



CASE STUDY

CONSUMER GOODS RETAILER IMPROVES CONTACT CENTER PERFORMANCE WITH SPEECH ANALYTICS AND AI



COMPANY BACKGROUND

The client is a consumer goods retailer with an on-premises Avaya phone system and call center. They have over 1,600 employees, and their call center is staffed by 225 agents who provide award-winning customer service and sales from highly trained professionals seven days per week. The center operates at an extended hours capacity; it is considered a high-volume inbound and outbound call center leveraging different omnichannel contact center features.

BUSINESS CHALLENGE

They reached out to us for assistance in enhancing their customer service and sales experience.

STRATOSPHERE NETWORKS SOLUTION

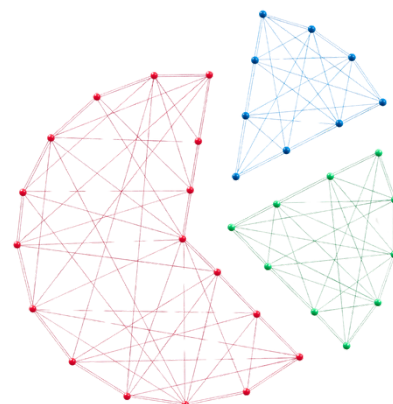
Our trusted technology advisors evaluated potential call and contact center solutions that would support better customer experiences (CX) for the client. We identified call monitoring and AI-powered speech analytics software to support customer service improvements. Key functionalities include real-time recording and transcription, which can become the basis for new workflows (e.g., screen pops reminding agents to mention certain promotions).

Working with our advisors had considerable advantages for the client, including the following:

- Access to the latest market research data
- Objective and consultative analysis from our advisors considering a wide range of options, as opposed to biased direct sales pitches from reps focused on one brand
- Insights from our research and analytics tools, which are built on Salesforce and leverage artificial intelligence and machine learning to drive informed IT decision-making with the following features:



- Interactive quick assessments to evaluate solutions based on the client's needs
- Dynamic comparison matrices including vital factors such as security, compliance and market share
- Supplier battlecards that include not only strengths but also weaknesses/case studies/video briefings/white papers
- Datacenter locator with virtual tours/real-time fiber locator
- Access to our home-grown ROI tools, which quickly determine the total cost of ownership and (in most instances) potential savings from the client's current total spend
- Connections to channel-only solutions from suppliers that the client couldn't have engaged with on their own due to the lack of direct sales teams
- Countless hours saved, as it would have taken the client weeks to assemble all the data that our advisors produced in mere minutes with our advanced tools
- Access to one of our technology demo centers, as noted below



For more information about our trusted advisor services, [watch this brief video](#).

BENEFITS

The call monitoring and speech analytics solutions benefit the client in the following vital ways:

- Greater insight into customer sentiment and agent performance
- Real-time coaching capabilities
- Enhanced customer experience (CX)
- Improved agent experience and performance

With guidance from our advisors, the retailer can now deliver stellar customer service and has unprecedented visibility into contact center performance.

For more information, please call 877-599-3999 or email sales@stratosphenetworks.com to schedule a reference call.