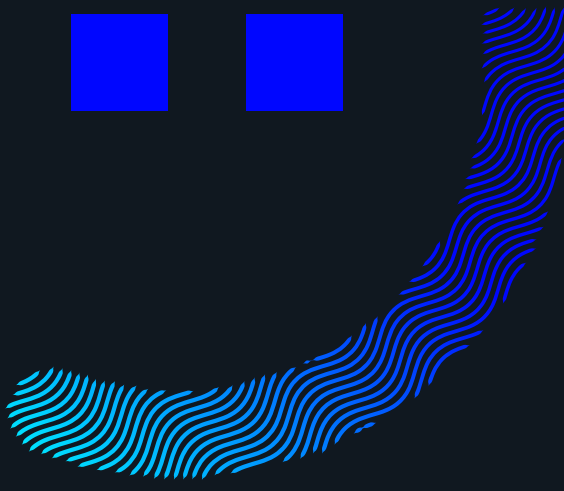


# Case Study



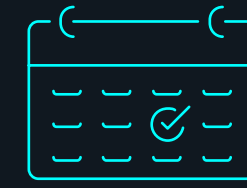
## Eficasia Exceeds Call Quality Analytics in Record Time with NICE

Eficasia engaged with a Mexican federal agency to provide contact center services for foreign visitors. The agency required call quality sampling at a rate far beyond Eficasia's existing capacity. Facing costly choices, Eficasia engaged with NICE and partner PrymeNet to implement Interaction Analytics. The rapid rollout helped Eficasia meet the agency's requirements and evaluate a high volume of calls without significant new labor overhead.



### 15 DAYS

To implement NICE Interaction Analytics



### 35 FTE HIRES AVOIDED

Through NICE Interaction Analytics implementation



## CUSTOMER PROFILE

### ABOUT

Founded in 2005, Eficasia is an omnichannel business process outsourcing specialist focused on cost efficiency and KPI compliance while providing clients with reliable and timely information to aid in decision-making. In addition to servicing customers in its home market of Mexico, Eficasia handles hundreds of thousands of contacts annually from other countries in Latin America.

### INDUSTRY

Business Process Outsourcing

### WEBSITE

[www.eficasia.com](http://www.eficasia.com)

### LOCATION

Headquartered in Mexico City with operations in Argentina, Brazil, Colombia, and Puerto Rico

### SIZE

3,000 agents company-wide (150 serving this client)

### GOALS

- Expand call quality sampling from 1% to 30% as fast as possible
- Avoid rapid expansion of quality evaluation staffing
- Avoid contract non-compliance

### PRODUCTS

- [NICE Interaction Analytics](#)

### FEATURES

- Sentiment Analysis
- Natural language processing
- Call analytics tools available to a wide range of users
- Customer interaction insights from every contact



## 01 THE BEFORE

### A stable service model

Fast-growing Eficasia serves a variety of customers in Mexico and throughout Latin America on a distributed contact center platform. As is the case for many BPOs, the distributed operation runs on two distinct telephony and recording platforms. Call quality analytics were carried out on an as-needed basis by a small executive team which evaluated selected samples of interactions for each client.

## 02 DESIRE TO CHANGE

### A sudden, unprecedented requirement

In March 2022, Eficasia was thrilled to win a major prestigious contract from an agency of the Mexican federal government. The contract, however, carried with it a call quality analytics requirement far above and beyond anything asked by any previous Eficasia client.

The government agency required at least 35% of all calls to be promptly sampled for quality and to detect compliance risks. With the company's heterogeneous contact center platforms and small quality analytics team, Eficasia estimated that it could at best sample just 1% of the agency's calls with its existing tools and processes. Fixing the problem using current practices would mean hiring dozens of trained professionals virtually overnight—both a difficult and an expensive proposition.

Eficasia wanted to keep the valuable contract without hiring a large number of staff to rate calls, and without risking fines or contract termination for non-compliance.



## 03 THE SOLUTION

### Leading-edge phonetic analysis from NICE

Eficasia conducted a rapid search for a solution that would provide fast results, be simple to maintain, and deliver practical insights with minimal onboarding. Although the contract demanded only 35% call evaluation for compliance, Eficasia wanted the solution to scale to offer complete call analysis if and when desired. NICE Interaction Analytics was the winning choice, and Eficasia worked with PrymeNet and NICE to harness immediate quality insights.

Eficasia trained internal stakeholders on day-to-day operations of NICE Interaction Analytics so the system could be maintained internally. Additional use cases and strategic applications for Interaction Analytics are being rolled out by PrymeNet consulting resources on an as-needed basis. "We found the configuration of NICE Interaction Analytics to be simple, fast, and practical compared to other analytical tools," said Israel Romo, Subdirector at Eficasia.

## 04 THE RESULTS

### Rapid insight and complete compliance

Because of the prestige, value, and unique requirements associated with the client, Eficasia commissioned a rapid implementation from NICE and PrymeNet. The new monitoring solution was implemented in just 15 days, helping Eficasia meet all of the client's compliance needs without adding staff. The full rollout was complete by the end of April 2022, just one month after the implementation began and ahead of the client's May 1 deadline for compliance. It is the fastest implementation of NICE Interaction Analytics ever completed by PrymeNet.

In addition to meeting the agency's needs, Eficasia saw immediate results from the comprehensive and automated call analysis. It could now find and act on complaints and customers who expressed dissatisfaction much faster with sentiment analysis, resulting in an overall better CX. The reports highlight areas which might create efficiency or compliance challenges as the relationship with the agency grows. "NICE Interaction Analytics gives us precise understanding of our calls, and operational independence," Romo said.





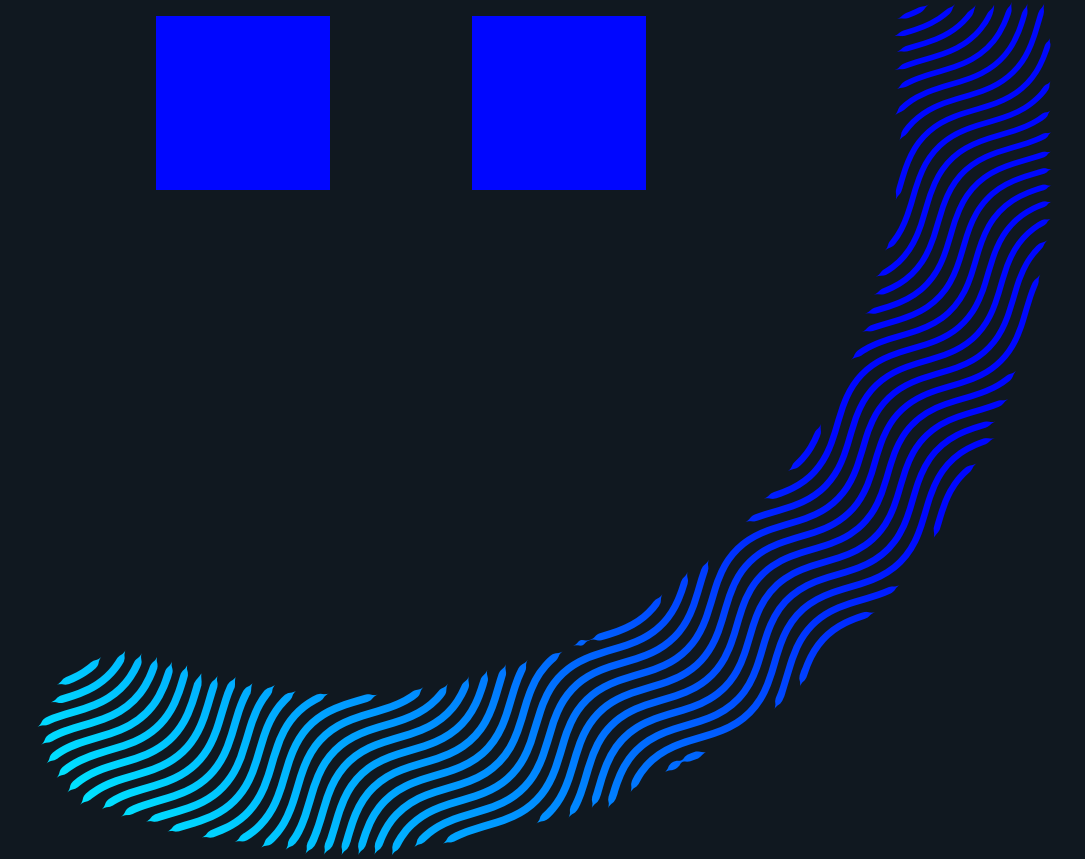
## 05 THE FUTURE

### **Building a wealth of customer experience knowledge**

Streamlined access to Interaction Analytics reporting and dashboard modules for a wide audience of stakeholders will reveal opportunities to improve the customer experience with every interaction. Eficasia expects to uncover new interaction strategies which will streamline internal BPO operations and improve offerings to a wide range of enterprise and government customers.

“NICE Interaction Analytics gives us precise understanding of our calls and operational independence, and with it we avoided customer penalties and the need for mass hiring.”

ISRAEL ROMO  
SUBDIRECTOR  
EFICASIA



### **About NICE**

With NICE (Nasdaq: NICE), it's never been easier for organizations of all sizes around the globe to create extraordinary customer experiences while meeting key business metrics. Featuring the world's #1 cloud native customer experience platform, CXone, NICE is a worldwide leader in AI-powered self-service and agent-assisted CX software for the contact center—and beyond. Over 25,000 organizations in more than 150 countries, including over 85 of the Fortune 100 companies, partner with NICE to transform—and elevate—every customer interaction.

[www.nice.com](http://www.nice.com)