



# Delivering Major Quality Improvements Across Key Client KPIs

Harnessing industry-leading technology partnerships to power real-world results

## The Challenges

A leading global consumer products company sought to drive improvements across major KPI metrics—CSAT, FCR, call silence, agent efficiency—but without knowing the “Whys” behind customer calls and complaints, they were stuck in neutral.

But understanding the reasons for call drivers, as well as negative customer sentiment, required deep dives into their existing call data. And that meant finding a provider who could do more than just provide support; only industry-leading speech and data analytics expertise would do.

## The Solution

Alorica is the leading expert at designing and deploying tech-enabled customer experiences at scale for the world’s best brands. As a full-service strategic CX partner, we deliver NextGen technology and managed service expertise with a digital-first, but human-focused approach tailored to our clients’ needs and future success.

Our continuously evolving ecosystem of partner-based platforms, pioneering technology, and strategic partnerships ensures our clients have access to the technology they need now and into the future.

To solve for our client’s KPI challenges, we harnessed two of our market-leading partnerships—Genesys and CallMiner—to determine where their issues were coming from and what could be done. We have significant expertise in deploying Genesys’s CCaaS solution with CallMiner’s advanced analytics, and were recently honored as BPO Partner of the Year by CallMiner for our use of AI-powered technologies to revolutionize CX by driving meaningful improvements in interactions.

Guided by the client’s objectives, we drilled down on key focus areas and discovered:

- **85% of repeat calls yielded negative customer sentiment;** 15% of all calls ended in customer frustration. The main reasons behind negative customer sentiment were people (59%), processes (22%), and product (19%), with top drivers as insufficient product knowledge, language barriers, and a lack of active listening/empathy.
- Average silence **time was highest for call types with the largest call volumes**—placing/modifying orders, order status, and incorrect orders—while system issues also contributed, albeit far less so (3%).
- **Repeat calls were the result of agent issues** (providing lacking or conflicting information, not getting callback numbers, unresolved support requests), as well as a top driver of negative customer sentiment.

By leveraging our award-winning, industry-leading partnerships with Genesys and CallMiner and applying actionable insights derived from customer call data, we could achieve the following for the client:



**75% reduction** in negative customer sentiment



Up to **40% overall cost savings**



**\$40K annual savings** through website implementation and customer expectation management

The Results

**Equipped with these insights, we created action plans to improve CSAT, FCR, and agent efficiency:**



We could improve agent efficiency and reduce negative sentiment by 53% for issues caused by people, by 44% caused by process, and by 13% caused by product by improving order flexibility limitation, sending notification reminders, double checking transactions to reduce errors, enforcing empathy statements and callback policies



We could increase first call response, reduce repeat calls, and empower self-service through a dedicated support website and managing customer expectations to avoid follow-up calls



Using a dedicated website could yield \$30K in cost savings by reducing inbound calls



Managing customer expectations could drive an additional \$10K in cost savings for the client

## What's in Your Data?

**Connect with Alorica to unlock operational efficiencies and cost savings hidden in your customer data — let's build your best CX solution together.**

