

# Cultivating Business Intelligence

## THE CHALLENGE

RDI partnered with an electrical manufacturer of connected healthcare devices to help transform its business operations. This company provides remote blood pressure monitoring tools that conveniently and accurately track vital health scores, allowing medical providers, clinicians, and patients to make better informed healthcare decisions.

This company has a global network across more than 160 countries; however, as it introduced its state-of-the-art technology in the U.S. market, it experienced significant challenges in the areas of customer support, business process efficiency, and training specific to the US market. Most crucial was the lack of data that would allow the company to track the customer experience, understand key pain points, and make strategic adjustments guided by customers' expectations.

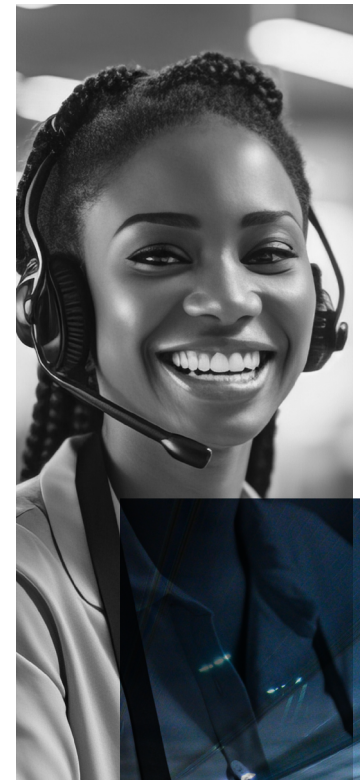
The client came to RDI for help in these critical areas. In addition to their primary goal of data collection and analysis of the customer experience, they also wanted to streamline their training process, create more efficient workflows, and get call center support for high call volumes.

## OUR APPROACH

RDI's first goal was to begin collecting data for outbound and inbound calls. We used our Speech Analytics platform to gather conversation data and provide analytical insight in several areas, including customer sentiment, satisfaction, and other KPIs. We also installed a Business Intelligence dashboard, so our partner could easily see and compare any number of data metrics simultaneously. Additionally, we set up a post-call survey to gain even more insight into the customer experience.

Once these tools were in place to begin collecting data, RDI's speech analysis team performed an initial review of speech indicators to identify areas of customer satisfaction and dissatisfaction, which provided a deeper understanding of customers' needs and the best strategies for updating business processes, services, and agent training.

Finally, RDI focused on agent training and call center support. The client wanted us to retrain and onboard their internal team to align with industry best practices and customer-centered support strategies. This training process continues to evolve in response to mounting call data and more robust business intelligence. In addition to agent training, the RDI team provided support for overflow calls, resulting in stable levels of high-quality customer service.



## THE RESULTS

Within three months, RDI's speech analytics team helped the company understand its customers' experience more clearly. RDI has transcribed 4,627 call recordings to date, translating into 332 hours of audio. While the client's satisfaction was above average overall, we could also identify the top areas of dissatisfaction, including confusion with their devices, troubleshooting problems, and the feeling that the devices were difficult or complicated.

Based on these results, we have begun identifying client-specific language identifiers to tease out more specific issues—with the data hub, for instance, or the blood pressure monitor. As we continue to collect data for both inbound and outbound calls, customer needs will come into greater focus, allowing for more strategic, data-driven decisions about products, staffing, and daily operations.

One important "win" for this client that stemmed directly from call data is improved quality assurance. RDI recently reported that "our data and insights caused Client to fully test and ensure their devices were sending readings before shipping. That reduced AHT (average handle time) by nearly three minutes for troubleshooting calls and reduced TS (troubleshooting) call volume by 36%."

### 3 MONTH JOURNEY TO BETTER CX

- 4,627 call recordings over 3 months
- 332 total hours of audio
- Analyzed to optimize client's CX

### IMPROVED QA FROM CALL DATA

- Reduced AHT (average handle time) by nearly **three minutes**
- Reduced TS (troubleshooting) call volume by **36%**

## THE CONCLUSION

Our study aligns with a growing body of research confirming data analytics's importance as a guide for business decisions. One [2019 study](#) affirms the immense benefits of emerging technologies that collect and quickly analyze vital metrics. Similarly, a [longitudinal study](#) discusses the importance of speech analytics for call centers and the strong correlation to increased customer service performance.

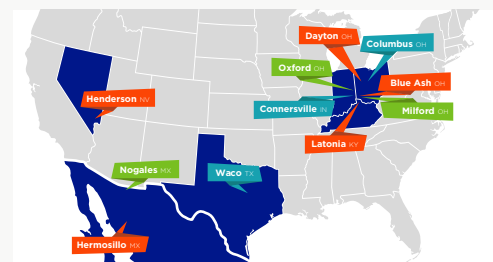
Working with RDI was about much more than data collection for this client. It was about forging connections with their customers, creating clear goals, and making substantial improvements that would have a tangible effect in people's lives. [That's what partnership at RDI is all about.](#)

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## ABOUT RDI

RDI is a privately held contact center and IT firm committed to elevating the Customer Experience in its dedicated outsourced environment. Founded in 1978 as a research analytics company, RDI's expertise has grown to include full-service Business Process Outsourcing (BPO) solutions for Contact Center support, Data Analytics, and Managed IT & Helpdesk Services. With 12 domestic and near-shore locations and over 5,000 in-house and work-from-home employees, RDI focuses on the Customer Experience and delivers value-driven results for multiple industries, including leading Fortune 500 client partners.

## OUR LOCATIONS



To learn more about RDI, please visit us at: [www.rdicorp.com](http://www.rdicorp.com)