

Conversation analytics

The contact centre playbook

Answering the
four big questions
of the
contact centre

Impactful calls. Insightful conversations. Intelligent conclusions



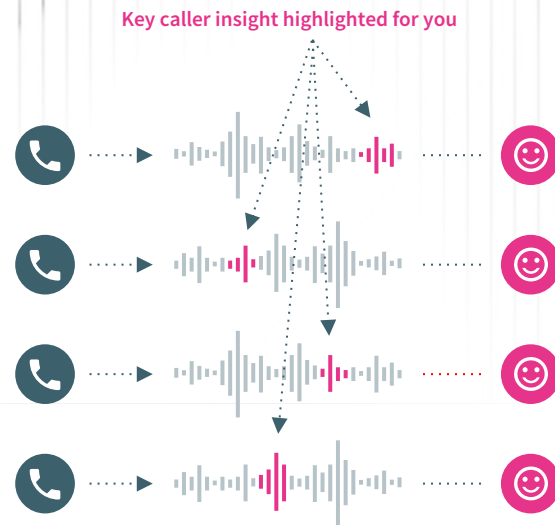
Every conversation matters. Find what matters in every conversation

Conversation Analytics is Infinity's speech analytics platform. Contact Centres are using it to create smoother customer journeys, create loyal customers, resolve issues quicker, reduce manual work, and train their phone agents faster.

Using market leading transcription software, combined with our Hub, we enable you to spot:

- Specific keywords
- Common trends in conversations that you aren't yet aware of
- Outcomes of calls
- Where a payment was made
- Key talking points on a call
- Custom brand terms

This playbook shows solutions to some of the most common questions that contact centres are trying to answer.



Evolve tactics and strategies based on real customer data. Boosting agent performance, saving time, and unearthing value faster.

What makes **a good** **sales call?**

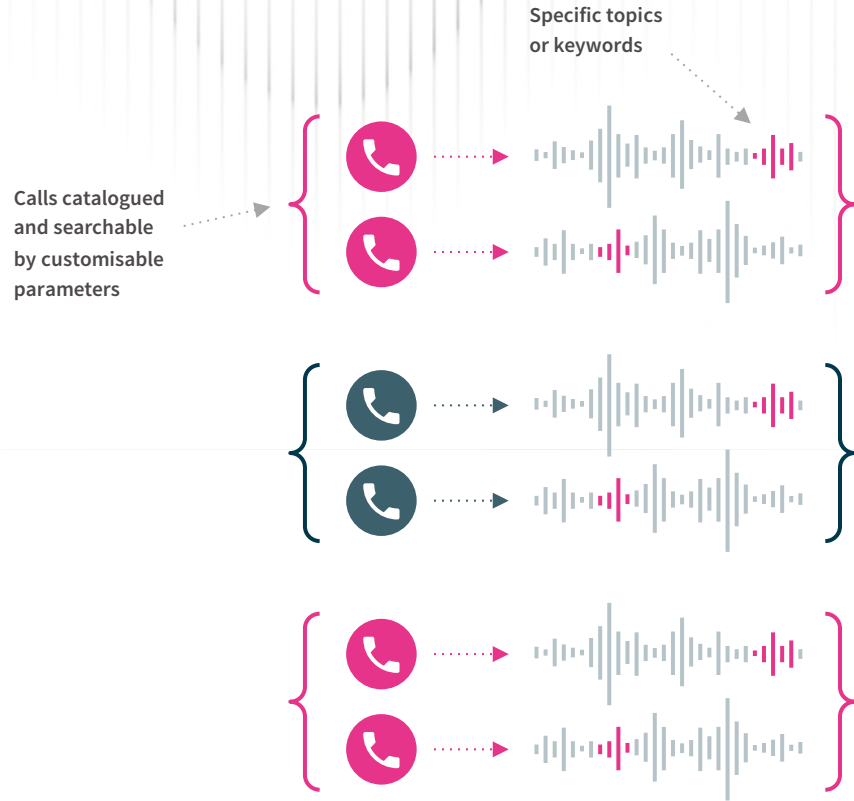
Primary KPIs impacted:

- Increase average order value (AOV)
- Increase upsell
- Reduce cost of acquiring a conversion (CAC)



Outcome scoring

- Identify keywords that indicate a specific outcome
- Calls catalogued and accessed at scale
- Find specific types of call without manually listening
- Keywords highlighted in each recording
- Available for both inbound and outbound calls
- See how individual agents are performing



Testing sales scripts and wording

- Identify calls that lead to a specific outcome
- Test phrases, offers, and terms to see difference in performance
- Check sales calls are compliant
- Identify when agents are not following scripts and when training is needed



“Would you like to upgrade to **first class**?”



“Would you like to **sit near the front**?”



“Would you like a lot **more legroom**?”



Surfacing insight

Spotlight picks out common words or phrases you aren't already looking for, this can be used to:

- Learn new trends or insights
- Collate product feedback
- Improve scoring and sales calls
- Introduce into scripts to help upsell
- Pick out themes to share with marketing teams

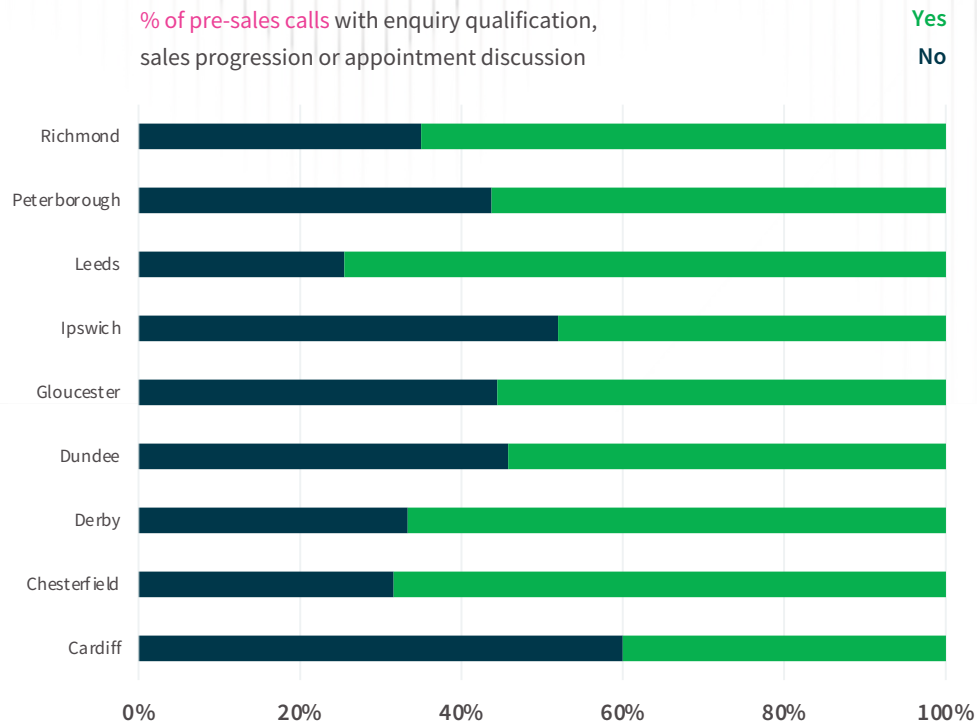


Monitor sales progression

- + Search for calls that indicate a sale, or pipeline progression
- + Monitor how results evolve over time to measure success
- + Segment to identify best practice to share, and areas where training is needed
- + You can also monitor sales progression on calls by individual agent

2-week analysis for national automotive dealership group

REAL USE CASE



What type of calls are **we getting?**

Primary KPIs impacted:

- Reduce cost of acquiring a conversion (CAC)
- Curate efficient customer journeys

Keyword Spotting

Call tracking will tell you where calls are coming from, Conversation Analytics will tell you what happened on those calls. Keyword spotting is what powers this.

- Calls are transcribed and can pick out specific words or terms used.
- Custom language, such as product or brand terms, can also be included.
- Use our testing feature on existing calls to check accuracy in seconds.
- Keywords can be scored to help determine the outcome of a call.
- Use **Spotlight** to get inspiration for additional words worth spotting.





Cataloguing calls at scale

Once you have keywords or outcomes to spot, these calls will automatically be stored and searchable.

- Find the types of calls you want in seconds
- Listen to the exact moment where keywords were spoken
- Find nuances to tweak
- Filter by individual agent
- Inbound and outbound calls
- Pinpoint training opportunities



PCI detection and redaction

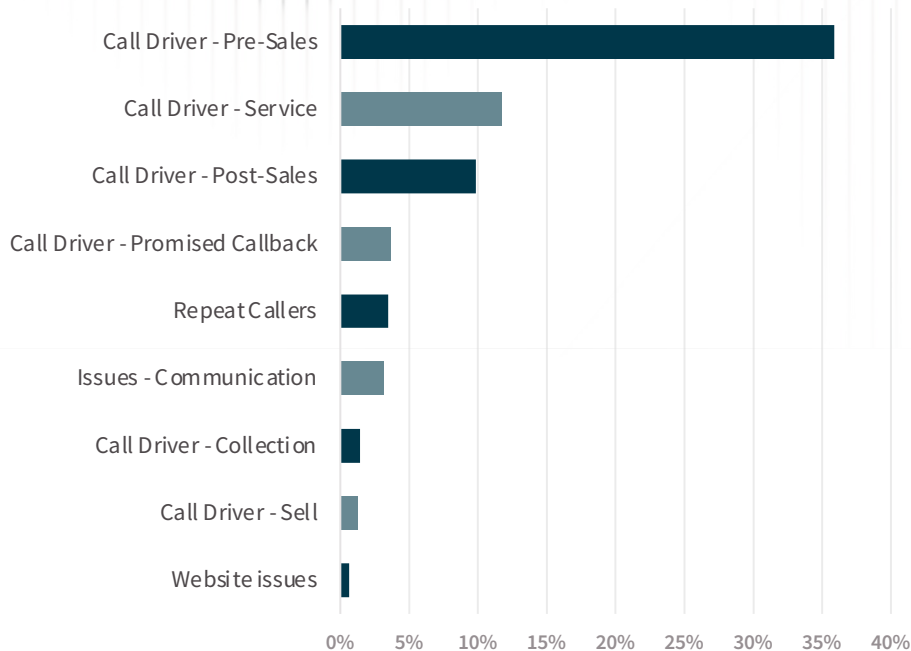
Callers making payments is good news, but sensitive details need to be handled with care.

- Conversation Analytics identifies when a caller is giving payment details
- Recording stops until details are given
- Calls are safe to store, with personal details redacted
- Calls with a payment can be catalogued and attributed to a marketing source

Identify call drivers

Discover what is leading to a call,
this underpins goals such as:

- + Informed marketing analysis
- + Improving campaign performance
- + Contact centre optimisation
- + Creating a smooth customer experience
- + Making customers happier
- + Identifying issues to resolve online



Segment call drivers and types

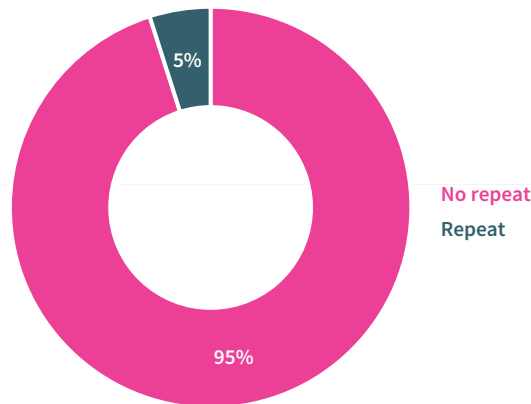
Location	Call driver - collection	Call driver - post-sales	Call driver - pre-sales	Call driver - promised callback	Call driver - sell	Call driver - service
Guildford	0.00%	7.41%	70.37%	3.70%	3.70%	25.93%
Coventry	1.52%	24.24%	71.21%	6.06%	1.52%	12.12%
Lincoln	0.00%	17.24%	68.97%	10.34%	6.90%	17.24%
Gloucester	3.57%	14.29%	64.29%	3.57%	0.00%	28.57%
Ipswich	4.17%	29.17%	52.08%	14.58%	0.00%	31.25%
Redhill	0.00%	20.45%	68.18%	2.27%	2.27%	15.91%
Derby	2.63%	21.05%	63.16%	7.89%	2.63%	21.05%
Swansea	12.00%	16.00%	64.00%	0.00%	8.00%	16.00%
Edinburgh	2.78%	0.00%	75.00%	8.33%	0.00%	33.33%

Further split analysis into groups to isolate trends, anomalies, successes, and areas to work on. Segments can include:

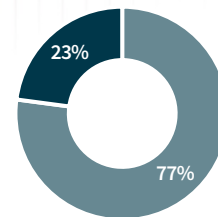
- Regions/countries/locations
- Brands
- Stores
- Product sales teams

Analyse repeat callers

- + Isolate repeat callers
- + Pinpoint key reasons they were calling
- + Analyse to see what's leading to these repeat calls
- + Act on insight
- + Boost first call resolution and customer satisfaction

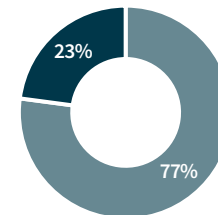


% total call volume with keywords identified containing repeat calls



% repeats in calls with complaints

Repeat not stated
Repeat stated



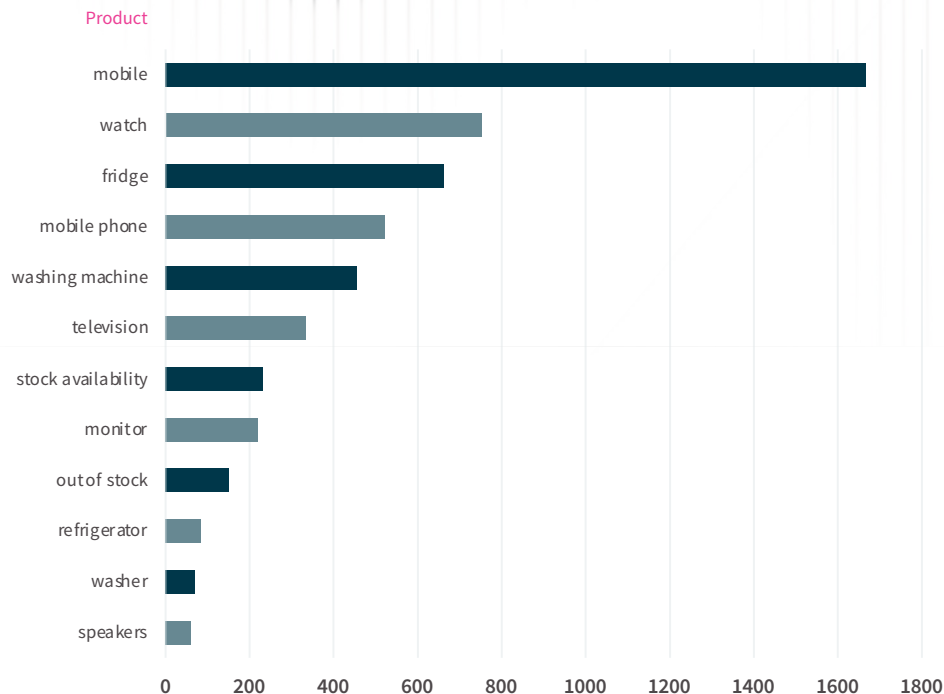
% repeats in calls with escalations

Repeat not stated
Repeat stated

Identify terms or products on specific calls

- + Cross-reference keywords with specific types of calls for granular analysis.
- + This example identifies the stock/stock issues contributing to calls about returns and exchanges.

Returns / exchanges call volume by product



How can we **drive customer loyalty?**

Primary KPIs impacted:

- Reduce cost of acquiring a conversion (CAC)
- Curate efficient customer journeys
- Reduce churn

Understanding why people are calling

By knowing common drivers for calls, you can prepare phone agents for the most common situations, and improve overall results.

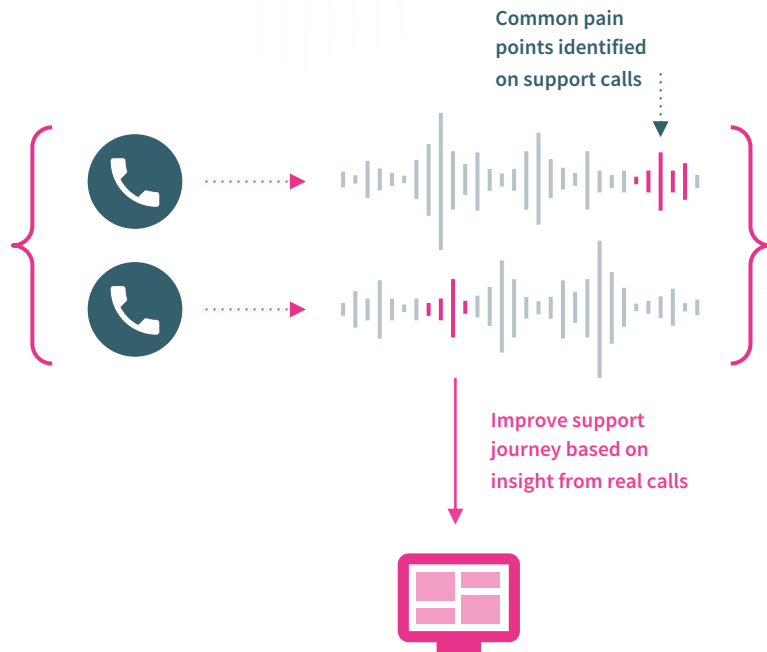
Conversation Analytics can highlight aspects of a call that indicate what sparked a call, such as:

- The outcome of a call
- Products or services that a caller mentioned
- Specific words tied to a process, such as “email”, “booking”, and “log-in”
- Personal details, like payment or a member ID

- Mention of a campaign or promotion
- Affiliate activity
- Competitor activity that is influencing in one way or another

These insights can be particularly powerful when combined with our consultancy service and customer journey insights from call tracking.

Pinpointing pain points to solve online



The easier it is for customers to solve issues, the more they remain satisfied.

This can include providing more effective FAQ pages, which can be improved with Conversation Analytics by:

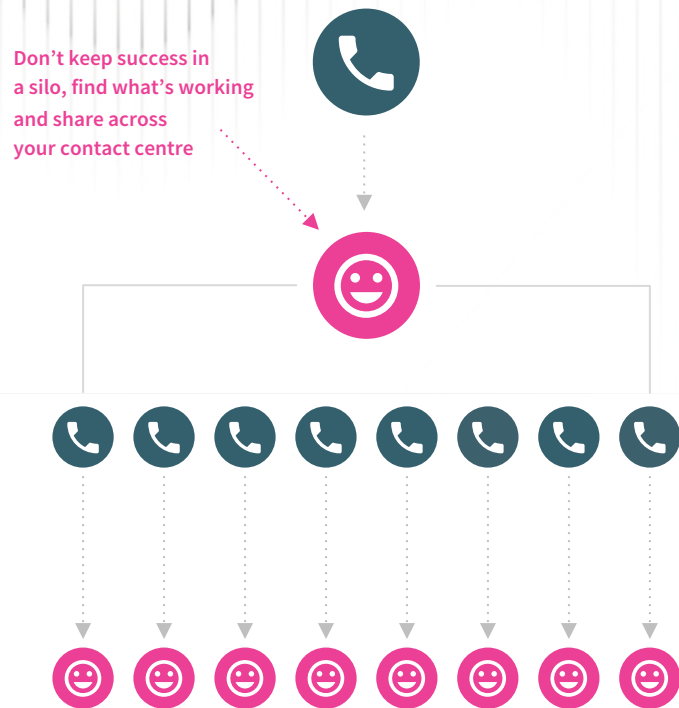
- Using scoring or keyword spotting to quickly catalogue support calls
- Listening to specific calls to pinpoint issues
- Using Spotlight to understand frequent general topics

Call tracking will also see pages generating these calls, highlighting which may be ripe for an update.

Sharing best call centre practices

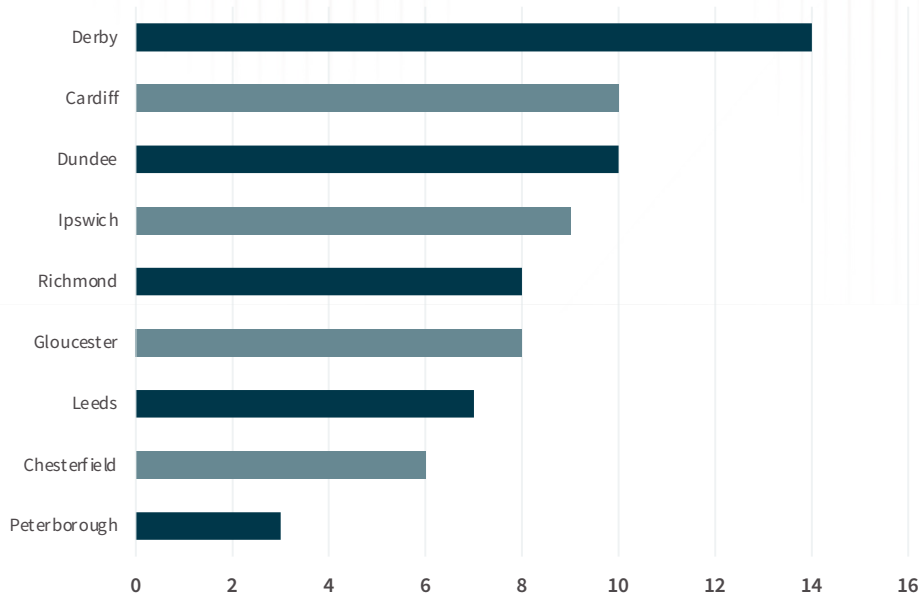
Produce reliable, successful outcomes time and time again by identifying and studying what's working. Some things to look at with Conversation Analytics include:

- What led to an increase in positive sentiment?
- How are phone agents minimising awkward silences?
- New trends in successful calls
- What offers help to create urgency?
- How to solve common causes of frustration
- Scripts that improve results
- Objection handling techniques that win over potentially lost customers



IVR / hold dropout volume

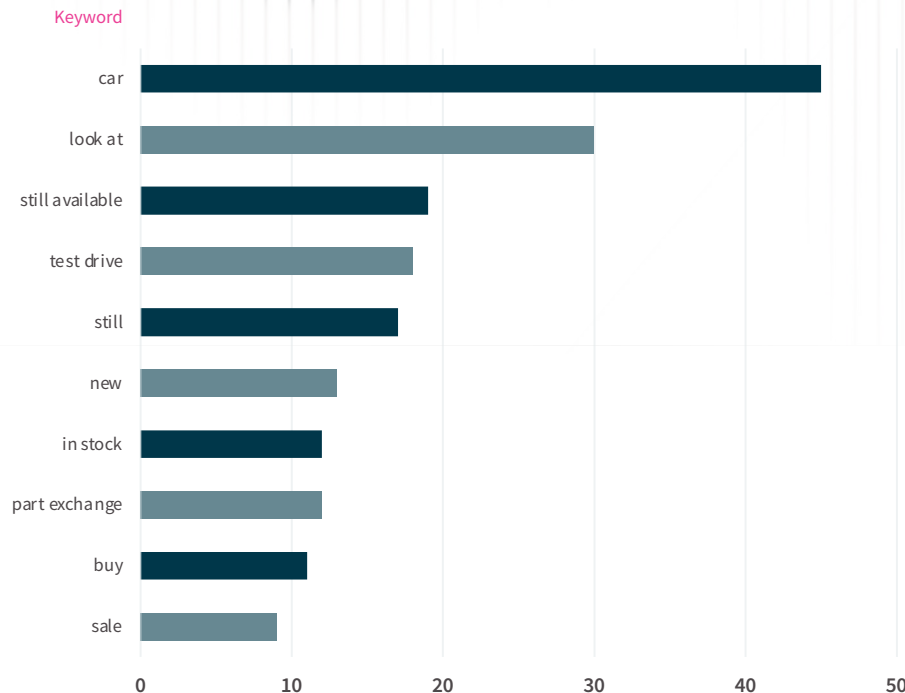
- + Identify how many callers hung up while waiting for an answer.
- + Pinpoint stores, departments, or regions where this is more common.
- + Address this issue to keep more leads in your sales funnel
- + Improve customer experience to increase loyalty and revenue



What leads to a particular call type?

- + Uncover the keywords frequently spoke on certain types of calls
- + This shows the motivations and challenges that led to the call
- + Reflect this in your campaigns, messaging, and buyer journey
- + Example: “Car” is an obvious keyword here, but “still available” and “in stock” show that enquiries about availability create urgency in the buyer and can be used in your communications.

Top 10 pre-sales keywords (spoken by caller)



How are **phone agents** **handling calls?**

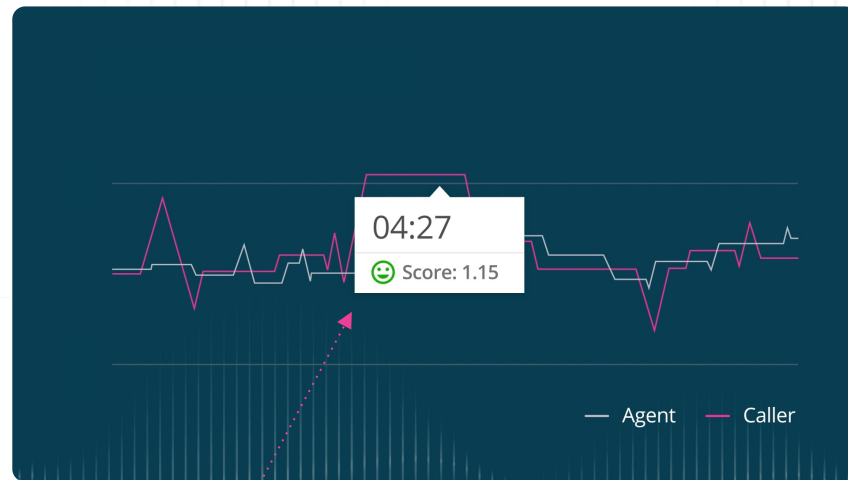
Primary KPIs impacted:

- Increase upsell
- Curate efficient customer journeys
- Ramp phone agents quicker

Talking points

The tone, pitch, and volume of both caller and agent can be monitored to pick out how the conversation fluctuates throughout the call. Use this to get vital feedback on how an agent deals with situations, as well as your overall customer experience.

- Immediately see crucial moments in a call
- Identify talking points to discover what is causing surprise, relief, frustration, or other strong emotions
- Quickly identify tactics that turn negative calls into positive ones



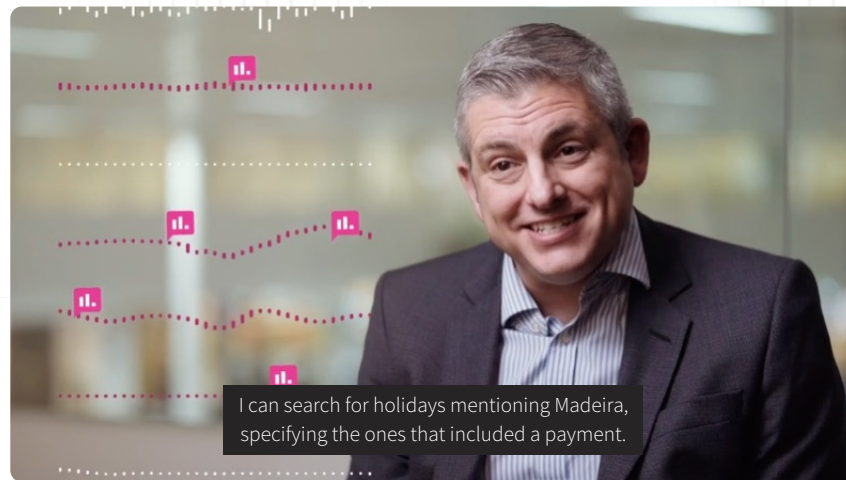
A talking point is identified

Outcome monitoring

One of the best ways of assessing an agent's performance is understanding the outcomes of their calls. Conversation Analytics can help define these by identifying:

- Payments made
- Key terms from the agent or caller that indicate an action
- Specific locations or branches and their performance
- Calls based on your own customised scoring system
- Words based on when they were mentioned during the call

 **Infinity** + **The Telegraph**



Mark Woodcock

Commercial Director - Travel
The Telegraph

Training **for upselling**

Once you are reliably identifying things that matter to you on a call, you can start isolating the ones upselling. Look for traits such as:

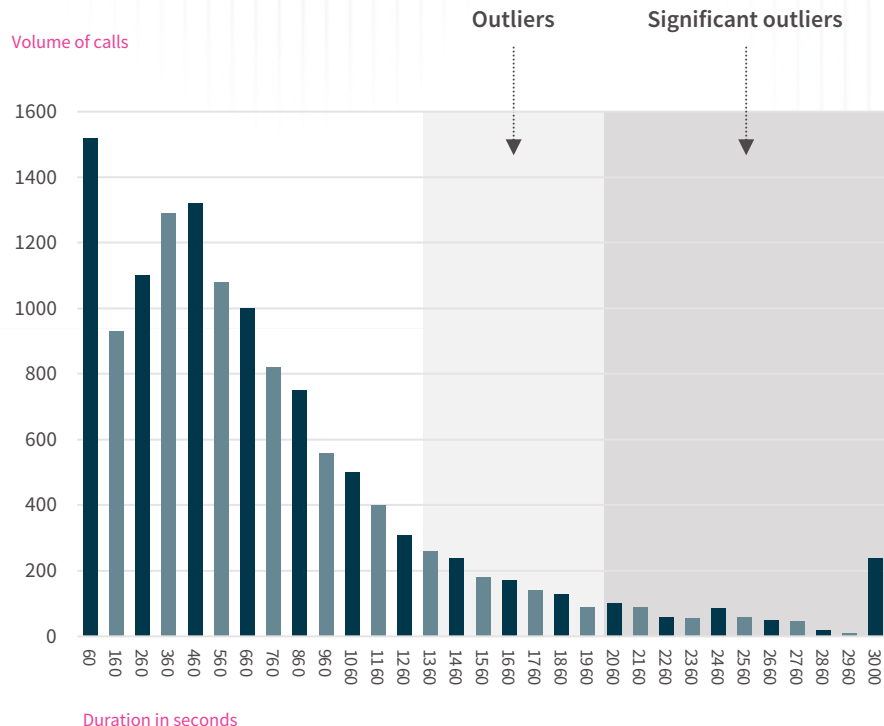
- What questions were asked on successful calls?
- How do different behaviours impact receptiveness to an upsell?
- How did the agent use their knowledge of the customer journey?
- What can be fed back to marketing teams for more effective activity?
- Which agents are succeeding and have techniques worth sharing?

- What are some common buying signals from the caller?
- How were common barriers overcome?
- What descriptive words are leading to upsells of a specific product?
- What products are people most likely to add on when prompted?

Conducting regular analysis of this data and seeing how tweaks impact results will be crucial in driving long-term iterative improvements, as well as ramping up your phone agents faster.

Average handling time

- + Optimise contact centres by finding and grouping calls by time
- + Analyse the calls taking longer
- + Make adjustments to customer experience based on insight
- + Example: Here we have isolated all calls based on their handling time. Using this, we can begin to understand what is leading to these calls and how to reduce them. See more on the next page.



Average handling time **for call types**

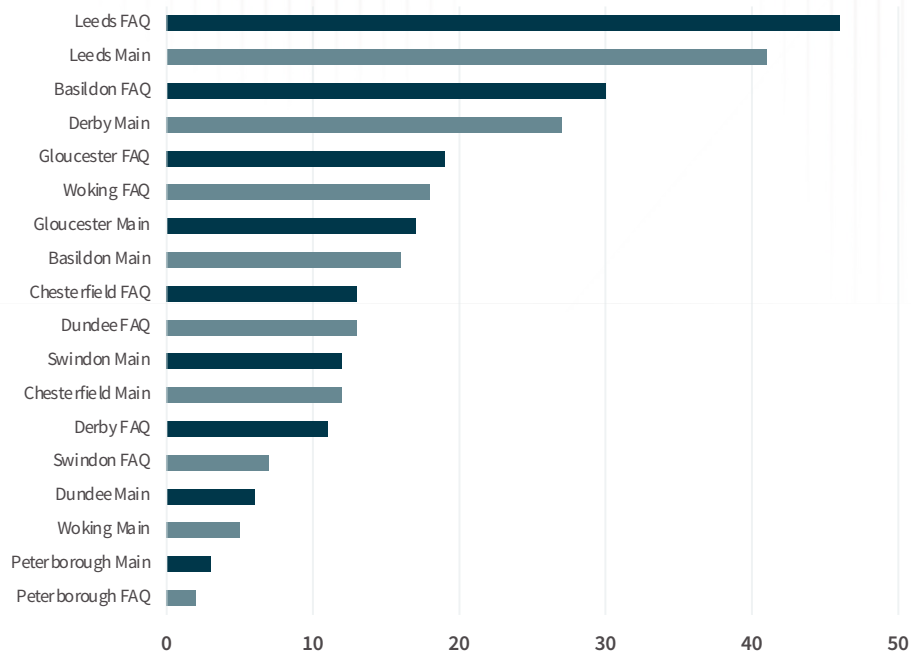
- + Optimise contact centres by seeing how they spend time.
- + Check AHT by type of call.
- + Make adjustments to customer experience based on insight.
- + Example: Here we see that complaints / escalations have a direct impact on the AHT of the call. Analyse these calls to resolve issues quicker and reduce pressure.

Keyword group	Average duration (sec)
Escalation	1890
Dissatisfaction	1681
Complaints	1644
Issues - fault	1587
Eco project	1472
Website issues	1458
Issues - Price sensitivity	1402
Issues - Product not suitable	1398
Pricing policy	1376
Competitors	1366
Repeat callers	1327
Retailers	1302
Internal transfer	1301
Payments	1244
Stock	1190
UI/UX computing range	1149
Post-sale	1140
Return/exchange	1121
Pre-sale	1113
Issues - Delivery	1108
Empathy	1084
Agent ownership	997
Mid-sale	910

Maintain brand and service standards

- + Check script adherence and proper brand terms used across individual regions, stores, or brands.
- + Build a consistent and more effective customer experience.
- + Example: Here, we identified how many calls didn't have a proper introduction when the phone was answered, and segmented by location.

Calls with no introduction detected, by Tracking Pool



Consultancy services

You're not alone: Meet our Intelligence & Insights team...

Use case examples

Briefs our Insights & Intelligence team take on includes:

- + Discover what leads to specific calls
- + Insights to refine buyer journeys
- + Help shape messaging
- + Pinpoint common friction points
- + Uncover common queries
- + Analyse script adherence

Results

- + **30% decrease** in rate of unanswered calls
- + **65% drop** in price sensitivity on calls
- + Common friction point **minimised by 66.6%** at major branches

“Infinity’s Insights and Intelligence team really have gone over and above when it comes to highlighting real opportunities for improvement we didn’t even know about.”

Owen Gill | Head of Digital Marketing, Pendragon

Sharing the knowledge: Marketing

As the team responsible for driving many of your calls, Conversation Analytics is of great value to marketers too. Here's why you should introduce your marketing team to Infinity:

- Minimising siloed data
- Share contact centre insight with wider business
- Optimising your technology investment
- More informed, relevant callers
- Better buyer journeys
- Greater ROI from marketing campaigns



If this playbook has given you ideas, why not give your **marketing team** their own playbook to give them ideas?

Share the knowledge



I'm interested, **let's get to work...**



Infinity client

Speak to your Customer Success manager about executing one of these plays today.

[Read more on our site](#)



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