

# CONTACT CENTER AND AI-DRIVEN VOICE ANALYTICS PLATFORM INSIGHTS





# Introduction

In today's fast-paced business environment, contact centers play a critical role in maintaining customer satisfaction and loyalty. However, managing a contact center efficiently presents numerous challenges, including high employee turnover, variable contact quality, and the need for continuous training and quality assurance. This white paper explores how an AI-driven voice analytics platform insight platform can address these challenges, offering a transformative approach to contact center management that enhances efficiency and effectiveness.

## Challenges In Contact Center Management

Contact centers face several inherent challenges that can impact their overall performance and customer satisfaction. Among these, high employee turnover stands out as a significant issue. With an annual turnover rate often exceeding 30%, contact centers must continuously recruit and train new employees, leading to increased operational costs and disruption of service quality.

Another major challenge is maintaining consistent contact quality. The performance of individual agents can vary widely, making it difficult to ensure a uniform customer experience. This inconsistency can result in customer dissatisfaction and lost business opportunities.

Training and onboarding new agents is another time-consuming process. Traditional training methods may take several weeks, yet they often fail to cover all necessary scenarios and skills comprehensively. This gap in training can leave new agents underprepared to handle the diverse range of customer inquiries and issues they will encounter.

Quality assurance in contact centers involves manual auditing of a small sample of calls. This approach is labor-intensive and may not accurately reflect the overall performance of the contact center, missing broader issues that could be impacting customer satisfaction and operational efficiency.



## AI-Driven Voice Analytics Platform

PM AM's AI-driven voice analytics insights platform leverages advanced machine learning and natural language processing (NLP) technologies to analyze contact voice data and provide actionable insights. This platform is designed to automate and enhance various aspects of contact center operations, including training, quality assurance, and performance monitoring.



## Automated Inference Generation

The AI system analyzes vast amounts of contact voice data to generate inferences about customer interactions. By identifying common issues and reasons for contacts, the system helps contact center managers understand the key drivers of customer interactions. This insight is crucial for developing targeted strategies to improve service quality and operational efficiency.

For example, if a significant number of contacts are related to billing issues, the AI can highlight this trend, allowing managers to investigate the root cause and implement corrective measures. This proactive approach ensures that recurring issues are addressed promptly, reducing the volume of similar contacts in the future.

## Outcome Analysis

Beyond identifying contact reasons, the AI system can assess whether contacts result in positive outcomes. It evaluates interactions to determine if the customer's issue was resolved satisfactorily and if the call met the desired objectives. If a call did not result in a positive outcome, the system can suggest what could have been said or done differently to achieve a better result.

For instance, if a customer calls to make a payment but does not complete the transaction, the platform analyzes the conversation to identify missed opportunities or ineffective communication strategies. This analysis helps contact center agents improve their approach, increasing the likelihood of successful outcomes in future contacts.

Positive Outcomes

Issue Resolution

Desired Objectives

Improved Approach

Call Analysis

Customer Interactions

## Question & Answer Capabilities

PM AM's platform also includes a powerful question & answer feature that allows for detailed post-call analysis. After a contact, managers and agents can ask specific questions related to the interaction, and the platform will provide relevant answers based on the specific call data. This feature offers a deeper understanding of each call, enabling more precise and effective training and performance improvements.

For example, if a manager wants to know how an agent could have better handled an irate customer, they can query the system for suggestions. The AI will analyze the contact and provide recommendations based on best practices and previous successful interactions.



# Training Optimization

Effective training is critical to contact center success, and our AI-driven platform significantly enhances the training process. By categorizing contacts by quality, the system creates a comprehensive training repository of good, bad, and typical contacts/calls. New hires can be exposed to a wide range of scenarios, helping them develop the necessary skills and knowledge more quickly.

This approach reduces training time from several weeks to just a few days. New agents can be trained using real call data, ensuring they are well-prepared to handle the diverse range of inquiries they will encounter. The system also allows for continuous learning, as agents can revisit training materials and receive feedback based on their performance.

# Comprehensive Dashboards

PM AM platform provides comprehensive dashboards that offer almost real-time insights into contact center performance. These dashboards highlight key metrics such as contact volume, average handling time, and customer satisfaction scores. Managers can easily identify top and bottom performers, analyze call distribution, and track the impact of training and performance improvement initiatives.

For example, a manager can use the dashboard to monitor the performance of new hires, ensuring they meet the required standards before being fully integrated into the contact center. This real-time visibility enables managers to make data-driven decisions that enhance overall performance.



# Full Contact Auditing

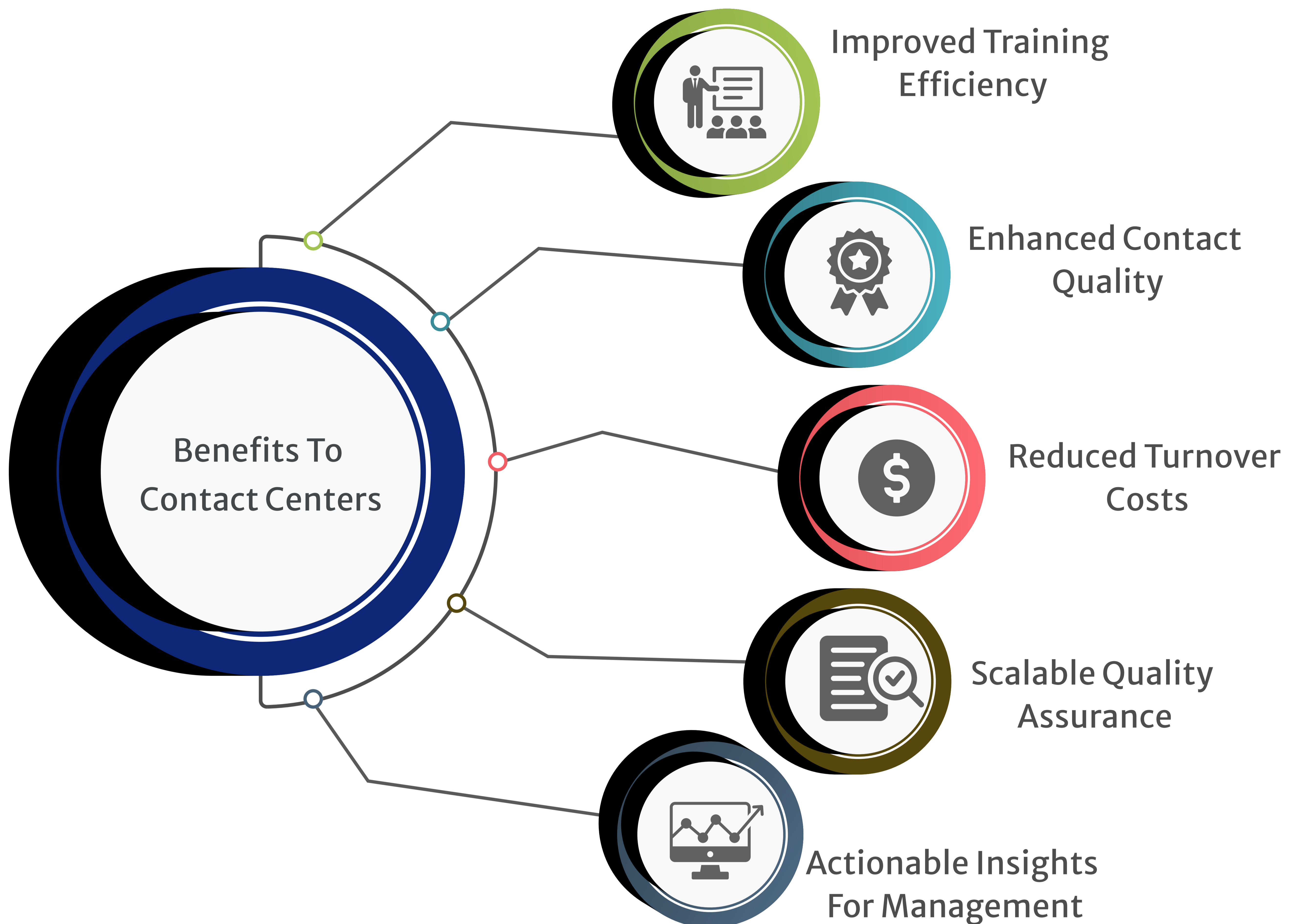
Traditional quality assurance methods often rely on sampling a small percentage of contacts for review. However, this approach can miss broader performance issues and may not provide an accurate representation of overall contact quality. Our AI-driven platform can audit 100% of contacts, categorizing them by quality and providing detailed reports.

By auditing all contacts, the system ensures that every interaction is assessed, identifying areas for improvement and highlighting best practices. This comprehensive approach to quality assurance enhances service consistency and helps maintain high standards across the entire contact center.



# Benefits To Contact Centers

Implementing our AI-driven voice analytics platform offers numerous benefits to contact centers, including:



## Improved Training Efficiency

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## Enhanced Contact Quality

Continuous monitoring and feedback help agents improve their performance, leading to better customer satisfaction. The platform's real-time insights enable managers to identify and address performance issues promptly, ensuring a consistent and high-quality customer experience. Therefore, the famous 80:30 rule, where 80% of the calls should be answered within 30 seconds, faces a critical challenge: if untrained agents are handling these calls, the contact center may achieve the 80:30 rule, but the quality is severely compromised.

Our AI-driven voice analytics platform ensures that agents are not only meeting quantitative targets like the 80:30 rule but are also delivering high-quality interactions. By providing continuous training and feedback, the system helps agents develop the skills necessary to handle calls effectively, thereby enhancing both the speed and quality of customer service.

In this way, our platform addresses the dual goals of efficiency and excellence, ensuring that contact centers can meet industry benchmarks without sacrificing the quality of customer interactions.



## Reduced Turnover Costs

By identifying and addressing issues quickly, our platform helps reduce employee churn. This reduction in turnover saves on recruitment and training costs, as well as minimizing disruptions to service quality.

## Scalable Quality Assurance

Automating the auditing process allows for the assessment of all contacts, ensuring consistent quality without the need for extensive manual reviews. This scalability enhances the accuracy of quality assurance efforts and provides a more comprehensive view of contact center performance.

## Actionable Insights For Management

Real-time dashboards and detailed analytics empower managers to make data-driven decisions. By understanding key performance metrics and trends, managers can develop targeted strategies to improve overall contact center performance.

## Implementation Steps

To successfully implement our AI-driven voice analytics platform, follow these steps:

1

Data  
Collection

Gather historical contact data to train the AI model and establish baseline performance metrics. This data provides the foundation for the platform's analysis and helps ensure accurate and relevant insights.

2

System  
Integration

Integrate the AI platform with existing contact center infrastructure, including CRM and contact management systems. This integration ensures seamless data flow and enables the system to analyze all relevant interactions.

3

Deployment

Roll out the platform across the entire contact center, ensuring all agents and managers are trained on its use. Provide ongoing support and resources to help the team fully leverage the system's capabilities.

4

Continuous  
Improvement

Use the platform's insights to continually refine training programs, contact handling procedures, and quality assurance processes. Regularly review performance metrics and adjust strategies as needed to maintain high standards and drive continuous improvement.



# Conclusion

The AI-driven voice analytics platform represents a significant advancement in contact center management, offering robust tools to address common challenges and improve efficiency. By leveraging this technology, contact centers can achieve higher contact quality, reduced turnover, and better overall performance. This transformation leads to enhanced customer satisfaction, lower operational costs, and a more effective and efficient contact center operation.

For more information on implementing this platform and achieving optimal results, please contact us at [BillG@pmam.com](mailto:BillG@pmam.com)

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