

# Using analytics to drive operational efficiency



Ember

## CASE STUDY

### Problem

- Increasing operational costs
- Need to reduce call handle time and be more efficient during a customer interaction
- Improve the customer experience

### Findings

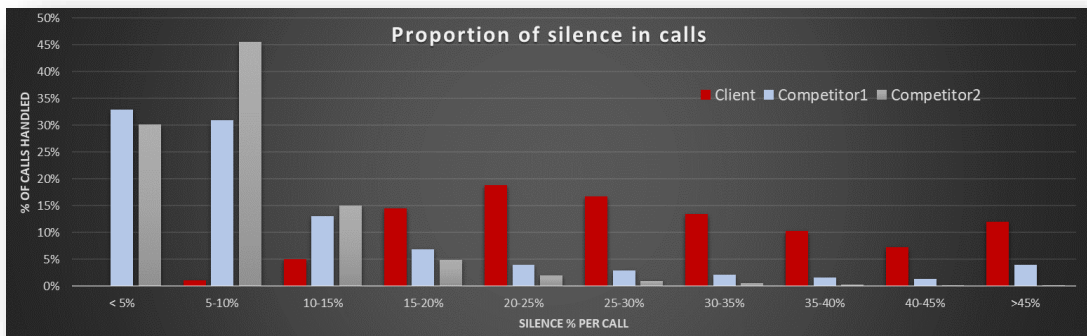
Speech analytics was deployed on a large sample of calls to identify the % of silence in each call, then reported this silence % for the number of calls handled

Ember benchmarked the client against other industry peers to demonstrate the size of the opportunity and made recommendations for improvement

The client then identified the agents with the highest silent time and coached the individual on how to reduce this

### Solution

- Silent time measurement during a customer interaction by using analytics
- Measurement of the use of hold during a customer interaction to identify agent knowledge gaps for specific call types



### Return on Investment

Delivered £250k in operational savings in the 9 months following implementation



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