

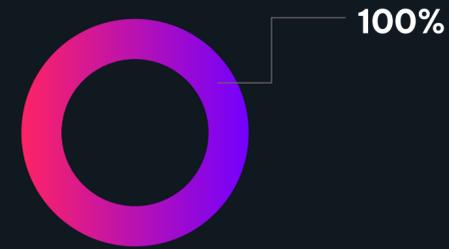
Quality Automation and Advanced Analytics Spark Improved Interactions

Teleperformance crafted its own interaction management system called TP Interact to streamline its analytics capabilities, improve customer experience (CX), and optimize operational processes while delivering more comprehensive solutions to its customers. With NICE Interaction Analytics as the foundation as well as NICE Quality Management and support from NICE Value Realization Services (VRS), Teleperformance automated manual processes, reduced operational bottlenecks, and achieved its desired outcomes in rapid time.



100% INTERACTION VISIBILITY

For deeper business insights



5% INCREASE IN SALES CONVERSION RATES



PROMPT ANALYSIS, FROM DAYS TO SECONDS



ENHANCED CUSTOMER INTERACTIONS



EFFICIENT PERFORMANCE MONITORING



CUSTOMER PROFILE

ABOUT

Teleperformance, a global CX and BPO leader, offers an extensive AI-powered service portfolio from front-office care to back-office functions, including trust and safety services. They provide specialized services such as collections, translations, and visa and consular services. Operating in 95 countries with a 500k-strong workforce versed in 300+ languages and dialects, Teleperformance reinforces its commitment to quality interactions, encapsulated by the slogan, "Each interaction matters."

INDUSTRY

BPO

WEBSITE

www.teleperformance.com

LOCATION

China

SIZE

7,300 agents

GOALS

- Enhance customer interactions
- Streamline performance monitoring processes
- Improve visibility into customer interaction data and insights
- Increase sales conversation rates

PRODUCTS

- [NICE Interaction Analytics](#)
- [NICE Quality Management](#)

FEATURES

- Enhanced customer insights for data-driven decision-making
- Automated quality assessments for faster performance evaluations

01 THE BEFORE

Manual processes and lack of information visibility impede CX

Teleperformance faced operational challenges, which impeded timely analysis and reporting capabilities due to a heavy reliance on Excel and manual processes. Chat management was particularly challenging, and not conducive to the company's goals, which included the ability to increase sales across their eCommerce platforms. Inefficiencies within QA and operations also stifled Teleperformance's capacity to grow and expand across new regions. To remediate these challenges, Teleperformance needed to streamline its operations, improve quality and analytics capabilities, enhance efficiency, and drive better business and customer outcomes.

02 DESIRE TO CHANGE

Quality and interaction analytics converge

As a BPO, Teleperformance combines high-tech solutions with a high-touch approach, putting CX at the center of its operations. Its main emphasis is on facilitating high-quality customer interactions and increased engagement across different channels, so its success depends on comprehensive interaction analytics and the ability to ensure consistent, top-notch CX. It needed to uncover deeper insights using call and comment data, social media posts, and unstructured comments using automatic speech recognition (ASR) speech-to-text technology to optimize its operations.

Teleperformance wanted a futureproof solution that would empower its quality management (QM) team, supervisors, and agents to: consistently monitor and track quality performance and coaching outcomes; efficiently identify areas for improvement through automated evaluations; and monitor 100 percent of interactions for deeper business insights. Additionally, Teleperformance needed a solution that would let it automate processes to reduce manual QM task handling. For the best results, Teleperformance also needed to upskill its team to better understand the volume of data it had access to.



03 THE SOLUTION

Creating CX Synergy with Quality and Interaction Analytics

After conducting a rigorous selection process and assessing the solutions available on the market, Teleperformance implemented NICE Interaction Analytics to help automate manual processes while increasing data visibility for a better balance between high technology and high touch. Additionally, the company implemented NICE Quality Management to help improve agent performance and drive improvements in quality and sales conversions. The combined solution has introduced automated reporting and quality assurance (QA) workflows, along with smart coaching tools to support agent development.

To help Teleperformance further optimize its operational efficiencies, NICE VRS collaborated closely with Teleperformance to carefully align its business goals to its solution capabilities. Additionally, the team provided essential expert advice to help the Teleperformance team better understand the full features of its NICE solutions and how the new tools mapped to its unique business challenges, as well as to address just-in-time questions.

NICE VRS also provided customized workshops to the team to achieve optimal user adoption. These deliver the best and proven practices of analytics-driven QA processes tailored to the company's needs. Additionally, NICE VRS provided hands-on support to help the Teleperformance

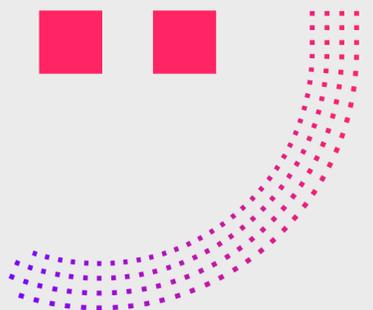
team build out evaluation forms, automate queries, and self-serve with the NICE Quality Management solution. This was particularly beneficial for Teleperformance, given its broad service offerings across various regions and languages, which required quick turnaround for changes to workflows and the customer journey.

04 THE RESULTS

Optimizing operations by automating processes in rapid time

Since engaging with the NICE VRS team and deploying the NICE Interaction Analytics and Quality Management solutions, Teleperformance has successfully accessed and analyzed a significant portion of customer data. Teleperformance has also increased productivity and optimized the QA team's efficiency, helping the agents increase their sales conversion rate for BPO campaigns.

Compared to using traditional, manual methods that sample only two-to-five percent of interactions for QA and insights, Teleperformance now captures 95-98 percent of interactions. Further optimizing its operations, the combination of NICE Interaction Analytics and Quality Management with the guidance of the NICE VRS team has helped Teleperformance to automate its processes and analysis, reducing analysis tasks that previously took days to seconds. This extensive data coverage and analysis



now provides accurate insights into customer behavior in real-time, leading to improved customer experiences and higher conversion rates. Teleperformance has also worked with its team successfully to improve its understanding of the data at hand.

Sisi Wan, Sr. Analytics Director APAC at Teleperformance, said, “With the support of NICE, Teleperformance has upskilled the current team, training them on how to use the tools, especially how to interpret the graphs, derive insights from the dashboards, and share them with other teams and clients. Teleperformance recognizes that the QA score alone is not the ultimate goal. Instead, the company uses it to find other ways to improve CX, showing a real entrepreneurial spirit.”

Teleperformance also developed use cases for clients, leveraging its data to uncover effective agent strategies, conversation points, and sales techniques. By using these insights to guide agents through interactions and optimize agent scripts, Teleperformance has successfully increased sales conversion rates by five percent across its Chinese operations.

05 THE FUTURE

Continued evolution of CX operations

As Teleperformance continues to explore the features and functionality of its NICE solution, the focus is on leveraging more of the available customer interaction data.

Looking ahead, Teleperformance plans to make the most of this expanded data set, with a goal to enhance the quality of customer interactions and streamline internal processes. This includes refining customer service approaches and increasing sales efficiency.

Teleperformance has also created and implemented its NICE-powered TP Interact solution for its customers, using NICE Interaction Analytics as a data aggregation tool developed to consolidate customer interaction data from multiple channels. As Teleperformance continues to roll out this solution, the business will delve deeper into understanding the Voice of the Customer (VoC) to refine sales strategies while ensuring alignment with customer needs and preferences.



“NICE technology, underpinned by personal support, empowers Teleperformance to turn data into quality interactions in diverse languages, **bridging cultural gaps and strengthening our commitment to superior customer engagement.**”

SISI WAN
SR. ANALYTICS DIRECTOR APAC
TELEPERFORMANCE

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

For the list of NICE trademarks, visit <http://www.nice.com/nice-trademarks>

