4,000 Person BPO Radial Sought Faster Analytics

Radial needed more timely and unrestricted access to interaction data and analytics without paying costly extraction fees.

OVERVIEW

Radial had been using conversational analytics for some time, but it was not providing actionable insight fast enough.

"We wanted a product that would enable us to operate with faster time to action to bring meaningful interaction insights to light more quickly," said Robin Gomez, Director of Care Innovation for Radial.

The company purchased Oreka TR (Total Recording), Oreka SC (screen capture) and CallMiner Analyze, Coach and Visualize. They chose OrecX/CallMiner because of their versatility in supporting both premise and hosted platforms. Radial is planning to migrate from Avaya to Amazon Connect and is working with OrecX and CallMiner to make this happen. "We already have one client on Oreka AC (real time audio streaming) and plan to host both OrecX and CallMiner on AWS in the next few months."

"Having the ability to record from both in-house agents and virtual desktops has been tremendous. Seamlessly recording in mono, stereo and diarization (voice and screen) and solve for that is really important to us, and not every vendor we looked at could do that."

"Working in close partnership with OrecX and CallMiner to build out our new Amazon Connect hosted environment is quite significant. By keeping everything in AWS, we don't have to pay for data extraction anymore. Those costs add up."

Robin Gomez - Director of Customer Care Innovation

SOLUTION

Radial is using the joint recording-analytics solution for various business purposes, including:
- Customer experience – Radial previously used surveys; now they use OrecX/CallMiner to measure customer effort, satisfaction, loyalty, FCR, etc. which is driving operational efficiency and customer retention.
- Automation – Radial can now conduct automated agent performance scoring to increase QA efficiency.
- Client satisfaction – Radial can now show its clients tangible interaction insights that help them make more informed business decisions.
- Cross-business operations – Radial is increasing efficiency of order fulfillment, order management, and customer service.

METRICS

CX Model
5% increase in 3 months
(integrated metric that includes CSAT, customer effort, loyalty & FCR)

Customer Effort
4% improvement

Insight Creation
>20k agent insights

480 hours saved in labor to provide client insights

CONCLUSION

"I wouldn't be keeping the OrecX-CallMiner solution if it wasn't paying for itself, which it most certainly is. It is also driving better return for our clients individually by allowing us to do more for them, with greater efficiency."