



OnviSource

**Advance
Communications, Inc.**
We can handle that.

Advance Communications:
Elevating Quality with Automated,
Insight-Driven QA Through OnviSource
Nexe'llecta

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Customer Overview

For more than three decades, Advance Communications has served as a trusted partner to businesses across multiple industries - delivering professional, reliable, and customer-focused telephone answering and contact center services.

Built on a foundation of responsiveness, accuracy, and compassionate customer care, the company has maintained a longstanding commitment to operational excellence and high-quality interactions on every call.

As client expectations evolved and call volumes increased, Advance Communications' modern solutions ought to strengthen Quality Assurance, enhance team performance, and support long-term growth.

Challenge: Time-Intensive QA and Limited Visibility

Before adopting Nexe'llecta, the QA process at Advance Communications required extensive manual effort.

Supervisors spent significant time:

- Selecting calls manually
- Scoring interactions one by one
- Meeting individually with agents to review results
- Attempting to identify patterns across a limited sample size

While the team was dedicated to quality, the manual process created several challenges:

- Limited scoring coverage: Only a small fraction of calls could be reviewed, leaving gaps in insight.
- Slow trend identification: Emerging issues or performance concerns took longer to detect.
- Inconsistent visibility: Supervisors struggled to maintain a clear, real-time snapshot of agent and overall team performance.
- Reduced time for strategic work: Hours spent on manual QA limited bandwidth for coaching, training initiatives, and business development.

To continue delivering the level of service clients expect, Advance Communications needed a smarter, faster, and more scalable QA solution - one that would reduce manual workload, improve accuracy, and empower leadership with actionable insights.

Solution: OnviSource Nexe'llecta 2.1

Integrating Nexe'llecta 2.1 transformed how Advance Communications manages Quality Assurance, allowing the organization to shift from manual sampling to comprehensive, automated analysis.

Key capabilities included:

- Automated call selection and scoring
- Near-total visibility into performance
- Actionable analytics that highlight coaching needs
- Scalable insights across the entire organization

With Nexe'llecta, QA became not just more efficient, but more strategic.

Results: Efficiency, Insight, and a Stronger QA Program

Since implementing Nexe'llecta 2.1, Advance Communications has seen significant improvements in its QA operations:

- Hours of manual QA work eliminated
- Consistent visibility into overall performance
- Clear identification of improvement areas
- More confident and data-driven QA management

Customer Perspective

“Nexe'llecta has been a game-changer for our QA operations. Before using it, our team spent countless hours manually selecting calls, scoring them, and reviewing results with individual agents.

Now, the process is fully automated - saving us valuable time and allowing us to focus on other areas of the business that help us grow.

Beyond efficiency, Nexe'llecta gives us a clear snapshot of overall performance and highlights exactly where we need to focus our QA efforts. It's made a real difference in how we manage quality and team performance.”

— James Galvin, Advance Communications



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