specific details on what could work better.

Leverage the face of coaching success

The ACG Voice of the Customer team realized that they needed additional capabilities to achieve their objectives. They engaged with Medallia to discuss options for maximizing the percentage of calls that were monitored and getting a better understanding of the actual customer experience. Specifically, the team envisioned dashboards with metrics and actionable insights about customer sentiment, pain points, and coaching tips for agent performance.

AI-powered speech analysis, call transcripts, and automated text scoring enabled immediate feedback of virtually every call. Reading between the lines of the transcripts, acoustic analysis derives emotional metrics on both the customer and the agent, based on measurements such as amount of silence, clarity, speech patterns, and overtalk.

At first, the agents had a negative response to these capabilities, thinking it was just another form of "big brother" surveillance. However, ACG turned the behavior to coaching on positives instead of negatives, helping to change the agents' attitudes. For example, emphasizing the words and tone when an agent was successful in the past, as opposed to highlighting what they did wrong. Agents and leaders can also compare their perception of a call to the system's emotions.

Finally, the detailed information available from Medallia Speech enabled ACG to understand the website complaints and make specific improvements. With the ability to measure all calls, it turned out that about 2% of 4 million calls per year included website complaints. Further investigation showed that most of the complaints could be addressed by adding or improving self-service capabilities, such as adding or deleting a vehicle from a member's profile, changing an address, or getting an insurance quote. Making these website changes not only helped to reduce the number of complaints, it also reduced the overall call volume, as customers could now take care of these simple tasks themselves.

ACG is just beginning to reap the benefits of using speech analytics in their contact centers. Teams are using the additional information to further improve the agent coaching process and increase cross-sell opportunities, and company leaders now have a wealth of information to drive new initiatives or fine tune existing services.

> **Before implementing speech analytics, we had no way of seeing the issues our customers were facing.   ith the use of this technology, we are now able to make informed decisions based on concrete data, allowing us to shift our focus in coaching our agents and ultimately impro e our ser ice.**
>
> Kelly Speer
> Manager of Speech Analytics
> AAA – The Auto Club Group

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Medallia is the pioneer and market leader in customer, employee, citizen, and patient experience. As the leading enterprise experience platform, Medallia Experience Cloud is the mission-critical system of record that makes all other applications customer and employee aware. The platform captures billions of experience signals across interactions including all voice, video, digital, IoT, social media, and corporate-messaging tools. Medallia uses proprietary artificial intelligence and machine learning technology to automatically reveal predictive insights that drive powerful business actions and outcomes. Medallia customers reduce churn, turn detractors into promoters and buyers, create in-the-moment cross-sell and up-sell opportunities, and drive revenue-impacting business decisions, providing clear and potent returns on investment. For more information visit www.medallia.com.

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