM team includes Forecasting, Scheduling & Real Time Analysis

# BUSINESS CONSULTING SERVICES



## Business Process Engineering

### Customer Experience Improvement

**CSAT/NPS Surveys** – Customers are the key to success for every business. Get insights and find opportunities to grow your business with online CSAT/NPS surveys. NPS surveys are widely used due to their simplicity, effectiveness, and ability to provide a quick and standardized measure of customer sentiment. They are employed across various industries as a valuable tool for gauging customer loyalty and guiding strategic decisions.

- NPS surveys help you collect detailed feedback
- Customers are more honest in their answers
- Is focused on overall or end-to-end experience
- Is a better indicator for long-term happiness
- Measures and helps you improve brand loyalty
- Provides a solid metric for predicting future growth

Our team will invest time in understanding the “as-is” processes to understand the opportunity areas and create customer experience measurement mechanism. The objective is to design and deploy Bill Gosling’s survey solution effectively and efficiently to improve customer experience.



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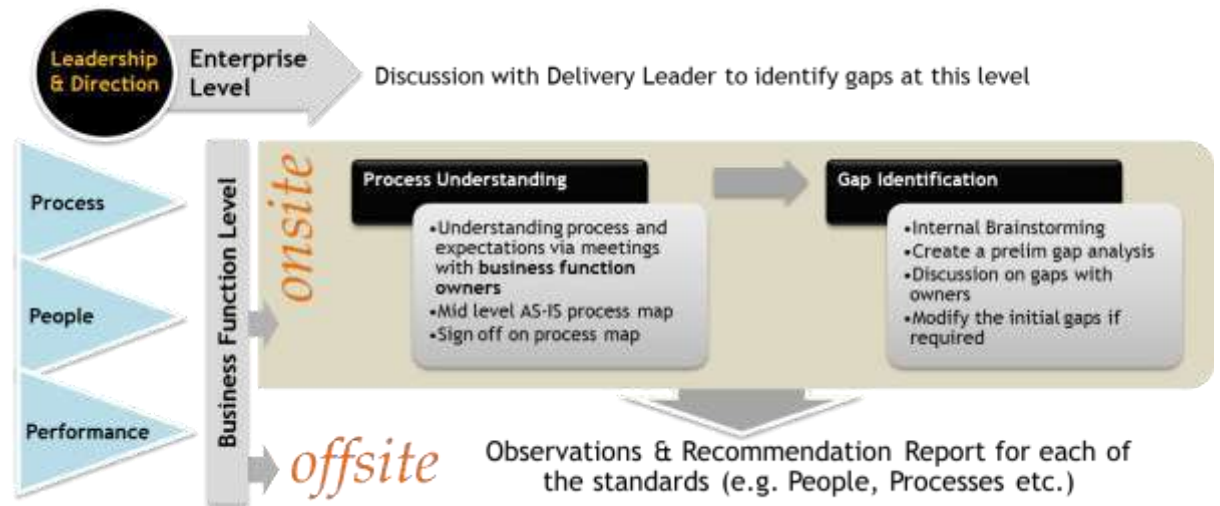
## Surveys – Work Example



## Key Driver Analytics

### A Performance Management System for Contacts Centers and Centers of Operations

- Assess and measure KPIs depicting FCR, AHT, CSAT, Agent and Process performance metrics
- The adoption and consistent implementation of best practices for managing customer experience, service, quality and efficiency
- Ensuring all of your targets are benchmarked against global, high performing organizations
- Consistent achievement of the majority of your contact center's targets and objectives
- Corrective actions taken for weak processes and underperforming areas of your operation



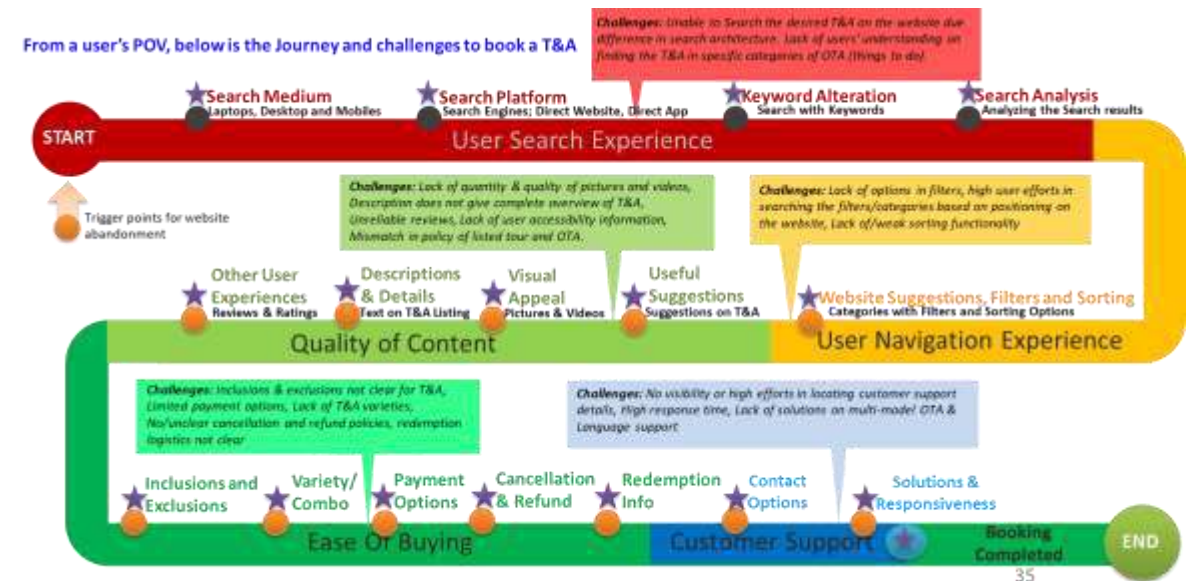
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## User Journeys

User journey mapping is a strategic tool used in the field of user experience (UX) design and customer experience management. It involves creating visual representations or diagrams that illustrate the entire experience a user has with a product, service, or brand across various touchpoints. **The goal is to understand and analyze the user's interactions, emotions, and perceptions at each stage of their journey.**

**User journey mapping is valuable for businesses because it helps:**

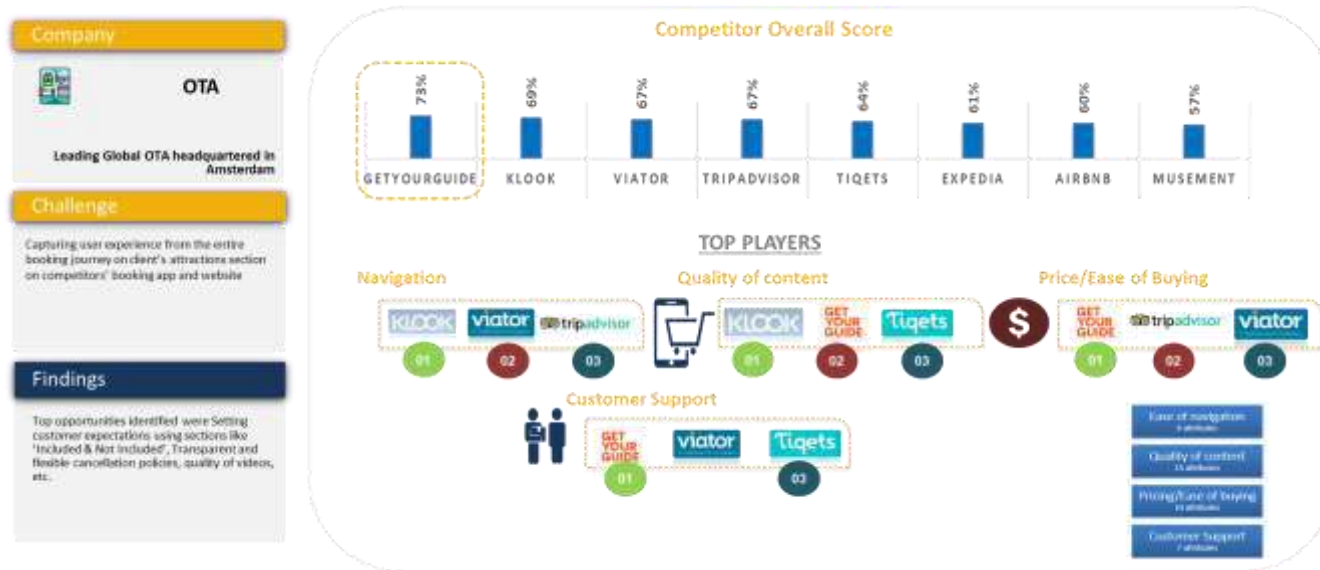
- Visualize the User Experience: Gain a holistic view of the user's interactions and experiences over time.
- Identify Pain Points: Pinpoint areas where users may encounter difficulties or frustrations, allowing for targeted improvements.
- Optimize Touchpoints: Enhance specific touchpoints to create a more seamless and enjoyable user experience.
- Align with User Needs: Understand user needs and expectations, ensuring that the product or service meets or exceeds those expectations.
- Facilitate Cross-Functional Collaboration: Promote collaboration among different teams (e.g., marketing, design, customer support) to create a consistent and cohesive user experience.





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## User Journey – Work Example



## Mystery Shopping

Anonymously assess and evaluate the customer experience, service quality, and operational standards within a company's own or competitors' establishments. Our services are valuable for businesses across various industries seeking to gain a firsthand understanding of their customer service quality and operational effectiveness.

### **1.Objective Evaluation:**

Conduct anonymous and objective assessments of customer experiences, interactions, and service quality within a business or retail environment.

### **2.Undercover Inspections:**

Employ trained mystery shoppers who pose as regular customers to evaluate various aspects of the business, such as customer service, employee performance, and adherence to operational standards.

### **3.Customized Scenarios:**

Create specific scenarios or use cases tailored to the client's objectives, allowing businesses to assess particular aspects of their operations or customer interactions.

### **4.Performance Metrics:**

Utilize predetermined performance metrics and key performance indicators (KPIs) to measure and evaluate the effectiveness of employees, service delivery, and adherence to brand standards.

### **5.Comprehensive Reporting:**

Generate detailed and actionable reports based on the mystery shopping experiences, including insights, recommendations, and areas for improvement. These reports often include both quantitative data and qualitative observations.

### **6.Customer Perception Insights**

Provide insights into how customers perceive and experience a brand, helping businesses identify strengths, weaknesses, and opportunities for enhancement.

# BUSINESS CONSULTING SERVICES

## Mystery Shopping – Work Examples



Shared insights and comparison with other Industry Leaders, **on customer experience and performance opportunities at overall and agent level**



Compared **pre-enrolment process** across top online education universities in order to determine best practices for improved conversion



Helped HP to understand the comparison of key metrics like **FCR, CSAT & IVR automation across 4 different competitors**



Compared Expedia's **measurement of 'Customer Experience'** and their key drivers with other organizations in similar industry



Compared key competitors for **user experience and taxonomy comparison** across top global Tours & Attractions players in the market to help the client in understanding what works well with customers and what doesn't



Competitive Intelligence helps Global Restaurant Aggregator boost revenues and improve operational strategies

# BUSINESS CONSULTING SERVICES



## Market Research/Competitor Analysis

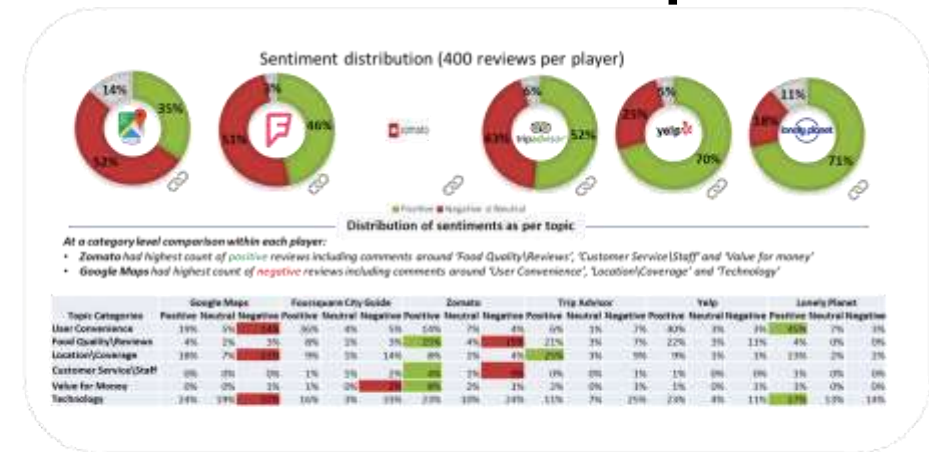
Perfect for companies looking for ways to improve their customer experience via research and analytics.

- Market Research
- Predictive Analytics
- Big Data Analytics

### Our Approach:

- Gain a deep understanding of clients' target market, customers, and industry
- Collecting and analyzing data to identify market trends, consumer preferences, competitive landscapes
- Provide expert guidance and strategic insights to help businesses make informed decisions
- Variety of research methods such as interviews, global surveys, focus groups, and online research
- Competitive analysis to help businesses understand their position in the market and identify potential threats
- Actionable recommendations and strategies based on research findings

## Market Research – Work Example



# BUSINESS CONSULTING SERVICES

## Competitor Analysis – Work Example





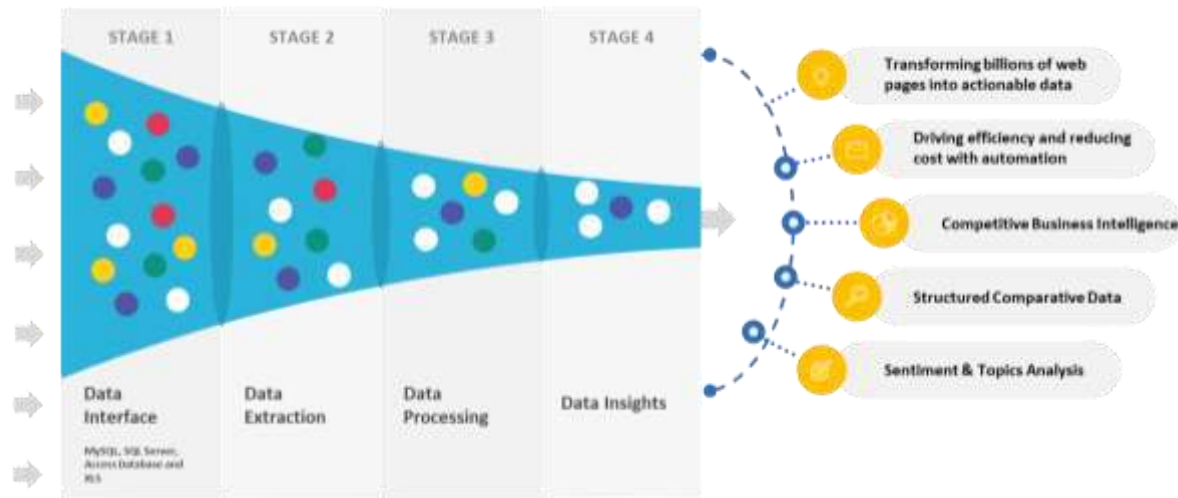
# TECHNOLOGY SUITE



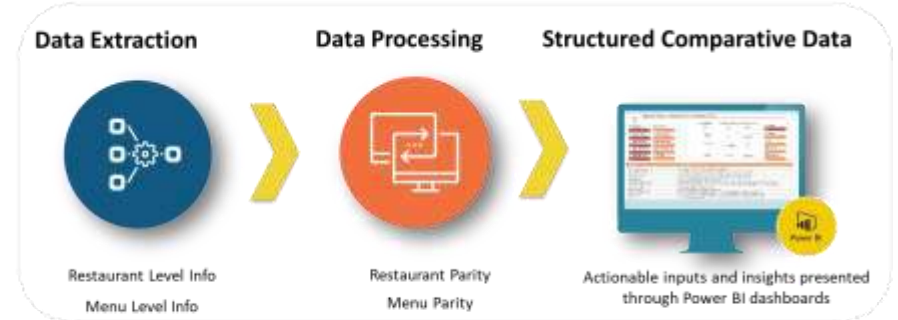
## Robotic Process Automation

Web Scraping and analytics for structured competitive insights, sentiment analysis and actionable BI, to elevate efficiency gains, through reduction in costs and dependencies in a process through automation.

- Data Scraping
- Data Processing
- Insights



## RPA – Work Example



# TECHNOLOGY SUITE

## Speech/Interaction Analytics

Providing comprehensive analysis of interactions on NEQQO or client's speech/interaction analytics tool to extract meaningful insights, optimize customer interactions, and enhance business strategies.



### Key Features:

- **Compliance Automation:** Automation of ~40%-50% of QA form attributes to boost efficiency
- **Sentiment** - Based on linguistic analysis, all transcripts will indicate where sentiment is positive or negative
- **Gender Identification** - All transcripts will indicate the gender of agent and caller
- **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, and where it is worsening or improving
- **Vocabulary Substitutions** - Key words (such as product names) can be entered into the transcription system, in order to correctly transcribe these important words
- **Redaction** - All transcripts will have sensitive information (such as credit card and Social Security numbers) redacted, to ensure compliance
- **Cloud or on premise** - Option to host over the cloud or on-site, thereby asserting more physical control as needed
- **Ingest/transcribe 100 hours of audio in less than 1 hour** (1000 calls with an ACD of 10 minutes can be ingested in less than 1.5 hours)
- **Option to export JSON/txt files** to other analytics platforms
- **Dedicated business analysts** to drive all value - add initiatives

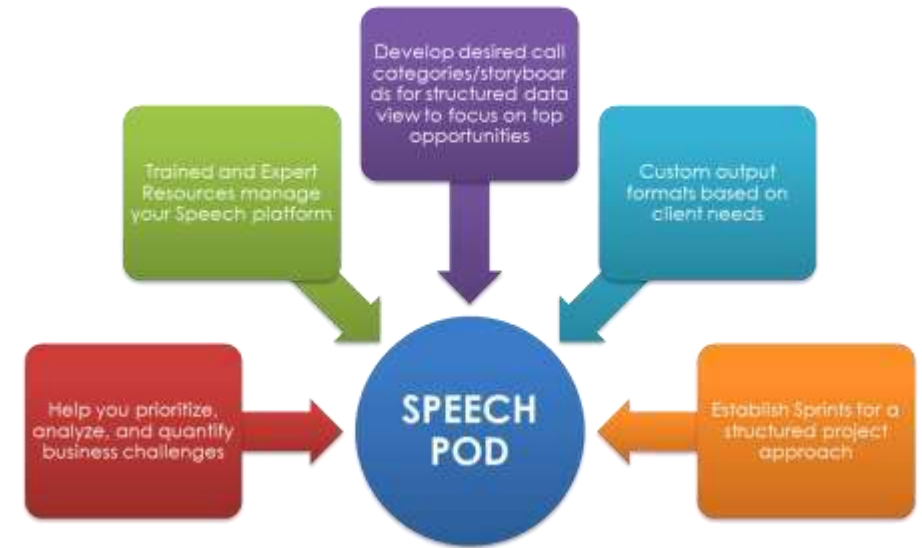
# TECHNOLOGY SUITE

## Managed Services for Speech Analytics

**Speech Analytics Managed Services** can assist you in expediting the adoption of your Speech Analytics solution and optimizing its advantages, enabling you to reach your objectives of revenue growth, cost reduction, and improved customer experience.

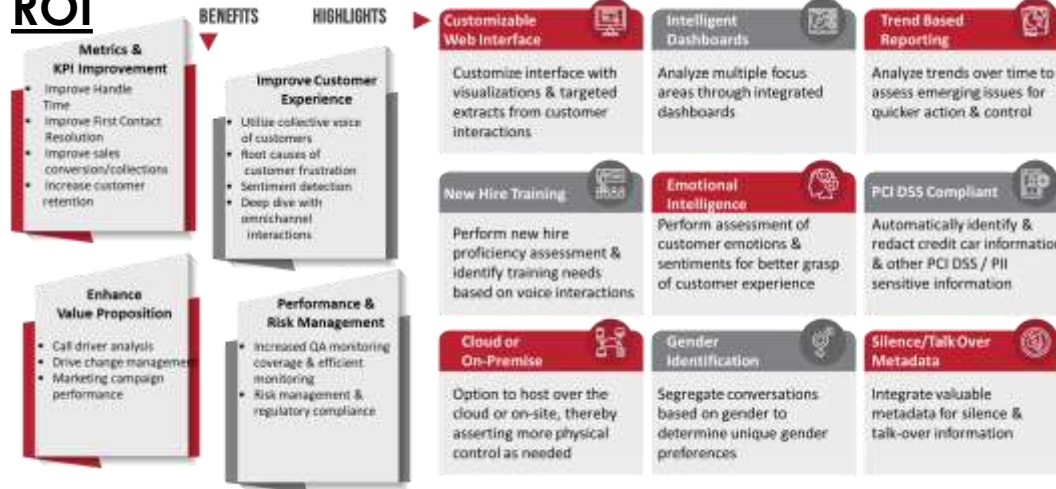
Through our Speech analytics managed services, you can maintain your concentration on managing your business, while we handle your daily application management duties and functions. This support helps improve your operational efficiency and accelerates your technology investment's sustainable returns. These valuable services offer access to a team of specialists who assist you in transitioning from your vision to practical implementation, delivering tangible business results. This comprehensive service package comprises three key elements: focus area analysis, business trend reporting, change management reporting, and opportunity and benefits analysis.

- **Program Management:** A designated business analyst acts as your primary point of contact to oversee your service, assisting you in maintaining your course toward achieving business objectives. Working closely with you, this consultant will offer proactive assessments through skillful calls, executive briefings, and quarterly business reviews.
- **Business Insights:** Your speech analytics managed services team provides continuous reporting, root cause analysis, and offers recommendations regarding customer satisfaction trends and opportunities for reducing service failures and enhancing agent productivity. These actions are all intended to support your efforts to boost revenue, reduce expenses, and bolster customer loyalty.
- **Operational Management:** Our business analysts deliver proactive services and analyses, tailoring your Speech Analytics solution to ensure it remains in sync with your evolving business practices and initiatives. Common tasks encompass enhancing speech categorization, optimizing phonetic capabilities, refining reporting, and enabling user-friendly features.



# TECHNOLOGY SUITE

## ROI



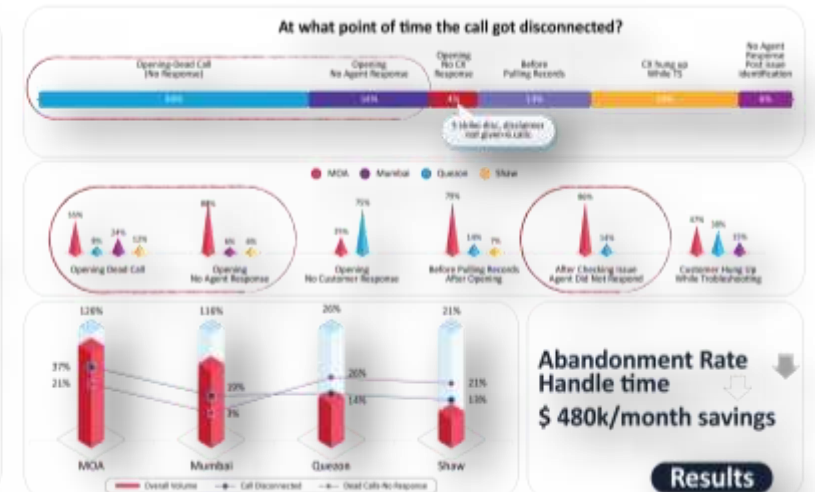
## Speech Analytics – Work Examples

- Biggest computer manufacturer in US
- Sites in 30 countries
- Annual revenue of over \$110 billion

**Disconnects - Nearly 18% of over volume**

**Dead air / no response: Over 12% of overall call volume**

**Duration saved with 18% improvement = 248,430 minutes per month**





# TECHNOLOGY SUITE



Leading Telecom Company in US



Over 2.5 million subscribers



Founded 2001

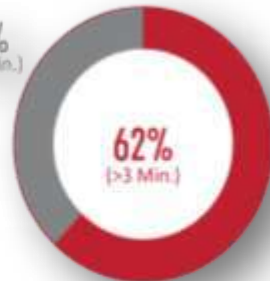
**38% of the volume were short calls, Negative customer experience due to transfers increase month on month**

Before

**\$580k saved annually**

After

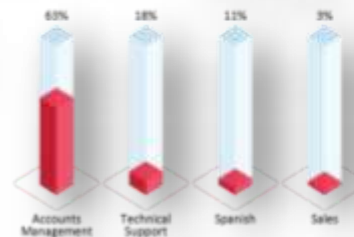
38%  
(<3 Min.)



At Enterprise Level

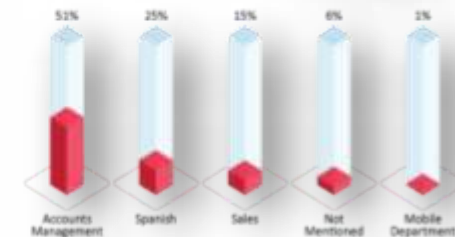
## Customer Service

92% - Contribution



## Technical Support

91% - Contribution



## Top Account, Billing & Plan Related Questions

## Category

Account Cancellation Status

Account

Confirm/Change Account Information

Account

Set Up Online Account/Reset Pin

Account

Can I Place account On Hold

Account

Balance/Due Date Enquiry

Billing

Payment Status

Billing

Question About Taxes/Fees

Billing

Charges for Calling a Specific Country

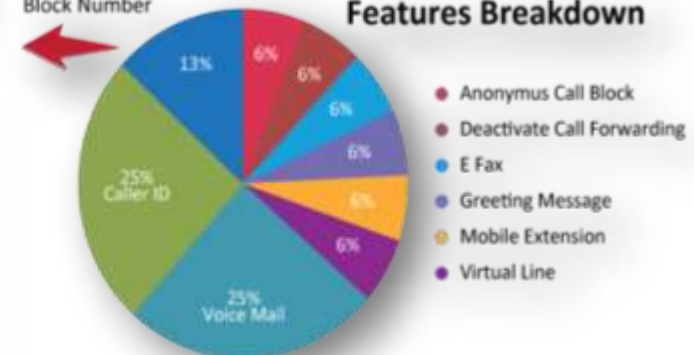
Plan

If Landline Calls are Free

Plan

Block Number

## Features Breakdown



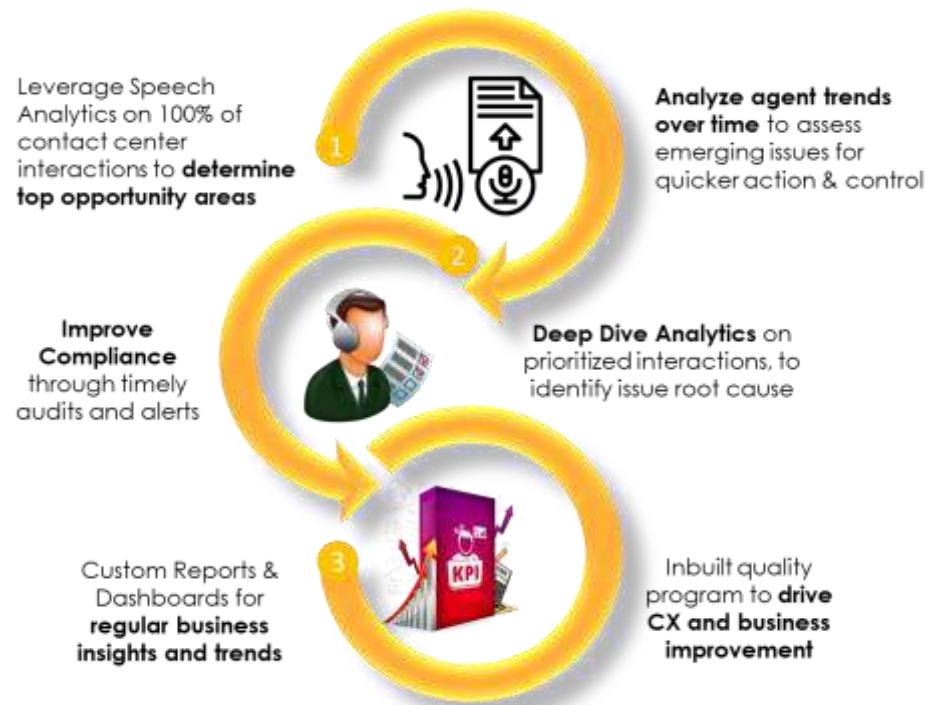
# TECHNOLOGY SUITE

## NEQQO

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.

## Reporting & Insights



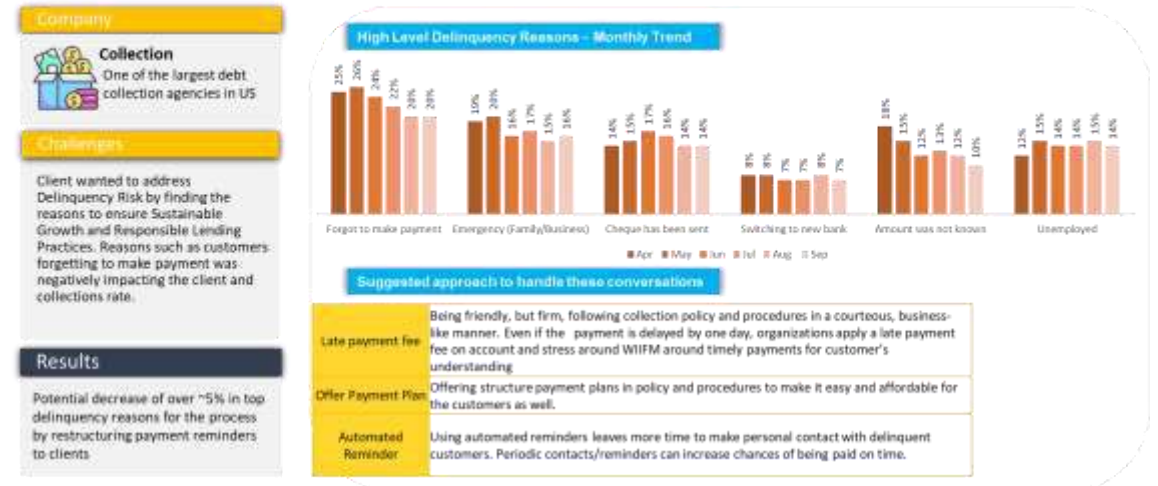
# TECHNOLOGY SUITE

## ROI



## NEQQO – Work Examples

### Delinquency Reasons





# TECHNOLOGY SUITE



## Customer Experience

At Enterprise level the DSAT stands at 11% including reasons such as Repeat Calls, Broken Promises.

### Company



#### FinTech

Organization leading in Solar Panel and Home Improvement FinTech

### Challenges

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

Continuous monitoring of calls with potential dissatisfied customer

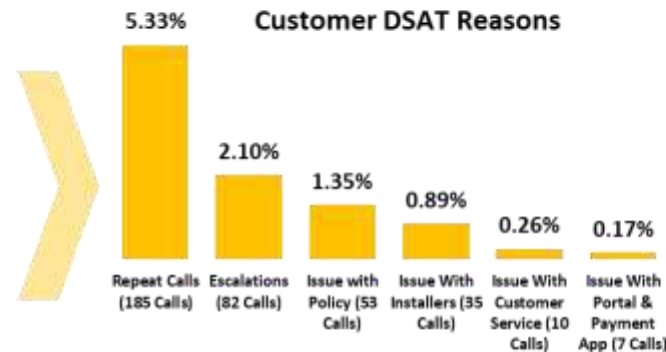
Training need identification for agent improvement

### Results

Ability to monitor and identify customer experience impactors on 100% call recordings through speech analytics. Raise daily alerts for the operations team to take prompt actions and recovery.



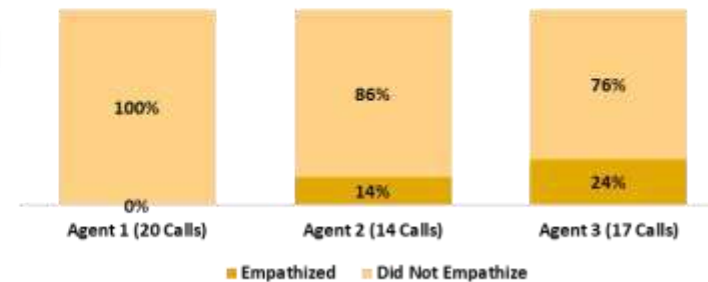
### Customer DSAT Reasons



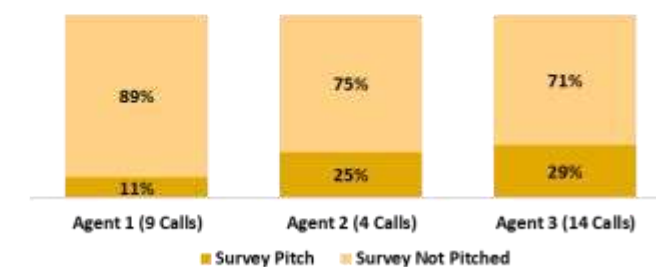
### Empathy and Survey Pitch on DSAT calls



### Did the Agent Empathize on DSAT Calls?



### Was Survey Pitched on DSAT Calls?





# TECHNOLOGY SUITE

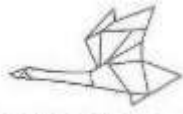
## Data Visualization

Our data visualization services offer actionable Insights with visually appealing representation through PowerBI dashboards, along with with integration capabilities. Data Visualization empowers organizations to quickly identify KPIs and analyze industry-critical metrics. Cloud-based Data Intelligence tool backs businesses and allows them to make efficient decisions.

- ✓ One source view by connecting multiple data sources like Dialer reports, CRM tool, Biller applications, Quality Assessment Tool, Speech Analytics and other operations data sources
- ✓ Secure and easily accessible reports on the go
- ✓ 360 degree usage in organization
- ✓ Interactive dashboards & reports
- ✓ Real-time information update
- ✓ Smooth transition and implementation



# TECHNOLOGY SUITE



GooseTek

- **Outbound IVC** - Our outbound IVC platform helps optimize the customer experience and is typically used for high volume call types that can be simplified with self serve option for your customers.
- **Self serve IVR** - With a fully-hosted solution that requires no hardware or software, Bill Gosling's automated outbound IVR and self-serve inbound IVR can handle anywhere from 1 to 1,000,000+ records and gives you the ability to transfer the customer to any endpoint including Live Agent Support. Messages can be personalized on any data point using Text-to-Speech (TTS), pre-recorded voice, or a combination of both with multi-language capabilities including, English, French, and Spanish.
- **Live chat** - Our Web-based/Embedded or popup chat window can be used on your website to provide canned FAQ responses for faster service or assign chats to an operator or multiple departments. You can also transfer chat to live agents or use it for internal operator-to-operator team support to enhance customer experience. Live Chat can also send automatic chat invitations and use visitor/GeoIP information to customize chat experiences.
- **Email** - Bill Gosling offers fully integrated email solutions, including design, implementation, and reporting. We help you design and deliver your email message to your customers with customized brand images and hyperlinks.
- **SMS** - We provide many SMS options to keep your customers informed. Our SMS services send personalized account notifications and activations for two-way SMS text conversations or pre-loaded FAQ responses. Images or URLs can be included to promote offers or transfer customers to live agent support.
- **CRM** - Bill Gosling offers CRM capabilities via our in-house customizable platforms to help you manage customer databases, orders, and more. Bill Gosling is a Zendesk official partner but can also integrate with a variety of CRM platforms based on client needs.
- **Contract Management** - Maximize profit, mitigate risk. With Bill Gosling's AI Contract Management technology, we can help you manage all your customer agreements. From financial agreements to property and user agreements, keep your legal commitments organized and protected with multi-step authorization and SSL encryption.
- **B2B Collections** - We offer our AIC B2B Platform for your 3rd party collections needs. Empower your customers with our digital collections solution, which helps to increase response and repayment rates across the board.

Outbound IVC	Inbound IVR	Email	Other
<ul style="list-style-type: none"><li>• Fraud Alerts</li><li>• Payment Reminders</li><li>• NPS &amp; CSAT Survey</li><li>• Appointment Reminders</li><li>• Renewal Notifications</li><li>• Card Activation Reminders</li><li>• Welcome Calls</li></ul>	<ul style="list-style-type: none"><li>• Self-serve Payment Portal</li><li>• Self-serve Account Verification</li><li>• Accessing Account Information</li><li>• NPS &amp; CSAT Survey</li><li>• Manage Invoicing and Refunds</li></ul>	<ul style="list-style-type: none"><li>• Welcome Messages</li><li>• Payment Reminders</li><li>• Digital Letters</li><li>• Fraud Alerts</li><li>• NPS &amp; CSAT Survey</li></ul>	<ul style="list-style-type: none"><li>• Payment Reminder</li><li>• 2 way SMS</li><li>• Two-factor Authentication</li><li>• Fraud Alerts</li><li>• Appointment Reminders</li><li>• Welcome Messages</li><li>• Request to contact</li></ul>
Chat		Data Scrub	
<ul style="list-style-type: none"><li>• Canned responses for FAQ</li><li>• Boost customer communication</li><li>• Ease of use (launch from a browser)</li><li>• Transfer chats</li><li>• Assign bilingual agents</li></ul>		<ul style="list-style-type: none"><li>• Verify Land Or Mobile Numbers</li><li>• Ping Numbers</li><li>• Data Append</li></ul>	

# LEARNING & CONTENT DEVELOPMENT



## Learning & Content Development



Our Content and Development team offers revolutionary training solutions designed to bring engagement and interaction to your training. We have developed a range of engaging and interactive solutions to take your training to the next level. We specialize in adult education, behavior teaching, and effective performance delivery as we focus on contextualized learning that includes case scenarios based on real-life examples, call listening exercises, and shadowing with a purpose.



Our innovative training solutions combine the best of technology, AI, and effective instructional design to create an immersive learning experience that drives real results. These training solutions include but are not limited to Computer Based Training, PowerPoint Creation, Facilitator Led Training, Webinars, Videos, Desk Aids, Training Delivery, and much more.



Engage in our training solutions to increase knowledge retention, boost employee engagement, improve performance, and maximize the return on your training investments.

### Step by Step Process:

- When a client shows interest in content creation, set a meeting with the Content and Development team.
- Explain the line of business so the team can present a relevant demonstration of the work that can be done.
- The second step will be a discovery session to determine the learner's need, the scope of the project, and client requirements for the training.
- The Content and Development team will present a proposal based on the discovery session with the pricing and sales strategy approved by senior management.



# LEARNING & CONTENT DEVELOPMENT

## Work Examples

In 2022, our client and internal teams identified an issue with a 6-week LVS training program. The program was experiencing high attrition and low graduation rates that we felt could be improved upon. The choice was made to modify the training curriculum and shorten the training program from 6 weeks to 4 weeks. Material was reorganized, unnecessary content deleted, and more hands-on and experiential content was created. Using more shadowing, role-playing, and side-by-side sessions, as well as a 'participant guide' handbook for note taking, the 4-week program was implemented in August of 2022.



20% + increase  
in graduation  
rates



-58% decrease  
in ramp attrition  
rates



-27% decrease  
in overall attrition  
rates

### Technical Content Writing Cryptocurrency

US based online  
platform for buying,  
selling, transferring,  
and storing  
cryptocurrency

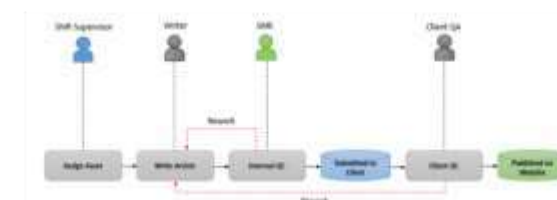
Create quality content and write detailed articles about various assets listed on Client's website for publishing on asset pages and improving SEO

**Top Tier Cryptocurrencies**  
High quality content and the creation of  
top tier content (e.g. 1000-1500 words)

**Middle Tier Cryptocurrencies**  
An example of content ranging between  
5-10 paragraphs long (500-800 words)

**Bottom Tier Cryptocurrencies**  
A short example of the asset ranging  
between 3-4 paragraphs (300-500 words)

- ☐ Perform in-depth secondary research on assets listed on Client's website
- ☐ Compile and carefully analyze the information derived from credible sources
- ☐ Create meaningful content using compiled information while abiding to asset bucket requirements (Multilingual)
- ☐ Perform internal QC on 100% of content created to ensure enhanced output
- ☐ Re-work on the content if internal QC thresholds not met
- ☐ Share the refined output with the Client





# WORKFORCE MANAGEMENT SOLUTION



## **Workforce Management Solution**

**Our WFM tools provide a continuous flow of information and active real-time feedback between all groups involved. Bill Gosling's Workforce Management strategy keeps the customer experience, communication, and community in mind to ensure clients get the best results.**

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### Forecasting services

- Volume forecasting based on your business and data
- Requirements generation at an interval level to ensure there are no leaks
- Forecast vs actuals analysis
- Regular touch points to ensure alignment on all things to do with demand forecasting

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### Scheduling services

- We will ensure that your internal resources and our internal resources are balanced across all hours of operation
- We will provide regularly a plus minus outlining any problem areas with potential solutions
- Regular touch points to discuss and begin solutions deployments
- Schedules kept 2-3 weeks out, and are live. For every change we make we have a new plus minus immediately ready for review

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### Real time analyst services

- Always watching all staff whether they are internal or external, ensuring everyone is in the right place, with the right skill, at the right time
- Provide daily reporting on any and all leakage
- Partner with operations team, forecasting, and scheduling to ensure open communications and continuous interval level customer experience balance
- Ensuring Balance between customer experience and bottom line efficiencies

# CURIOUS TO LEARN MORE? WE'RE AT YOUR SERVICE!

BGO is dedicated to collaborating with brands spanning various industries, aiding them in assessing their customer experience, and continuously enhancing it to surpass anticipations. Get in touch with one of our team members now to start a conversation!!

*Making Lives Better, One Connection at a Time.*

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