

# Increasing Quality Assurance with Speech Analytics

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CASE STUDY

# Increasing Quality Assurance with Speech Analytics

RDI partnered with a leading telecommunications provider whose review process for service activation calls was cumbersome. Though they had a sizeable team of analysts dedicated to quality assurance, their average handle time was 45 minutes; analysts were lucky to review two calls per hour—a small fraction of the total volume. The company came to RDI looking for a **more efficient** and **lower-cost** QA solution.

## OUR APPROACH

Working closely with our client to understand their product, service activation processes, and the existing quality assurance scorecard, the RDI speech team created more than 40 “language indicators,” identifying key agent behaviors essential to quality assurance and compliance. Using RDI’s speech analytics software, the team created a specialized speech analytics program that could be used to review and score phone calls based on the identified language indicators. This enabled the automation of most QA processes, and the remaining elements that could not be automated were flagged for manual review.

## CONCLUSION

These results confirm additional research into the benefits of using speech analytics to enhance quality assurance. Another RDI case study resulted in similar conclusions and found that speech analytics could effectively identify opportunities for agents to demonstrate empathy to a customer, thereby enhancing the customer experience.

Other studies demonstrate a [significant growth in the use of speech analytics software](#) in several key industries (e.g., health care, retail, telecommunications, hospitality). It’s more **efficient** and **effective** in increasing [customer satisfaction](#), [customer loyalty](#), issue resolution, and reducing the number of callbacks.

In conclusion, speech analytics positively affects quality assurance by significantly enhancing efficiency, providing actual data to improve agent training and performance, and increasing QA analysts’ job satisfaction. With speech analytics, stakeholders in multiple areas of the organization **WIN!**

## THE RESULTS

Using speech analytics significantly improved the quality assurance process:

**40%** REDUCTION IN OVERHEAD COST

**50%** INCREASE IN QA EFFICIENCY

**100%** CALL MONITORING AND REVIEW

The speech analytics software was more efficient and accurate, with a high correlation between manual QA scores and the automated scores produced by the software. Further, because the software enabled more phone calls to be analyzed, the company collected more QA data for a more accurate overall score, leading to more actionable insights.



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