

## Case Study

# Using Analytics to Determine a Quality Interaction



Ember were engaged to help one of the UK's largest healthcare providers to improve their **Customer Experience and Quality Monitoring** processes by making significant changes and automating their existing quality framework.

## How we helped

Our research showed us that one of the drivers of the poor customer experience came down to measuring the wrong things within their quality framework for their call centre interactions with too much reliance on compliance and not enough focus on CX.

Our recommendations focused on the following areas:

- Automate compliance steps in the **quality framework** with up to 80% of the current items to be scored automatically by the system
- Change their scorecards to **include CX measures** then automate the measurement and reporting



## The Results

Based on our recommendation to build in CX measures as well as compliance into the quality framework, the following components were added:

- **Agent empathy score**
- **Agent courtesy score**
- **An appropriate apology score**

The ROI is significant. Automation will deliver £250k pa in headcount savings and customer retention will provide a significant contribution to the company's bottom line.

**Do you have a stagnating CX performance and are unsure why? Would you like to improve customer experience and want help to understand how? If yes, we are here to help!**

## Get in touch

Get in touch with our analytics experts today

### Lee Mostari

*Director of Insights & Analytics*

✉ [info@embergroup.co.uk](mailto:info@embergroup.co.uk)

☎ +44 (0)20 7871 9797