Evaluating the quality of calls in the telecommunications call center

How to overcome the challenges in the evaluation of call quality thanks to AI

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Introduction

The telecommunications industry has had to quickly adapt to technological advancements in recent years. From **investing in infrastructure like 5G networks and the IoT ecosystem**, telecommunications operates in a constantly evolving landscape. Customer service is a fundamental pillar in this sector, where call centers play a vital role in interacting with customers to gain deep insights into their needs and retain a constantly changing customer base.

While telecommunications giants focus on research and development to implement cutting-edge technologies, they rely on outsourced call centers to handle customer interactions, freeing themselves from secondary but essential activities. However, these call centers also face their own challenges, **from declining customer satisfaction to the rising cost of user acquisition** and competitors poaching customers.

In this complex and challenging environment, call quality in telecommunications call centers is crucial for maintaining customer satisfaction and minimizing churn. Organizations must prioritize **constant analysis and improvement of call quality**. However, many of these tasks are still performed **manually**, leading to inefficiencies and a high opportunity cost due to the absence of automated processes. **Implementing automation** in call quality analysis can provide organizations with a significant advantage, **potentially reducing overhead costs by up to 70%**.

In this document, we will explore how to evaluate call quality in a telecommunications call center, providing a clearer understanding of the challenges and available solutions to improve customer interaction and, ultimately, customer satisfaction.

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What does quality mean in a call center?

Quality in a call center goes beyond the signal of the call and encompasses aspects such as **response time**, the **agent's ability to solve problems**, their courtesy, and overall customer satisfaction. In addition to metrics like First Call Resolution (**FCR**) and Average Handling Time (**AHT**), it's important to consider relevant indicators for the type of product or service being offered.

Defining quality in a call center is not an easy task as it involves several key elements. At Upbe, we believe that quality in a call center refers to the ability to have efficient and productive processes that generate positive impacts on customer satisfaction. This involves minimizing wait times, adapting messages and actions to meet customer needs, and having well-trained, engaged agents committed to providing the best service. Ultimately, quality is focused on delivering a satisfying and personalized experience for customers.

Methods for evaluating call quality

The call center agent is the core of any call center. Since they are most involved in customer interactions, their performance directly impacts the customer experience. Given this importance, it is crucial to track their productivity.

There are several tools and techniques for evaluating agent performance and, consequently, call quality in a call center, including:

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Principales métodos para evaluar la calidad de las llamadas

Call recording and analysis

It is very common for call centers to record and analyze calls to assess agent performance and customer satisfaction. In advanced call analysis, artificial intelligence and machine learning are applied to clean and enhance the audio recording, then it is transcribed using a transcription engine, converting it into unstructured text, and finally, information is extracted and meaning is derived using various technologies.

Customer satisfaction surveys

Surveys provide direct feedback from customers about their experience and can offer valuable insights into call quality. In customer satisfaction surveys, it is essential to consider the type of survey based on the medium used, such as in-person, telephone, or online surveys. It is also important to distinguish between open-ended and closed-ended questions. Some examples of common questions for inspiration include rating the received assistance, suggestions for improving the experience, level of satisfaction, likelihood of recommending the service, improvements in the process, and product features.

Key Performance Indicators (KPIs)

When evaluating the performance of agents in a call center, it is crucial to select the appropriate Key Performance Indicators (KPIs). KPIs provide quantitative metrics that help measure the efficiency and quality of service. Some essential KPIs include response rate, average handling time, call abandonment rate, first call resolution rate, and customer satisfaction rating. By regularly monitoring these KPIs, clear goals can be established, additional training can be provided, and feedback can be given to agents, resulting in optimal performance and a satisfactory experience for customers.

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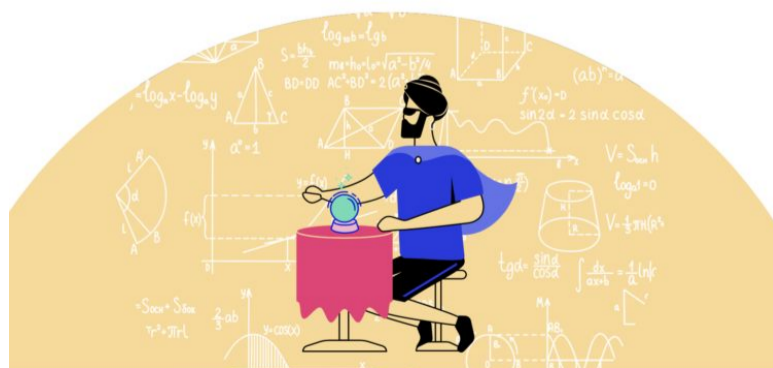
Challenges in call quality evaluation

Call quality evaluation can present some challenges, such as:

Unrepresentative samples

Many centers struggle to choose a representative sample of interactions for evaluation. **Manual and random selection of calls** can be limited and biased, failing to provide a holistic view of agent performance.

Faulty transcriptions

The analysis of conversations can face the challenge of faulty transcriptions that contain **partial words and do not reflect natural speech patterns**. These phonetic transcriptions hinder understanding of the conversation as a whole and lack context. While key words may be captured, they do not provide a clear insight into what is working well or poorly in the customer experience.

It is important to seek **conversation analysis solutions** that offer accurate and contextualized transcriptions to gain a more comprehensive understanding of interactions and improve the customer experience.

Tone

Tone alone **does not provide specific details or context**; it only indicates the emotional state at that moment, without offering broader information about the situation. It is important to complement tone analysis with other tools and metrics to gain a more comprehensive understanding of the customer experience.

False positives and negatives

Conversational analysis faces the challenge of false positives and false negatives. These are results that can significantly impact outcomes by **incorrectly detecting key words**.

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How to overcome challenges in call quality evaluation with AI?

To address sample limitations, it is essential to **record and monitor 100% of calls** using an automated voice analysis system that efficiently classifies and filters conversations. This approach frees up agents and managers from laborious processes, provides a comprehensive view of call quality, and ensures that decisions are based on objective data rather than subjective observations, empowering conversations and effectiveness throughout the organization.

A first step in overcoming challenges in call quality evaluation with AI is to use Automatic Speech Recognition (**ASR**) technology. This technology replaces faulty transcriptions by providing complete transcriptions and using AI to fill in the gaps of phonetic transcription. ASR transcription allows for the discovery of issues in conversations and obtaining broader insights.

Secondly, it is important to utilize a **transcription engine** specifically developed for the call center environment, such as the one offered by **Upbe**. This engine understands the complexity of calls in a call center, improving the quality and accuracy of transcriptions.

Thirdly, since tone alone does not provide sufficient context, AI models focus on **detecting the underlying emotional context throughout the conversation.** Upbe is capable of placing tone perceptions in a broader context, providing insights into why the customer is upset and what the agent is or isn't doing to address it. This type of knowledge is crucial for making informed business decisions.

Lastly, it is important to use **machine learning-based categories. These categories group phrases and statement**s that represent the same concept and are constantly enriched with relevant information. It is essential to dedicate time to audit these categories to ensure accuracy and eliminate false positives and false negatives.

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Success story: Improving the quality audit process with Upbe in the telecommunications sector

In our effort to optimize internal processes, we have identified a significant opportunity for improvement in the quality audits of a client in the telecommunications sector, specifically in the mandatory daily or weekly call listening sessions.

Objective:

Our main goal has been to **increase the efficiency of this process and reduce the time dedicated to audits**. To achieve this, we have implemented Upbe technology, which has allowed us to optimize the workflow of the audits.
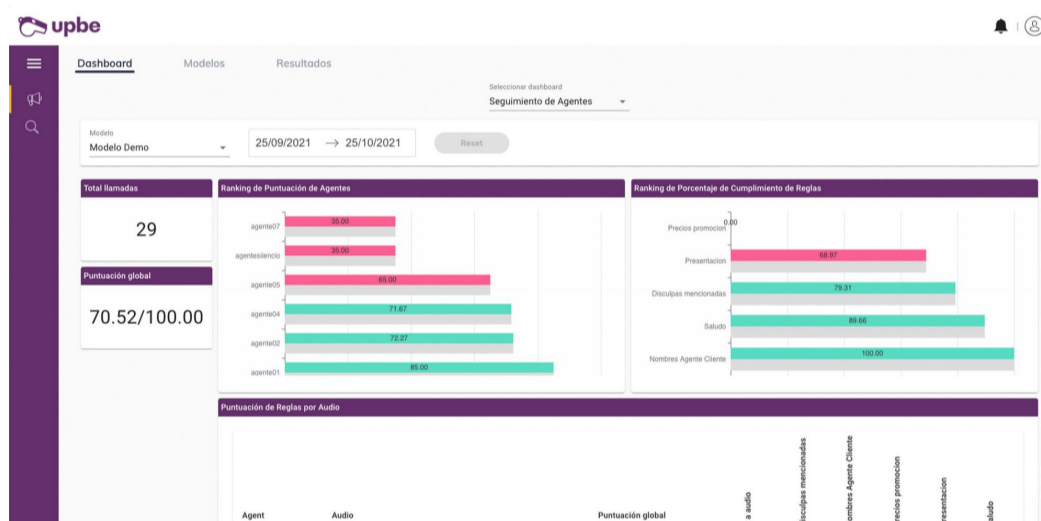
Process:

1. We configured a **quality template in Upbe**, where we defined the evaluation criteria and established the elements and rules that we consider fundamental for our clients.

2. After the **automatic download and processing of the calls**, Upbe consolidates multiple recordings into a single one, automatically identifying and categorizing language patterns and paraverbal communication to determine the emotional state of the speaker.

3. This **integrated analysis** allows for a comprehensive and accurate interpretation of the phone calls, improving management and decision-making.

4. Being a **user-friendly self-service platform**, individuals without technical knowledge can directly and easily manage the campaigns.

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Success story: Improving the quality audit process with Upbe in the telecommunications sector

Outcome:

Thanks to the implementation of Upbe in the quality audits, we achieved a significant reduction in the time dedicated to the audits. Now, each call is audited in much less time, resulting in **a decrease of over 50% in the time spent on each audit**. This achievement has led to a reduction of approximately half the weekly hours dedicated to quality audits compared to the previous situation.

This approach **facilitates scalability**: it can be replicated across multiple campaigns and allows experienced individuals to stop spending a tremendous amount of time on low-value manual tasks and no longer be held captive reviewing statistically insignificant calls and scoring agents. Auditors can use the freed-up time to perform other tasks, such as:

- Effectively mining data to identify and activate levers to improve key performance indicators
- Providing feedback and training to agents
- Identifying good and poor performance and scaling best practices
- Assuming a leadership role in decision-making and implementing improvements

This results in significant **cost savings** for the organization's structure, which in **companies in the same sector have reached up to 70%**.

Evaluating the quality of calls is crucial for improving customer service in a telecommunications call center. Through AI-powered call analysis, call centers can enhance customer satisfaction and improve overall performance.

Would you like to learn more about improving call quality in your telecommunications call center? Contact us and discover how we can assist you.

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Thank you!

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