innogy

The time necessary for listening to calls shortened by

2/3

innogy

Case study

innogy is one of the five largest energy companies in Europe. On the Czech market, it is a leader among gas suppliers for households and companies and a major player in the electricity market. In the Czech Republic, innogy manages 41 customer care centers. Overall, more than 1.7 million customer interactions a year have been made by contact centers.

PHONEXIA

Goal

The company prides itself on its innovative approach and use of state-of-the-art technology, which was the main motivation for the deployment of speech analytics. Specifically, they aimed at improving their customer service and making their call centers more efficient.

At innogy, the most significant issue was inaccurate call categorization. Agents labeled categories subjectively, making overall objective analysis impossible. The aim was also to increase up-selling and improve the selling skills of their agents.

Solution

Tovek, the voice analytics solution leveraging Phonexia speech technologies, was implemented into the innogy contact center. The complete implementation, including deployment to production, took a year. The voice analytics has fundamentally helped to refine the information that the contact center management, including supervisors, managers, and directors, now has available. The categorization of call topics is done automatically by voice analytics, with up to 97% accuracy. The voice analytics can analyze topics based on current call center issues so they can be resolved, monitor the use of inappropriate terms, and track call center utilization and agent performance.

Additionally, all calls are automatically transcribed so that managers and supervisors can easily search within them.

Thanks to the use of speech technologies, we have opened the door to a very advanced analysis of all ongoing calls. It allows us to improve our business significantly and respond more quickly to customer requirements. Last but not least, it is an interesting competitive advantage."

Martin Krištof
Operations and Technical Development Manager
innogy Zákaznické služby, s.r.o.

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Results

Thanks to automatic topic detection in calls, innogy has also been able to increase up-selling. The interconnection of up-selling with call topic analytics has helped to identify which call topics are best suited for up-selling and which agents can up-sell better during specific call topics. Based on speech analytics, the supervisor has a graphical visualization of call information from each operator, allowing them to have a more objective assessment and shorten the time necessary for listening to calls by two thirds.

However, at innogy, they did not just stay with their initial intention to use voice analytics and very shortly started with further innovations and process improvements.

By analyzing customer complaints, innogy now manages to communicate with customers better. They can also provide the marketing department with very comprehensive feedback on how customers respond to a specific media campaign or rebranding. Voice analytics has proven to be a useful

tool when evaluating A/B tests for the most appropriate SMS messaging to customers.

At the innogy contact center, they are continually trying to come up with new ways to gather data automatically and use it to the maximum. Rather than a one-time deployment of the system, voice analytics was conceived as a way of continuous innovation.

Interested in Phonexia Speech Technologies?
Get in touch!

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