

2011

A Sivox™ case study

*Fortune 500 Call Center Boosts Agent Performance and
Increases Revenue Using Sivox Dynamic Simulations*

Sivox™ — the award-winning voice recognition-driven simulation training platform — provides a richly immersive learning experience that delivers increased information retention, significant financial savings, enhanced call quality and improved productivity.

SIVOX™

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Overview

This case study follows a Fortune 500 Sivox™ customer's pilot program.

Participating call centers: 27
Agents: 15,000

Primary use for Sivox

- New hire training
- Systems training
- Continuing education
- Employment pre-screening

Results

- 20% increase in customer satisfaction scores
- 15% increase in up-selling revenue
- More efficient, productive new-hire agents
- \$50 million in benefits over a three-year period

“Role-playing delivers limited results, and it depends entirely on the skill levels of the agents involved. Sivox™ allows us to incorporate best practices at all times — ensuring the interactions are what we expect once real customer calls are taken.”

— Training Manager

Challenge

Due to industry-wide changes in telemarketing, customer contact centers are under increasing pressure from parent companies to turn call centers into revenue-generating business units.

To perform at target productivity levels, our customer’s call center needed to:

- Reduce average call handling time to maximize agents’ efficiency
- Increase up-sell revenue generated by cross-promoting products and packages
- Improve customer satisfaction

Before investing in agent training, our customer conducted a thorough due diligence review, which included:

- Auditing agents’ actual productivity against new target goals set forth by their parent company
- Assessing agents’ existing skill sets
- Reviewing internal benchmark data

Existing customers’ satisfaction — and in turn, customer retention — is tied to better-prepared, more experienced agents who consistently deliver comparatively higher quality service. Customers are more inclined to purchase additional products from agents who exceed their expectations. And increasing after-sales revenues are directly related to agents’ abilities to fluently navigate customer calls.

After assessing agents’ skill sets, our customer determined that even senior agents did not have the knowledge they needed to confidently and competently up-sell products and promotions. As such, our customer determined additional training would be required.

“Based on our pilot’s highly successful results, we are in the process of rolling out Sivox™ simulation products to all of our call centers, nationwide.”

— Director of Training

Solution

After reviewing numerous training tools, our customer selected Sivox simulation-based training for their call center. Sivox supports real-time learning and improved knowledge retention by providing a richly immersive learning environment.” Other key factors that influenced our customer’s decision to choose Sivox include:

- **Effective — realize measurable performance gains**
Sivox simulations engage trainees with a unique learn-by-doing approach, which provides a compelling context for individualized learning. Rather than merely imparting soft knowledge, the interactive simulations impart hard skills that translate to measurable results.
- **Fast — create training simulations quickly**
Within our customer’s industry, new products and services are constantly introduced to agents. Sivox enables administrators to easily create or modify simulations in a matter of hours, so as new products and services are released, agents may be trained quickly and effectively.
- **Real call readiness — demystify customer calls**
Because trainees are, in essence, handling “real” call situations during their Sivox simulations, they have a better idea of what to expect once they transition into their jobs to handle actual customer calls.
- **Agent certification — increase job satisfaction**
For experienced agents, self-paced learning modules can refresh skill sets or provide them valuable opportunities to train for higher levels of responsibility in the organization. Using Sivox to navigate through assignments that are more complex and get real feedback on performance will allow our customer to certify its representatives on an ongoing basis, enabling them to advance on the job more quickly.

“Since implementing Sivox™, we’ve seen a 20% increase in customer satisfaction and a 15% jump in agents’ abilities to sell new products and services.”

**— Vice President,
Call Center Operations**

Results

After an initial run of the Sivox pilot, a third-party auditing company revealed that Sivox-trained agents:

- Received much higher customer satisfaction scores than the control group
- Made more selling offers
- Had a 15% higher close rate than the control group for selling offers
- Were better prepared, in less time, than traditional call center trainees

A training manager whose team participated in the pilot said,

“Sivox enables us to seamlessly weave up-selling opportunities into the routine customer service call flow. Customers may call in with a billing question, and discover they can save money by changing plans or enhancing their service. Sivox-trained agents have a better understanding of our products and up-selling opportunities because they train with the entire system, not just snippets of selling scripts, or a list of product descriptions.”

Additional findings on an administrative level:

- Trainees were able to work through each developed lesson in about five to ten minutes — roughly the equivalent of an initial customer service call.
- New hire trainees found the dynamic simulations to closely mirror the experience of handling actual customer calls and data systems.
- Sivox-trained agents averaged better customer service scores; fewer calls on hold; less time on hold; and registered fewer system errors than the control group.