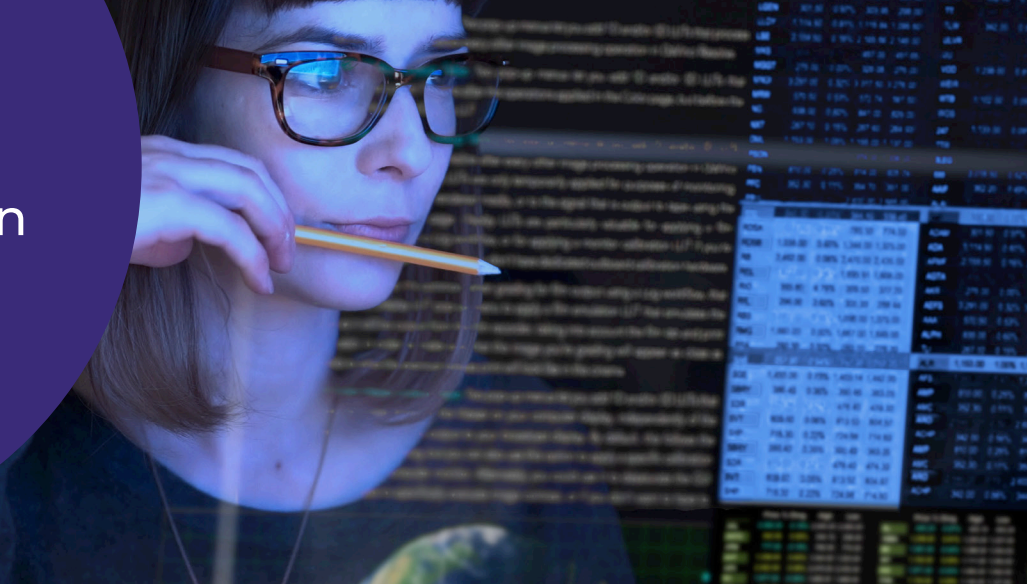# Case study:
Quick, data-driven improvements in the **Ampol** contact centre

AMPOL

Turning an investment in voice analytics into an investment in coaching.

The client:

Ampol is a company with over 100 years of history that operates 1,900 retail convenience stores across Australia. The business offers services such as fuel for business, retail outlets as well as its own app to enable closer connections with its customers.

The contact centre is based on a team of professionals who work remotely and provide solutions to the retail outlets who support the end customers, addressing their questions, comments, and other issues. Seeking a way to enhance agent performance in real-time and respond effectively to high-risk client calls, the organisation turned to daisee.

The need:

Running a contact centre for a national- scale business means dealing with a high volume of calls. Using traditional, manual means to manage the quality of calls and manage agent performance is a challenge, particularly with agents being remote.

Supervisors without an automated tool can only deal with a small sampling of customer interactions. This can hamper efforts to create performance improvement programs. To create a more responsive system, one that could support agents from day to day and improve experiences immediately, the company needed a new solution. This is the role daisee played, automatically scanning 100% of calls and providing fast, relevant insights.

daisee

The solution:

The Ampol solution is the synergistic melding of advanced technology to inform one-on-one coaching.
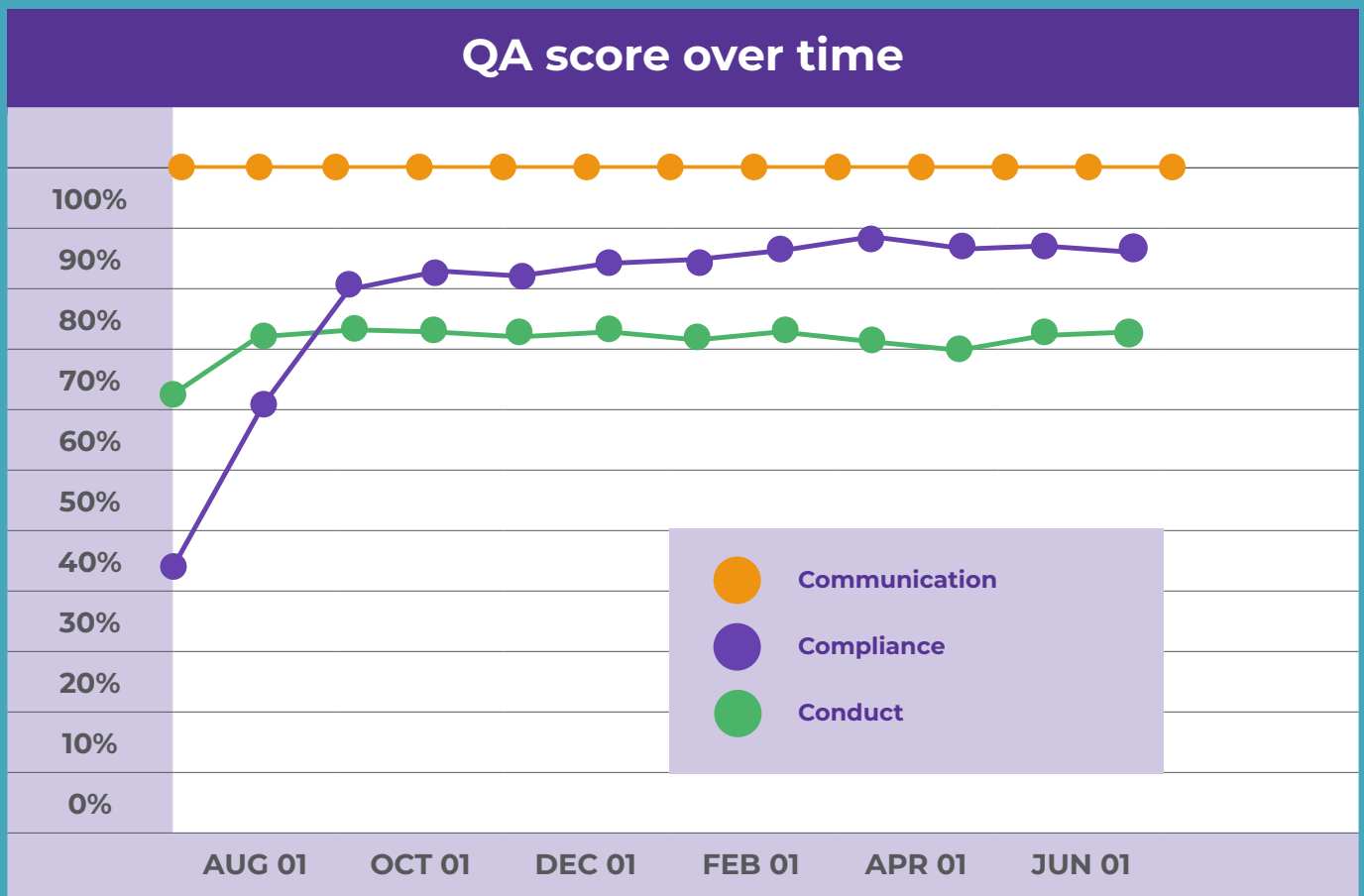
daisee uses voice analytics powered by artificial intelligence to monitor every call taken by a contact centre. Using this ability, Ampol could now start running quality control and staff development efforts based on accurate reporting. Ampol started seeing value from day one.

Enrichment of the customer conversation by daisee's conversational analytics allows a risk score and insight into the customer experience to be applied to every single interaction. This means there is hard real-time data to work on when it's time for quality assurance and performance improvement.

By focusing on specific questions in coaching the Ampol team can own their development and focus on areas they can improve.

As an example of how the solution has assisted personnel: An agent went from previously scoring 68-70% to consistently earning 86-88% for the past eight months, achieving this transformation through targeting and coaching around specific areas found in daisee (greetings, offering any other help, listening to calls and seeing how they score.)

Ampol now uses daisee trend data to make its long-term targets for QA levels, as well as more granular factors such as the number of high-risk calls, conduct, consistency and even tone of voice. These assessments are made at the end of every month to ensure continuous improvement.

QA score over time

Legend:
- Communication (orange)
- Compliance (purple)
- Conduct (green)

X-axis: AUG 01, OCT 01, DEC 01, FEB 01, APR 01, JUN 01
Y-axis: 0% to 100%

daisee

The results:

Being able to make quick and targeted suggestions and adjustments to agent performance has paid off, with improved internal performance leading to a great customer experience.
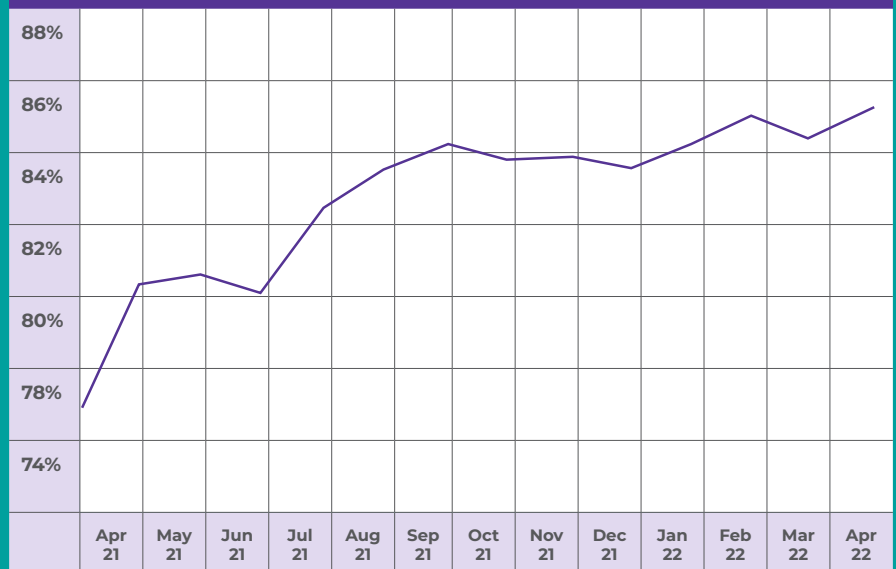
The targeting of individual contributors and addressing their challenges provides laser focus into key drivers of performance across the contact centre.

Agent compliance & Quality

In the three months following the daisee implementation, the number of high- risk calls fell by 98%. Such transformation can be illustrated by the results of one agent who recorded >70% of high-risk calls in a single month but then, in the month immediately following daisee implementation, had none at all.

Another agent was having issues with tone of voice and over-talk. By using the individual dashboard for them, supervisors were able to see their progress as they worked on those factors. The agents performance has improved from the high 70s to averaging over 86%.

The Team Leads appreciate now how they are able to see who in their team needs assistance, knowledge, behavioural or soft skills coaching. They can monitor with ease, without having to run reports on how their team members are tracking every day. They just have to log into the dashboard.

The results carry across the whole contact centre – with all staff contributing to the improvements.

Over 13 months, Agent Compliance and Quality rose from 79.2% to 86.9% — +7.7 or 9.7% growth

Turning 100% of calls into a source of data and insights has helped Ampol's large, dispersed contact centre team unlock a new level of excellence. Contact daisee to learn what it could do for your team.

www.daisee.com

daisee