

## Case study:

**MYOB** increased sales conversion and CSAT Score by 22% with insights from daisee.

The logo for MYOB, featuring the word "myob" in a lowercase, sans-serif font. The letters "my" are in a dark purple color, and "ob" is in a bright pink color.

In 2019, myob approached daisee with the challenge to maintain a consistent experience across all customer interactions.

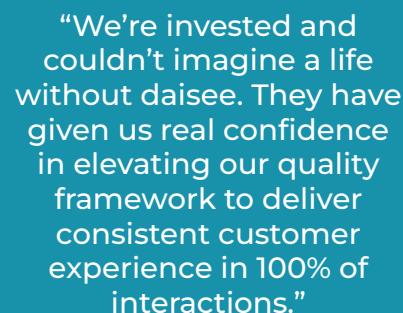
Based in Australia and New Zealand, MYOB provides tax, accounting and other services to small and medium-sized businesses. MYOB has over 1 million customers, and are actively focused on providing an authentic and consistent experience on every interaction, regardless of the channel, time or agent, whilst remaining compliant.

MYOB's company goal is to strive for best in class service and comprehensive support for every customer interaction.

Reviewing customer service interactions was a time-consuming process.

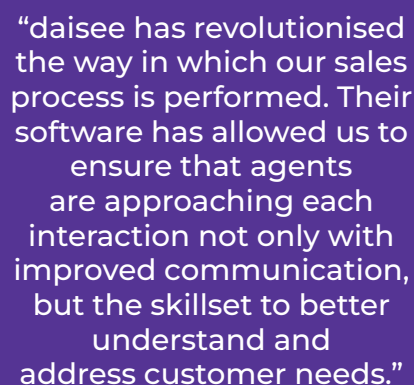
## The Challenge:

Ensure a consistent MYOB experience for every customer, every call.

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"We're invested and couldn't imagine a life without daisee. They have given us real confidence in elevating our quality framework to deliver consistent customer experience in 100% of interactions."

**Steve Targus**  
Contact centre manager

A purple-colored rectangular box containing a quote and the name of the speaker.

"daisee has revolutionised the way in which our sales process is performed. Their software has allowed us to ensure that agents are approaching each interaction not only with improved communication, but the skillset to better understand and address customer needs."

**Jess Harrison**  
Quality performance Specialist

## Before daisee

- Reviewing customer service interactions was a time-consuming process
- Feedback was based on limited insight, as managers reacted to issues of non compliance
- Coverage of interactions was limited and susceptible to human error
- There were missed opportunities not only for commercial partnerships, but customer retention too
- MYOB was unable to easily identify what the key drivers of motivation were behind calls

## With daisee

- The daisee solution provided AI-powered automated quality management that immediately captured 100% of customer interactions indicating areas for improvement
- Each MYOB interaction was ranked, so managers could proactively detect elements that required enhancement
- This was achieved by scoring each and every customer interaction rapidly in near-real-time against a world-first Programmable Scorecard™, tailored to the exact criteria of each MYOB team
- Team Leaders at MYOB were empowered with newfound insight on their agents' performance at scale – enabling them to check where, when and what was happening during interactions and further coach customer excellence to agents

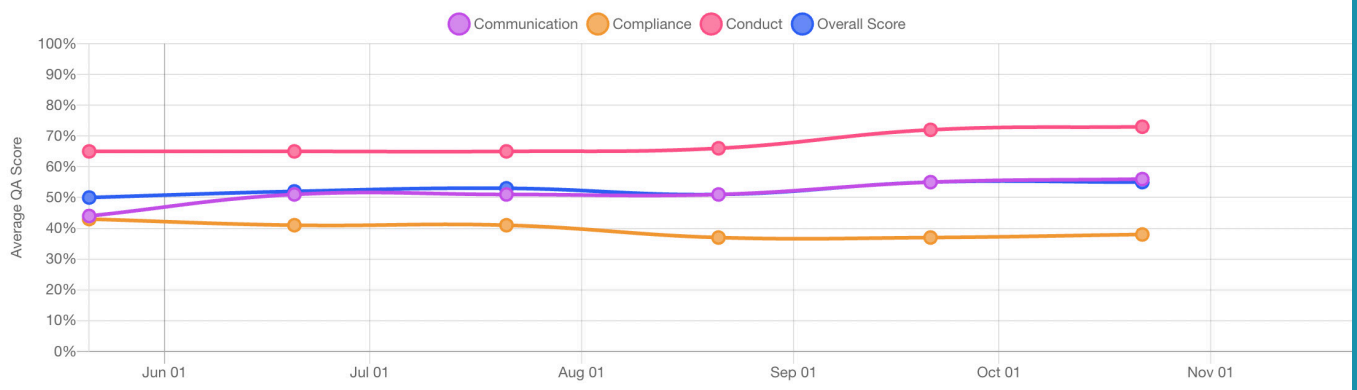
“We have a company goal of making a consistent customer experience for everybody, so regardless of which agent they call, NZ or Australia, they want to know they are calling MYOB. We want to give the MYOB experience to every customer, every time.”

**Steve Targus**  
Contact centre manager

“With daisee, it has become easy to pinpoint the high performing salespeople, but also understand why these team members are successful.”

**Steve Targus**  
Contact centre manager

QA Score Over Time



## After daisee

- Achieved efficiency and accuracy through constant, rapid, automated analysis of 100% of calls
- Saved crucial time in compliance and mitigating risk through early intervention
- Provided actionable insight through personalised feedback on agent performance for upskilling and coaching and set the foundation for a quality performance overhaul that is now in effect

## Increased revenue by the numbers

# 18%

Increase in Conversions

## Greater customer satisfaction

Consistency and compliance were key to MYOB's challenge and the results of the daisee solution surpassed not only MYOB's expectations but delivered better customer satisfaction and increased CSAT score by 22%.

"daisee made a difference by changing our coaching behaviour. It identifies the relevant opportunities to mentor agents and improve compliance."  
**Jess Harrison | Quality Performance Specialist**

## Total compliance

100% of customer interactions are monitored and reviewed to flag areas of concern for early intervention.

## Improved agent effectiveness

MYOB agent performance was not only improved but they were empowered to deliver better experiences in every interaction through actionable insight. An A/B trial showed an increase in sales conversion of 17% in those agents empowered by daisee Insights.

"We're invested and couldn't imagine a life without daisee. They have given us real confidence in elevating our quality framework to deliver consistent customer experience in 100% of interactions."  
**Steve Targus  
Contact centre manager**

## What's next?

MYOB is now in the process of rolling out the daisee Insights, starting with the new daisee 'Essence' module, to go beyond quality management to derive the reasons for inbound calls. Together, MYOB and daisee will uncover the motivations in each interaction to show an instantaneous snapshot of call categorisation, insight into evolving call trends, and reveal the new trends when they emerge.

"We've been able to give our agents feedback quickly and comprehensively, whereas in the past we may have never known."  
**Steve Targus  
Contact centre manager**

