![myforce]

Comdata

Case study

60%
of quality control costs saved.

Comdata is an international company that manages **business process optimisation (BPO) of contact centres** around the world. It has been defining trends in outsourcing and customer care for the last 20 years. The company employs more than 50,000 professionals worldwide and has a total of nine service centers and 1,200 employees in the Czech Republic.

Comdata provides its contact center services to many customers working in the banking and insurance sector, for telephone operators and many others.

Goal

Every customer has their own requirements and needs an individual approach. Comdata aspires to meet these needs by offering its clients top-notch services that leverage the latest technologies. When implementing speech technologies, the main goal was to **increase service quality, operator efficiency, and reduce contact center costs**.

" The project has shown that automatic quality control with speech technology has achieved the same level of accuracy as with human supervisors.

Solution

Technology partner **MyForce** implemented **Phonexia Speech Analytics** into the contact center and integrated it with the BISON tool. The solution was based on the use of Phonexia Keyword Spotting technology instead of the transcription of entire calls.

MyForce created a **graphical interface** that not only allows keyword setting and quality control, but also the generation of data sources which are then used for reporting. Therefore, Comdata can use all the data for further analysis and adapt it to specific projects.

> When you listen to calls, you have to know what you are looking for—this can be learned through practice. However, thanks to speech analytics and collaboration with the people from MyForce and Phonexia, I have learned how to search for information more effectively. A few years back, I would have considered having all the necessary information available almost instantly, automatically, and from all the executed calls as sci-fi. Now, though, it has become the everyday reality of my work!"

Vendula Kourková, Quality Supervisor - Comdata

Results use case?

In one of the projects, **speech analytics** was used for a client who offers accident insurance over the phone. In this case, the client placed great emphasis on the very strict control of the individual verification phrases that an agent needs to mention during a call to ensure the validity of the insurance contract. Additionally, based on further questions, the agent needs to offer the person the most appropriate product that matches the age and number of people living in the household. There are up to 30 different combinations of verification phrases to be followed. These phrases used to be manually checked by nine external quality controllers who had to listen to every call and verify the contracts.

The project has shown that **automatic speech quality control** has achieved the same accuracy as human supervisors. As a result, only two quality controllers were needed in the team, focusing only on questionable calls. The remaining seven controllers could be moved to more skilled work in other projects and use their time more efficiently. **Speech analytics saved 60% of the costs** otherwise spent on quality control of the project.