

# Automating quality audits thanks to Artificial Intelligence

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How the use of conversational AI helps to reduce the structural costs of a Call Center.



Although the penetration of tools to automate customer service processes in the corporate world is still small, many of these companies are undergoing a very interesting transformation. For example, we are aware that there is a strategic need in the sector to have software to automate quality audits.

Many clients are already demanding a voice analytics solution to be able to automate the quality analysis of 100% of all calls. In many of these cases, there is also a need to automate the sales verification process.

What most companies want is to change a manual, subjective, and high-cost listening process into an automatic analytical service that provides objective and real data that reduces the audit time per call. They want a platform that allows updating prices or clauses of their products or services in less than a day, without depending on other departments. They want more flexibility and agility, both in implementation and in decision making.

The challenge of automating business processes is very common in the call center. Indeed, we are in a sector with a lot of room for improvement in this field, because the penetration of this type of software to automate quality audits and sales verification processes is not very high.

These types of Conversational Intelligence solutions, based on Artificial Intelligence and Machine Learning, automate processes that trigger many changes and positive transformation in companies.

### How can Conversational Intelligence help you?

Conversational AI has the ability to comprehensively manage the complete cycle of conversational data. That is, it has the ability to cover the fundamental elements of this cycle:

- Transcribing the information by transforming it from voice to text.
- Identifying the elements needed by the business.
- Validating all call information through customized rules.
- Analyzing this information, with detailed dashboards.

This ability to process so many data and structure them gives corporations the possibility to audit 100% of the calls automatically. The ability to manage much more data than other Speech Analytics solutions is differential for any software that automates quality audits.

And all of this at no additional cost -quite the contrary- and with less effort of analysis and management per call. In addition, by expanding the sample, we automate and make the evaluation and training process for agents more objective.

In the case of sales verification campaigns, platforms based on this type of technology allow increasing revenue. Not only does it automate the process and become more agile in verifying newly made sales, but because the analysis sample is 100% of the calls. This type of cloud-based platforms are essential to reduce times and the drop-off rate of sales.

From an analysis perspective, Conversational AI allows for great detail. It can even go call by call and agent by agent, understanding good practices and managing to scale the best ones in an agile and straightforward way. These types of platforms make the management of the entire operation more flexible and efficient, helping to increase team productivity. And, of course, they allow for both the management and the analysis of the calls to be customized, as we mentioned above.

## What is being achieved with Conversational AI?

Companies that are using this type of technology have noticed a significant improvement in their sales processes and customer service thanks to the replacement of manual tasks.

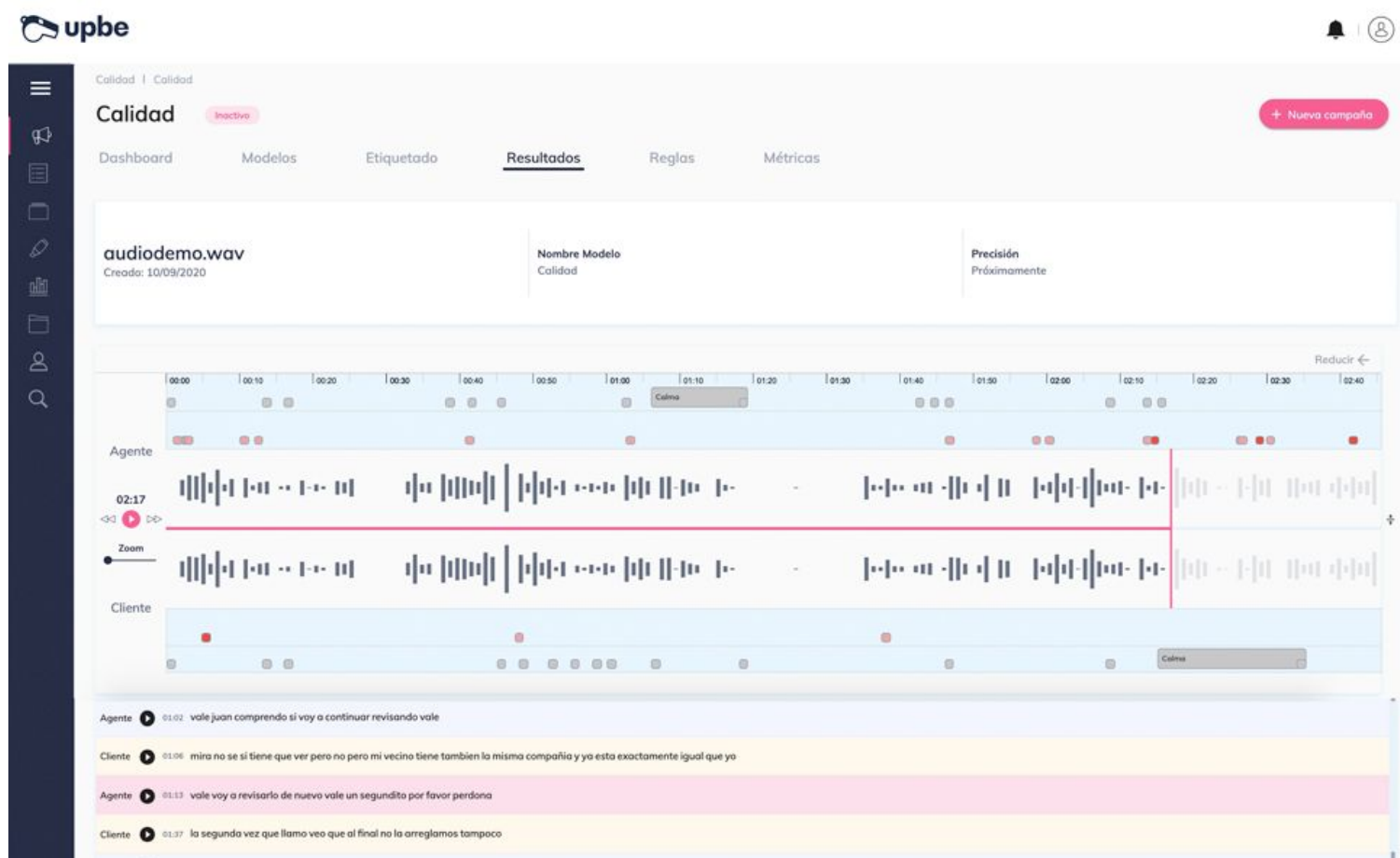
Not only have they managed to consume fewer resources by automating their processes, but they have also managed to increase sales thanks to a better understanding of their customers. So far, we have helped clients in sectors such as telecommunications, energy, insurance, and banking.

If in your operation you have the need to choose a new tool for call analysis, or if your goal is to replace your on-premise solution with software to automate quality audits or sales verification processes, these are some of the uses companies make of Conversational AI: improving recovery and claims processes, detecting incidents and malpractices, verifying the quality of calls and performing automatic audits, improving telephone sales conversion rates, or identifying call reasons and business impact attributes.

## What is the impact?

There are several success stories and indicators that support the success of Conversational AI. In the end, business cases have to emerge because investing in technology, especially in new categories, involves investment of time, resources, and also emotional commitment.

Let's analyze them in detail.



## Success Case #1: Analysis of the customer service process [Telecommunications Sector]

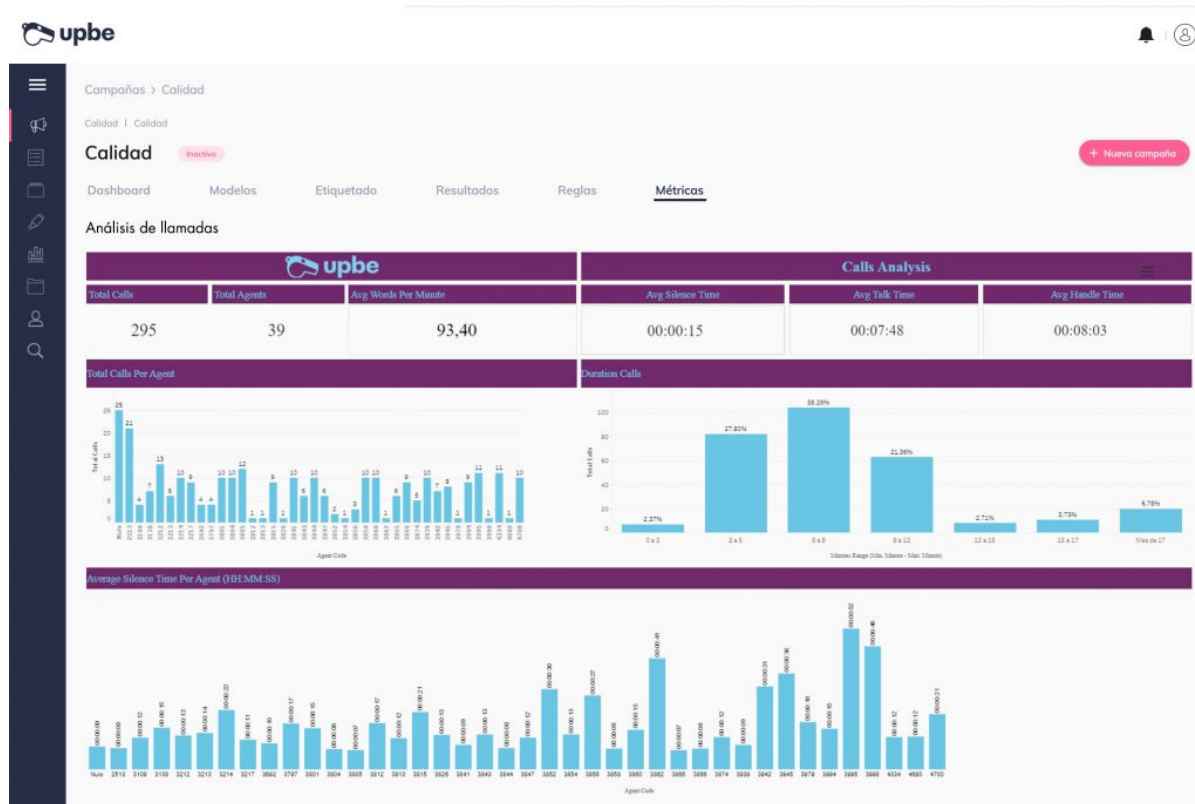
We helped a company in the telecommunications sector in several aspects:

- Identification of the reasons for calls and business impact attributes.
- Performing automatic audits of the customer service to automate the tasks performed by the quality department staff.
- Performing automatic audits of the retention service with the same goal of automating their tasks.

For the automatic audits of the customer service, a total of 50,000 calls per month were processed, that is, a total of 336,330 minutes per month. For the retention department, a total of 9,000 calls per month were processed (84,436 minutes per month).

### Results:

- We managed to reduce the number of auditors dedicated to the customer service department by 20%. The impact of this work led to a total reduction in structural costs by 70%.
- We were able to automate 100% of the process with the company's own internal data.
- Regarding the retention department, the number of auditors was also reduced. Thanks to this, the impact of the retention department was made objective.
- In addition, the reasons for customer churn were identified.



## Success Case #2: Control of customer service processes [Telecommunications Sector]

This company, also belonging to the telecommunications sector, asked us for help in controlling the following processes:

- Customer service in incoming calls according to their quality standards.
- Debt recovery processes in incoming and outgoing calls.
- Complaints received by customer service.
- Outgoing calls to resolve tickets submitted by customers.
- Incident processes in incoming and outgoing calls (according to their quality standards).

For the completion of this work, a total of 155,760 minutes per month were processed across all campaigns, that is, 20% of all attended calls.

### Results:

- The number of detractors decreased by 3% and callbacks were reduced by 2.3% in 6 months.
- Customer retention of potential losses increased by 10%.
- Debt recovery conversion increased by 8%.
- Official complaints decreased by 31% in 2 months and poorly transferred calls by 9% in 1 month.

## Success Case #3: Automation of telephone sales service [Telecommunications Sector]

Upbe carried out the service to improve conversion in telephone sales, whose final customer is one of the main telecommunications operators in Argentina.

The campaign's main objective was to automate their process of verifying the quality of sales, as well as defining good practices and analyzing non-sales that improve conversion in telephone sales.

A total of 20,000 verified sales and non-sales calls were processed per month.

### Results:

- The telephone sales conversion ratio increased by 4%.
- The sales per hour ratio also increased by 4%.
- The error rate was reduced by 19%.
- More than 90% of the total monitored sales were processed.
- Quality attributes improved by 23%.
- It was possible to reduce the costs per Back Office by 25%.
- It was possible to increase the efficiency of the structure ratios by 30%.



Thank you!

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