

## Prominent BPO Contact Center outsourcing company enhances value offering using next-gen conversation analytics.

### Situation

As a Business Process Outsourcing (BPO) contact center to the financial services and insurance industry, this particular BPO found itself in an increasingly competitive marketplace and lacked a clear path to differentiate their offerings from their competitors.

Servicing the needs of multiple clients, each with their own BPO-to-consumer communication channel preferences, they had to move beyond simply servicing calls in an increasingly omnichannel world. They knew that leveraging the right technology could provide them with a distinct advantage but, due to a few unsuccessful (and costly) implementations, were quite skeptical about what technology could deliver.

With a proof of concept (POC) period as a prerequisite, they further required a solution that could not only compliantly record all conversations but also provided the ability to analyze conversations regardless of the communications platform used – and keep conversation data separated by client contract.

### Use Case

- True multi-tenant SaaS call recording & analytics
- Identify trends & patterns
- Enable highly targeted outcomes
- Unlock business intelligence

### Solution

CallCabinet's Advanced Analytics solution was provided as POC and deployed live after one month due to its true multi-tenant capabilities across multiple communication channels. With CallCabinet as the single call recording and analytics platform across all their clients' communication channel preferences, the BPO was now able to discern trends, peaks and troughs per customer, and could identify gaps between their customers' brands and consumers.

As experts in contact center services, the BPO could move their offering beyond just taking calls on their customers' behalf and now provide each of their customers with up-to-the-minute insights. In turn, the customers are now able to adjust their offerings and deliver highly targeted outcomes through customized scripts – drastically increasing sales closure rates, customer satisfaction and the overall customer perception of each of their clients' brands.



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