CCW - NASHVILLE
SpeechIQ

SpeechIQ is an AI-Driven speech analytics and Quality Assurance platform that believes its ease of use and cost-efficiency makes it an ideal cloud-based solution to drive agent productivity, operations efficiency and improved customer engagement. It offers Automated Scorecards to make it easier to monitor agent performance, enabling companies to score every call. The solution also allows companies to apply filters to call data and quickly target keywords or phrases to target or flag important calls. Sentiment analytics, using the power of IBM Watson, gives companies the capability to assign a sentiment score on each call for customers and employees. Nick Bandy, Managing Partner at SpeechIQ, took a deeper dive into what sets the company apart.

Can you outline the three steps you believe that companies need to take to gain actionable performance insight?

I'm a big believer in the "if you can't measure it, you can't improve it" mentality. The key is to make certain that you're measuring truly meaningful data points that-- if improved--can have a substantial positive impact on operations and/or the customer experience. With that in mind:

Identify meaningful KPIs – This will likely include things like Hold Times, Abandonment Rates, and AHT, but can be enhanced with elements such as Talk-over time, Silence Time, Use of Key Sales/Compliance/Service words and phrases, average sales/collections per call, and more.

Consistent Measurement and Communication – Choose the proper measurement cadence (daily, weekly, etc.) and look for meaningful trends and opportunities. I believe the companies that are most successful using KPIs to improve are the ones that communicate results consistently to every level of the organization.

Constructive Improvement – It's not enough to communicate results relative to what is expected. The key is to provide meaningful, helpful tools and training to pave the path for improvement.

Why is it important for businesses to be able to get customized daily notifications on agent performance and create flexible scorecards to measure improvement?

Agents have varying strengths and weaknesses, especially as they address diverse customer needs and opportunities. The ability to receive daily notifications and have customizable scorecards enables managers to keep a pulse on the best way to optimize their workforce.

How does employing sentiment analysis help to provide a clearer picture of agent performance?

While all other metrics (AHT, silence time, talk-over time, etc.) may seem normal and in "the range," sentiment analysis can give you a deeper look at how your agent is interacting with your customer.

What differentiates your solution from other call review/performance optimization solutions available on the market?

I think the primary points of differentiation are that we offer a very robust speech analytics and quality management combined, we have an exceptionally easy user interface, and a very granular and accurate call driver/disposition capability. I also think our company culture is such that we're more nimble and agile in addressing customer needs.