

Amplified Performance Through Interaction Analytics

Consumer Electronics - Analytics



About the Client

This global conglomerate HC in Korea has diversified business interest in Consumer Electronics, Construction, and Financial Services with a market cap of \$480Bn with about 350,000 employees.



Background

Teleperformance Benelux offers services including first- and second-line support, a Voice of the Customer team, and B2B services for the Benelux market (28 million residents).

Challenge/Opportunity

Voice transaction monitoring performed by QAs was time-consuming and constrained by sample size for quality check, which made coaching less effective and didn't channel enough feedback.



Solution Deployed

Using its interaction analytics feature, **TP Interact** automated **80% of the 100% transaction monitoring**.



Approach

Implemented T.O.P.S. and BEST quality assurance (QA) to identify the underlying reasons and scope for improvement in knowledge, practices, and call handling skills.

The advisor- and contact driver-wise quality score variation was reviewed.



Solution Features

- **Quality interaction analytics** helped understand adherence to quality parameters, variations, and gaps in the agent's effort to deliver true CX.
- Used **Lean Six Sigma and Customer Operations Performance Centre (COPC)** benchmarks to streamline and strengthen quality controls.
- **Ability to analyze customer sentiment**



Impact

- **25%** reduced QA cost
- **4% C.Sat** and **6% quality** scores increased
- **E.Sat** increased and **attrition** reduced (40% overall but linked to more initiatives)