2020 CCW Nashville - VoiceOps

VoiceOps is a platform that enables sales call centers to bring all their call coaching functions together in one place: whether it's sending agents a quick note, setting group sessions, or formal 1-1 training. It allows supervisors to leave feedback for reps directly on the transcript and have asynchronous feedback discussions without pulling the team off the phones. Maxx Reiner, Enterprise Sales Manager for VoiceOps sat down with us fill in the blanks.

Can you give our subscribers an overview of your solution?

VoiceOps was created for high-volume contact centers that engage in more transactional conversations. We operate in several core verticals: insurance, financial services, travel, collections, online education…any type of business where a sale can be closed in one to three calls and reps are making 50 to 100 dials a day. What we do is embed our tool within the organization to transform the way they coach and train on a daily basis. Traditionally, contact centers have a difficult time with this because the manual processes they use are very outdated. Our goal from day one is to remove those inefficient processes and allow for more effective and efficient training.

What are some of the less than optimal processes that need to be updated?

It's an across-the-board problem that permeates the entire industry. Before we start working with them, just about every customer goes about training the same way. They take a call…often at random…and listen to it in its entirety and perhaps jot down some notes on a sheet. In order to coach the rep, they need to sit down in a 1-to-1 session where they might listen to the call again. In the case of a 20-minute call, it might take an hour to listen to it and another hour to do the actual coaching. This could involve someone trying to bundle an auto insurance package, or for someone booking a family travel reservation or in financial services, getting information on a loan or even collections. So, if I'm a manager overseeing 10 or 15 reps, I only have the capacity to do this once every week or two. Reps are thus left in the dark on what skills they need to improve: the process is extremely inconsistent.

How do you go about making changes in these organizations?

At the highest level, we take calls and transcribe them to extremely accurate text. We operate at about 95% accuracy. We then take those transcriptions and push them through a machine learning model that uses the text to identify the key behaviors that the rep is capitalizing on consistently or missing out on. The benefit is that the manager now has this dashboard that tells him or her where the rep is either missing the mark or doing well. The manager can then go through the individual calls without having to listen to them by reading the transcripts and tell the rep where they did a good job or what needs to be improved.

What improvements are being made by companies who use your platform?

We initially measure at two levels: our first goal is to enable companies to coach more frequently, perhaps five to ten times per month for each rep. That's the first step. The next thing we do is work on behavior change. Most contact centers have a call flow or call script that reps are expected to follow. Our platform customizes the behavior for which it analyzes based off each customer's call script. We can then inform the company how often the agent is either closing the sale or at least attempting to do it correctly. Let's say that in a specific environment, that figure is 15% of the time. So, with more frequent and more effective coaching, we hope to see closing rates and proper procedures go up to 30% or even 50%. That ultimately leads to less time wasted and more profitable operation.

How does the agent receive the added coaching?

Ours is a manager-driven tool. Most of the set-up involves a manager going into transcripts and taking advantage of the functionality that allow them to provide feedback to individual reps. The agent will get an email stating that the manager has coached them on a specific call and will then be able to open the dashboard to see the coaching on it. That's not always how it's done: managers might still bring in a rep for a 1-to-1 and review individual or multiple calls together.

Is the coaching mostly for outbound calls as opposed to customer service?

Our platform is used for sales: in some environments, that is a mix of inbound and outbound, but the majority of training is for those placing calls.

How does call calibration work in your company?

Before we start working with a client, our in-house customer operations team gets on the phone for a calibration call with whoever is responsible for training reps and whoever is determining what the call flow should be. The goal is to gain a better understanding of the behaviors they want from the reps. We take that information and create definitions out of each behavior and use them to identify situations where the behavior is occurring. We then calibrate our model according to their desired training goals. Calibration is done with a manager who does the training and the person who is setting up call flow, which could be a VP of Sales or even a QA specialist.