

AVOKE® Call Steering Analysis

Get Your Callers to the Right Place... The First Time



Use AVOKE Analytics to design new call steering strategies, or to diagnose and optimize existing routing systems.

AVOKE Insights

- Most centers under-estimate the frequency and cost of call steering problems, which typically waste 5-12% of total agent talk time.
- Most centers use IVRs for call steering, but success can't be measured in the IVR. One must follow callers to the agent(s) to see whether routing strategies are working.

Whether you use live operators or an IVR, getting callers to the right agent or to the right self service application is the critical first step of every inbound call. Yet both can misroute callers, resulting in unnecessary transfers and missed self-service opportunities.

The Cost of Call Steering Failures

Call steering failures drive excess cost and erode caller satisfaction. Incorrect routing and early opt-outs waste agent and caller time when the caller has to be transferred to get to the correct agent. And, self service suffers when callers take the wrong IVR path and fail to reach the application.

Root Causes of Call Steering Problems

Most call steering problems are due to caller behaviors that were not understood and therefore not factored into the call steering strategy. This "design gap" has many sources:

- Incomplete profile of callers and needs
- Limited visibility of actual caller behavior
- Over reliance on generic approaches
- Over zealous use of speech recognition
- Excessive messaging/jargon in menus
- Little attention to helpful error recovery

Call steering failures can also be caused by IT/telecom problems. Network and database problems typically deliver callers to default locations, resulting in transfers.

Analytic Insights for Caller-Centric Design

The AVOKE Call Steering Analysis is a professional services engagement that delivers specific and quantified recommendations to maximize call steering success in your call centers. Ray-

Raytheon BBN consultants use the AVOKE Call Browser™ system to capture and analyze thousands of end-to-end calls. Using the resulting database of your callers and their behavior, the AVOKE Caller Experience Methodology reveals specific strategies to improve call steering and quantifies their impact.

End-to-End Visibility, Zero IT Integration

Call steering strategies must be built on an understanding of your callers—who calls, why they call, how they behave, and how their needs are resolved. Only the AVOKE Call Browser captures and analyzes your calls from dialing to hang-up, including any and all time in IVR(s), queue(s) and with agent(s). The AVOKE Call Browser follows callers through both in-house and outsourced resources, with zero on-premise hardware or software. Other analytics solutions are complex and incomplete, requiring expensive data integration to examine only portions of the caller's complete experience.

Specific and Quantified Recommendations

Raytheon BBN research and practice has demonstrated that optimizing caller time delivers both increased satisfaction and reduced costs. The AVOKE Caller Experience Methodology takes end-to-end calls and experience data from the AVOKE Call Browser system and produces actionable results.

Deliverables

- Quantified list of opportunities to implement or improve call steering strategies
- Specific design recommendations—ID process, live operator scripts, menu structures, modality (touch-tone, speech, natural language)
- Business case for significant opportunities
- Web access to end-to-end call audio
- Web access to caller experience dashboards



The AVOKE Caller Experience Methodology will discover how best to deliver your callers to the correct agent or self service application. The value of each significant finding will be quantified in terms of reduced transfers, saved caller and agent time, increased self service starts, and improved caller experience.

Results

AVOKE Analytics provides the business intelligence to maximize the performance of your call routing strategies:

- Cut agent talk time by 15%.
- Reduce dissatisfiers by 30%.

AVOKE Professional Services

AVOKE Professional Services delivers fixed-price project engagements tailored to your needs. Whether your priority is reducing call volume, improving first call resolution, reducing transfers or increasing self service, AVOKE delivers a quantified improvement roadmap based on a detailed analysis of your callers.

A Proven Solution

AVOKE Caller Experience Analytics customers include over 30 companies in a range of industries. Our customers handle one million to 50+ million calls per year using both internal and partner sites. Our customers include healthcare insurance providers, consumer electronics manufacturers, communication providers, and companies providing a variety of business and consumer services.

To learn more about the AVOKE Call Steering Analysis please call or write:

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