



**Elevating the Voice of
Excellence with
OnviSource Nexe'llecta**

OnviSource

 **DIRECT LiNE**
ANSWERS

Customer Overview

For more than four decades, Direct Line Answers has proudly built its reputation on excellence — answering every call with precision, empathy, and professionalism. As a multi-award-winning contact center and 24/7 answering service, quality assurance has always been at the heart of Direct Line's success.

Challenge: Manual QA Limitations

When Direct Line began exploring ways to modernize its QA and training process, the team recognized opportunities to enhance both scoring accuracy and coaching depth.

The goal was clear: to give every agent the insight and feedback needed to uphold Direct Line's "Voice of Excellence" on every single call.

Despite a deep commitment to quality, Direct Line's legacy QA systems created limitations that slowed insight and response:

- Limited visibility: The team could manually score only a small sample of calls per agent each week — about two internal observations and 30–40 additional calls using third-party tools. This left significant blind spots across the client base.
- Trend delays: Without large-scale data, issues such as extended silences, inconsistent tone, or call avoidance sometimes went unnoticed until they became performance concerns.
- Coaching gaps: Manual scoring made it difficult to identify where agents needed specific, real-time training.
- Voice quality and audibility: For the fully remote workforce, only a small number of calls could be manually reviewed to assess tone, clarity, and audibility.
- Language barriers: Bilingual calls were particularly challenging to evaluate, with only one bilingual supervisor overseeing all bilingual agents — limiting scope and feedback frequency.

Direct Line needed broader visibility into call control, validation statements, empathy, hold procedures, and gaps of silence across a larger scale.

In short, Direct Line required a smarter, faster, and more scalable way to maintain its standards and support its agents' development.

Solution: OnviSource Nexe'llecta 2.1

Adopting Nexe'llecta 2.1 redefined Direct Line's approach to Quality Assurance — and the results have been immediate and measurable:

- Nearly 100% call coverage: Automated scoring and analytics now provide visibility into nearly every call handled, revealing both excellence and opportunity.
- Smarter analytics: Dashboards allow performance to be filtered by agent, client, or language, uncovering patterns and training needs at a glance.
- Coaching precision: Calls can be tagged for follow-up, helping QA and supervisors identify teachable moments and build targeted coaching plans.
- Rapid response: When trends emerge — such as silence time or phrasing habits — the team can act quickly to ensure every agent aligns with Direct Line's standards.

Results: Extraordinary Impact

For 46 years, Direct Line Answers has answered with excellence — through changing technology, growing client needs, and an ever-evolving industry.

What remains constant is the heart behind every call: the people who listen, solve, and care. Excellence isn't just what Direct Line does — it's who they are.

With 24 years of ATSI recognition, 20 years with CAM-X, and 2 years with SASA, the Direct Line team continues to climb — achieving its highest ATSI Award of Excellence and CAM-X scores in company history. This milestone stands as a true testament to the team's dedication and growth.

Nexe'llecta has given Direct Line the visibility, insight, and accuracy needed in Quality Assurance. Agents can now see their progress, leaders coach with data, and clients can trust that every call reflects the excellence they expect.

Customer Perspective

"Nexe'llecta has given us the visibility, insight, and accuracy we needed to elevate Quality Assurance. Our agents can see their progress, our leaders can coach with data, and our clients can trust that every call reflects the excellence they expect.

This partnership has helped us deliver on our promise - Every Call Counts."

— Kindra Fox, Direct Line Answers