



## Case Study

# TTEC

### CUSTOMER PROFILE

Customer Experience Technology and Services

### WEBSITE

<https://www.ttec.com>

### LOCATION

Global

### BUSINESS NEED

- Omnichannel support
- Data Analytics
- Sales excellence
- Customer/agent insights
- Agent efficiency

### NICE SOLUTIONS

- Nexidia Analytics
- Engage
- Desktop Analytics
- Desktop Automation

### THE IMPACT

- 159% increase in average agent revenue
- 360% increase in sales production during agent nesting
- 833% increase in average first-week sales production
- 84% reduction in after-call work
- 30% savings on long-term archiving costs

### ON THE NICE SOLUTION

“With NICE, we were able to quickly and efficiently understand VoC and VoA to make data-driven decisions that impact business performance in a positive way – and accurately measure the results.”

Barbara Wingle, VP Insights and Analytics



## Speech Analytics Meets Sales Excellence with TTEC and Nexidia

### ABOUT TTEC HOLDINGS, INC.

TTEC Holdings, Inc. (“TTEC”) is a leading global customer experience technology and services provider focused on the design, implementation and delivery of transformative solutions for many of the world’s most iconic and disruptive brands. The company delivers outcome-based customer engagement solutions through TTEC Digital, its digital consultancy that designs and builds human-centric, tech-enabled, insight-driven customer experience solutions for clients, and TTEC Engage, its delivery center of excellence, that provides customer acquisition, care, growth and digital trust and safety services.

The company employs 49,700 people on six continents. Over 40,000 of them are agents at TTEC’s Humanify Customer Engagement Centers, located around the world.

### THE CHALLENGE

TTEC leverages a combination of insights, experience, artificial intelligence and machine learning, embracing market innovation and the best available technology. As part of this ethos, the company tested multiple speech analytics tools at its contact centers in order to better understand and anticipate their clients’ customers.

The analytics team struggled to find a solution capable of keeping pace with the evolving demands of TTEC’s global business. The challenge was inherent to the company’s extremely complex and large-scale environment.

## Case Study

As a business process service provider, TTEC has to meet different standards and provide a variety of analyses for various leading companies in an array of sectors. Adding to the complexity is the fluctuation in demand due to the highly seasonal and cyclical nature of many of the businesses TTEC serves.

TTEC contact centers needed a centralized analytics solution that could meet TTEC's business needs, increase the contact center and analytics teams' efficiency, and provide the robust, actionable information that the company's clients expect.

### THE SOLUTION

TTEC determined that NICE could provide the best, most comprehensive solutions for their company, with natively integrated desktop and interaction analytics, including Nexidia Analytics for handling speech-based interactions. Moreover, with NICE's extensive global experience and innovation, TTEC saw that the company was capable of supporting their large-scale, relatively volatile and extremely diverse service ecosystem.

Nexidia's speech analytics engine matched the speed of the business, while the holistic approach made it possible for TTEC to quickly analyze historical data and construct targeted queries. The strong reporting and dashboarding tools translated this valuable data into clear metrics of overall business impact.

The NICE suite of tools integrated call and screen recording, desktop and interaction analytics, as well as real-time optimization. Less than 100 servers were needed for all such processes across the enterprise, while the solutions integrated smoothly with preexisting call handling systems.

### THINKING OUT OF THE BOX

NICE and TTEC designed a triple-record solution for 100% call capture, error-free switch integration, and secure automated recording delivery. In addition, they were able to apply 62

different optimized active archiving rules for 48 clients.

TTEC's Insights and Analytics team further developed Nexidia's out-of-the-box applications in innovative ways, leveraging Visual Query Builder, Gainers/Losers, and Reporting.

This included unique insight into the correlation between speech analytics markers and agent KPI results, in terms of performance to revenue and sales goals.

Using the Gainers/Losers tool, for example, the TTEC team identified behavioral and sales pitch patterns among the most and least productive agents. Based on this analysis, the team created a process to train middle- and bottom-performing agents to adapt their call flows, scripting and verbiage accordingly.

For better management of agent coaching, TTEC developed a new tool making it easier for agents and coaches to understand their progress in a consistent weekly format. In addition, TTEC began employing gamification to promote desired behaviors and actions among agents and leaders across the company's contact centers.

### THE RESULTS OF DATA-DRIVEN INSIGHTS

"We needed a robust speech analytics tool that allowed our team to be nimble and provide robust analytics that our clients expect," according to TTEC's VP for Insights and Analytics, Barbara Wingle. "With Nexidia, we got it."

With NICE Engage capturing 100% of customer calls and NICE analytics solutions generating comprehensive actionable insights, TTEC is meeting service level expectations, as well as providing them customized real-time reporting.

TTEC is also generating revenue for its clients, with average agent revenue increasing by 159% since NICE Nexidia was deployed.

The performance lessons learned by the TTEC Insights and Analytics team were applied in the training environment, resulting in a 360% increase in sales production during agent nesting.

The effect continued and was multiplied in the first week of regular employment, with an 833% increase in sales production compared to pre-Nexidia results.

In addition, there was an 84% reduction in after-call work, as interactions were measurably far more effective and automation eliminated routine aspects of the contact center workflow. Similarly, thanks to the NICE recording solution, TTEC saved 30% on long-term archiving costs for petabytes of data, with very high-quality greyscale configurations.

## 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)

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

