

## Case Study

# Using Analytics to Measure Script Compliance



### The Problem

- Need to measure agent compliance to a set of new scripts
- Ensure agents have migrated to the new scripts in a timely fashion
- Identify any agent who is non-compliant and coach accordingly

### The Solution

- Using analytics to ensure the organisation successfully and quickly embedded the changes
- Measured 100% of customer contacts to identify any agents that required additional coaching
- Reported compliance achievement throughout agent training and rollout to understand the migration success

### The Results

Analytics measured compliance to a regulatory statement before and after a change to the statement

As you can see the old statement was steadily withdrawn and replaced by the new statement

By the end of the month, the new statement was fully in place with agent compliance at 100%. Throughout the period between day 13 and 31, compliance was reported at the agent level and supervisors coached the agents who were not hitting 100%

### Return on Investment

Fastest migration to a new regulatory script with non-compliance being reported in near real-time

### Get in touch

Get in touch with our analytics experts today

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