SECURITAS DIRECT REVOLUTIONISES ITS CONTACT CENTRE WITH COMPREHENSIVE AUDITING OF ALL CALLS

ABOUT

Securitas Direct, a leader in personal protection and security services, needed to raise the quality of its Contact Centre, which is key to handling crucial and critical calls. With more than 2,000 operators, the company valued the protection of people and therefore needed to audit calls to ensure excellent customer service.

In addition to its commitment to innovation, Securitas Direct has established a business model that relies heavily on technology and human talent management to strengthen its leadership in the sector. With more than 2.1 million alarms installed and an operation that receives more than 20 million signals at its centres, the company located in Madrid and Cornellá de Llobregat, the largest and most modern in Europe, has created a robust infrastructure that allows it to respond effectively to its customers' security needs. With R&D centres in Geneva, Madrid and Malmö, where more than 600 engineers are constantly innovating security solutions, Securitas Direct not only protects people and property, but also leads technological advancement in the industry.

Through a strategic partnership with Sabio, the company has enhanced its technology, improving management efficiency and reliability and consolidating its position as a leader in residential and business security in Spain.

THE CHALLENGE

Securitas Direct sought an analysis solution to audit most calls, ensuring high-quality service despite diverse procedures. They needed a cost-effective bot to implement immediate improvements without compromising quality. Redesigning procedures based on customer demands required analysing as many calls as possible.
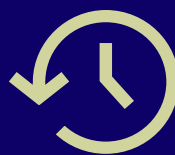
THE SOLUTION

Building on Sabio's expertise, Securitas Direct implemented Verint's Speech Analytics solution, which uses natural language processing to analyse customer-agent interactions. The phased project covered 5 areas and more than 1,000 categories over 1.5 years. Integration with Verint automated processes and improved decision making.

THE RESULTS

The Sabio / Verint project has enabled Securitas Direct to record a series of impressive results. It now audits 80% of calls, delivers real-time results, reduces costs, and improves customer satisfaction (9.1). Waiting times decreased by 15%, calls and transfers by 50%, and sales planning efficiency increased by 15%.

9.1
Customer Satisfaction

50%
Reduction in calls & transfers

80%
of calls audited

THE CHALLENGE

The need to evaluate and optimise Contact Centre processes led Securitas Direct to look for an analysis solution that would go beyond a simple superficial look, it needed to audit the major part of its calls in order to ensure the high quality standards they offer to their customers. The company was faced with the challenge of dealing with a wide variety of procedures, making it very difficult to make a complete assessment of all calls. The urgency to implement immediate improvements and corrections was compounded by the search for a bot that would allow them to implement immediate improvements and corrections at a reduced cost but without compromising the quality of service.

> "
> We needed to redesign the procedures according to the demands of our customers. To do this we needed to listen to as many incoming calls as possible."
>
> **Marta Minguijón Bernal,**
> Quality, Performance & Objectives Manager
> for the Operations area at Verisure Securitas Direct
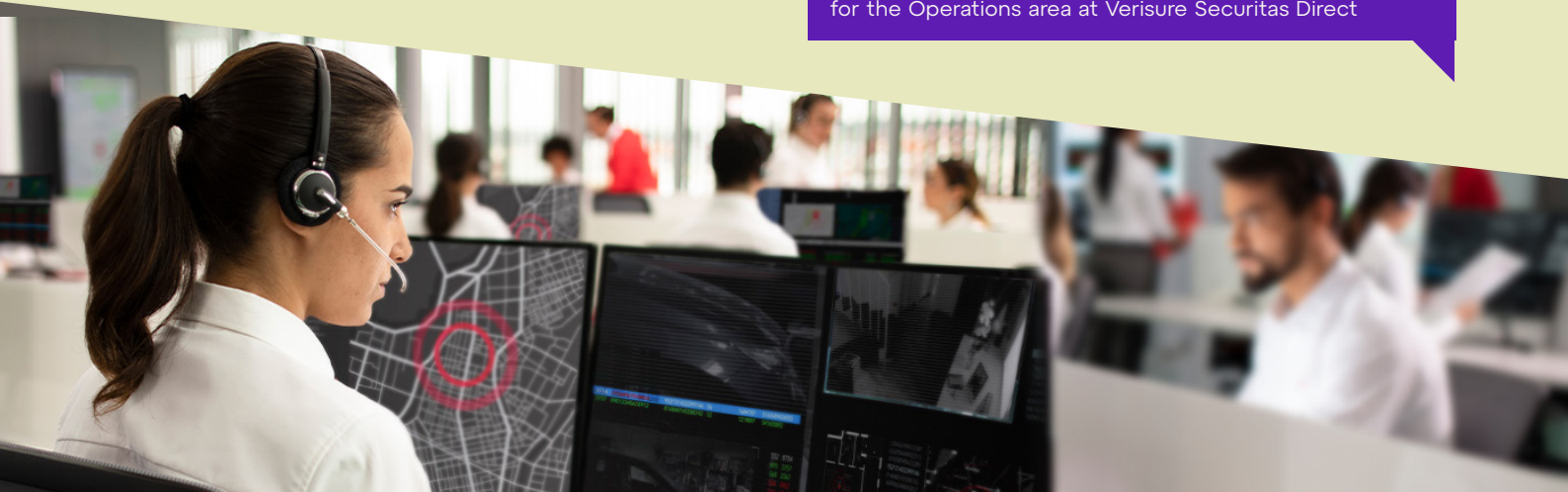
Sabio Transformation Proposal

1 **Transformation of the quality area**
Sabio proposed using market-leading technology to enhance and improve the customer experience.

2 **Implementation of speech analytics technology**
The use of speech analytics technology allows automating quality processes and gaining deeper insights from customer interactions.

3 **Cloud adoption**
Migrating solutions to the cloud offers advantages such as seamless migration, flexibility, and compatibility between solutions.

4 **Artificial intelligence-based applications**
To leverage Artificial Intelligence as a solution to drive various speech analytics, automatic quality, and engagement management applications.

5 **Sabio's own methodology**
Sabio's own methodology is based on a structured process of analysis, design, configuration, and action, aimed at transforming areas of quality.

A New Approach

In this context, Securitas Direct was not only looking for a tool to audit calls, but needed to develop a new approach through a solution that would allow the analysis of customer calls in real time. The goal was to obtain a holistic view of procedures, identifying patterns and trends to continuously improve their contact centre processes. At the same time, Securitas Direct also aimed to improve employee satisfaction by giving them a complete overview through dashboards and reports in order to optimise their daily work.

> "
> The method we were using was not allowing us to achieve an optimal level of auditing. We needed a significant change in order to broaden our scope to better understand what is going on in all those conversations with customers. This would allow us to extract valuable insights from those dialogues and ultimately move towards a measurable and substantial improvement in our processes,"
>
> **Manuel Martín Hernandez,**
> Team Leader at Securitas Direct

THE SOLUTION

The company chose to work with Sabio and adopted Verint's Speech Analytics solution, a technology that uses natural language processing and algorithms to analyse and understand verbal interactions between customers and agents across different communication channels.

The project was implemented in several phases, covering 5 different areas and more than 1,000 categories over a period of 1.5 years. A prototype was previously carried out in one of the areas, demonstrating the effectiveness of the solution before the group-wide transformation was carried out.

In parallel, the integration of Speech Analytics into Securitas Direct's technology infrastructure has become an essential component. This integration significantly facilitates the collection and analysis of data from multiple sources, which has been instrumental in improving both customer experience and operational efficiency. The strategic use of this hub has allowed not only to automate processes but also to enhance decision making based on detailed and accurate analysis, marking a turning point in the company's approach to quality and performance management.

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Automated Quality 3D Model methodology:
At the heart of this transformation is the Automated Quality 3D Model, a methodology awarded by the Association for the Development of Customer Experience with the DEC Selección seal, in recognition of the best Customer Experience and Employee Experience methodologies in the Spanish market. This procedure merges objective and quantitative analysis of customer-employee interactions. By integrating analytical solutions, it moves away from traditional approaches and generates an automated model to examine 100% of interactions, eliminating additional surveys. Thus, it focuses on the reality of customers and employees, providing objective and dynamic data to improve customer service operations.
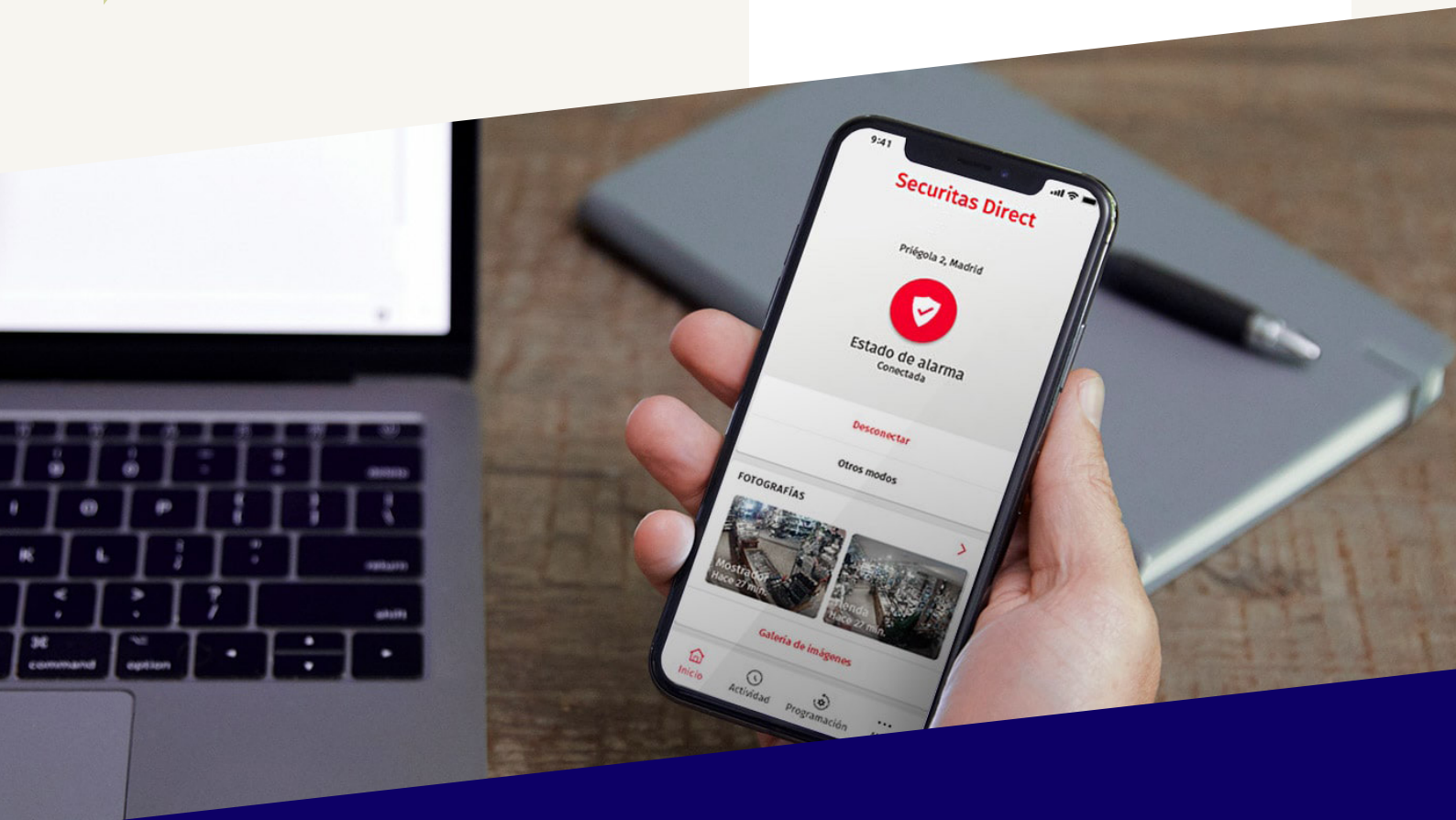
THE RESULTS

The results obtained through the collaboration with Sabio have been fundamental to the successful implementation of the project. The platform not only offers advanced tools for CX improvement, but also empowers agents to improve. In addition, Securitas Direct has been able to audit 80% of calls and highlights the solution's ability to deliver results in real time, which speeds up decision making and significantly reduces costs. Trend analysis not only improves key performance indicators, but also increases customer satisfaction with a score of 9.1, reflecting a positive impact on the company.

In addition, significant reductions of 15% in waiting time and 50% in calls and transfers are highlighted, demonstrating considerable optimisation in operational efficiency. These changes have led to a 15% improvement in sales planning efficiency and have radically transformed the way operations and quality teams approach their daily tasks, providing objective data and encouraging more autonomous management by team leaders. Securitas Direct has also been recognised as one of the best companies to work for, with distinctions such as Top Employer and Great Place to Work for several consecutive years.

Automated Quality 3D Model methodology:

9.1
Customer Satisfaction

1500%
Number of surveys increased by

15%
Reduction in waiting times

50%
Reduction in calls & transfers

15%
Improved sales planning efficiency

80%
of calls audited

THE FUTURE OF CONTINUOUS INNOVATION

In the future, Securitas Direct aims to further revolutionise the way it interacts with its customers and manages its internal operations. With a firm focus on technological innovation and continuous improvement, the company has ambitious plans to extend its current model to include more communication channels such as chat and email in its audit process. This not only broadens the scope of its monitoring but also allows for richer analysis by cross-referencing data between different services and clients.

One of Securitas Direct's key objectives is to fully integrate the reports generated by these audits into its operational systems, enabling greater autonomy in operational decisions. This will include automation in the extraction of reports and results, facilitating more agile processes and faster responses to changing market and customer needs.

The implementation of the Speech Analytics tool has already proven to be a success, and the company is looking to not only continue to leverage this technology to identify areas of improvement within its products and services.

Beyond the borders of Spain, Securitas Direct sees a great opportunity to replicate the success of these innovations in other countries where the Verisure group operates, totalling 17 countries. The globalisation of this tool will allow the company to maintain consistency in service quality and customer experience.

In addition, future expansions and integrations of this tool are envisaged in other areas of the company, including telesales, where its implementation could significantly transform how sales and customer service are handled remotely.

This systematic approach to innovation not only promises to increase operational efficiency and improve customer satisfaction, but also solidifies Securitas Direct's commitment to delivering an exceptional experience at all points of customer contact. The company remains a benchmark in the use of advanced technology to continuously improve its processes and services, setting a standard of excellence in customer experience that seeks to be emulated both nationally and internationally.

> " For more than 3 decades in Spain, we have transformed the connected alarm industry, using technological innovation and strong team management. This approach has not only improved the quality of the service we offer, but has also strengthened our collaboration with security forces, thus democratising security and protection."

José Gonzalo Lorenzo,
Performance Improvement at Securitas Direct

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