



How Sabio helped HomeServe to take Speech Analytics to the next level, integrating core Business Improvement activities to deliver a consistently better customer experience



£1M

Identifying operational efficiency savings

thanks to reduced internal transfers, shorter hold times and improved web deflection

Improved customer experience

by cutting hold times by 22 seconds a call



Speech Analytics into actionable insight





HomeServe is one of the country's leading home assistance companies, providing its customers with the reassurance of approved engineers, a prompt response, generous cover and claims limits and the convenience of having one number to call in an emergency.

The company has continued to expand its home assistance membership offering from its original plumbing and drainage cover to now include services such as electrics, HVAC (heating, ventilation and air conditioning), water supply pipe, gas supply pipe, pest infestations and locksmith services. In addition to the UK, HomeServe also now operates internationally across North America, France, Spain and Italy, supporting some 8.4 million customers worldwide.

Delivering an excellent customer experience is a core element of the HomeServe proposition, and the company has worked closely with CX solutions

specialist Sabio to deploy a range of best practice technology solutions to support this goal. Three years ago, HomeServe first engaged Sabio to support the deployment of an advanced Speech Analytics solution. Since then, the project has continued to evolve with HomeServe's Contact Centre Strategy team focused particularly on ensuring that customer journey insights surfaced by the Speech Analytics process are actioned and embedded as part of the company's ongoing business improvement activities.

"At HomeServe we're committed to providing an effortless service for our customers, so it's essential that we learn as much as we can about the reasons why people are calling us, and also identify any pinch-points in the customer journey that might require process improvements. Having an effective Speech Analytics process in place gives us access to these insights, however it's also imperative that we combine this with our Business Improvement teams to ensure we are able to act on this insight and secure quantifiable benefits."

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Sabio has helped us to accelerate our ability to use Speech Analytics and secure impressive results for HomeServe

Alison Hanson, Director of Contact Centre Strategy, HomeServe

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The Challenge

With a goal of providing effortless service, HomeServe's contact centre team wanted to look beyond voice of the customer feedback to explore exactly why its customers were contacting the company. The team determined that a comprehensive Speech Analytics based approach would allow them to focus in on providing a much greater understanding of how its customer journeys were really performing.

The Solution

HomeServe engaged with its specialist customer engagement technology partner Sabio to deploy and optimise its best practice Speech Analytics solution, drawing on Sabio's proven Speech Analytics implementation skills, and putting in place the Business Improvement support needed to secure quantifiable benefits by acting on the insights uncovered. To date the HomeServe Speech Analytics team has analysed some 1.38 million customer interactions.

The Results

Combining Speech Analytics with effective stakeholder engagement and business improvement has unlocked significant benefits for HomeServe, including:

- Achieving a £1 million annual efficiency savings target for each of the last three years
- Improving FCR by securing a 100,000 reduction in repeat calls, and cutting internal transfers by 8%
- Successfully cutting hold times by an average of 22 seconds per call
- Providing a platform for ongoing productivity improvements

Identifying how Speech Analytics can deliver the best value

After acknowledging the key role that Speech Analytics technology could play in supporting its determination to reduce customer effort, HomeServe engaged with Sabio to identify and deploy the right solution for the business.

“We immediately understood the potential power of Speech Analytics, however we also recognised that it takes real in-depth understanding of the technologies, processes and people skills involved to embed Speech Analytics within the business - and we knew that would require Sabio’s additional support” said Alison.

Achieving impressive results by focusing on areas of high customer effort

Given the power of today’s Speech Analytics solutions, there’s a danger that projects can get distracted by the sheer volume of data that technology can produce. To avoid this, HomeServe initially focused on a number of specific areas of high customer effort to identify how it could remove stress from the customer journey.

“For Speech Analytics to prove its value, we needed to move quickly and concentrate on those issues that were causing the most customer frustration. It quickly became clear that four specific issues: call transfers, hold times, repeat calls and not completing digital journeys were areas where we could be most effective,” explained Alison. “Concentrating on these areas has delivered impressive results.”

Speech Analytics needs to be seen as **a continual process** if it is to deliver long-term improvements in customer satisfaction

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These four Speech Analytics projects show just how important the technology can be in terms of highlighting business areas that cause customer stress and give us the insight we need to improve. However, what’s also important is to recognise that this should be a continual process, where we keep on identifying those issues that are impacting customers. That’s why it’s critical that we don’t just find areas of frustration, we also have to have the processes in place to ensure they are resolved.

Alison Hanson, Director of Contact Centre Strategy, HomeServe

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8% reduction

Call transfers

Applying Speech Analytics identified that between 30-40% of customer calls were being transferred internally. The tool listened specifically to transfer calls to identify what customers whose calls were being transferred actually said. As a result, the contact centre team were able to change the wording and options on the IVR, as well as testing a new cancellation option. This has led to an 8% reduction in call transfers.



100,000 calls reduction

Identifying and reducing repeat calls

After showing that around 20% of HomeServe’s overall voice interactions were repeat calls, the Speech Analytics solution was able to analyse which interaction categories were associated with those calls. Working with the business owners of the relevant issues, HomeServe was able to develop update processes to remove repeat call drivers. For example, introducing proactive text messages led to an annual 100,000 reduction in calls, saving around £250,000.



22 seconds reduction

Decreasing effort for customers by cutting hold times

HomeServe applied Speech Analytics to identify those specific call types that were leading to above average hold times for customers. Mapping these findings helped identify those departments that caused the most hold time and revealed that in most instances these delays were directly attributable to agent knowledge gaps. By testing and implementing new training processes based on these results, HomeServe secured a 22 seconds per call reduction in hold times – leading to a significant ROI.



Frustration reduction

Encouraging the completion of digital journeys

Using Speech Analytics to search for the phrases ‘I’ve been online’ or ‘I’ve been on your website’ occurring in the first 150 words of a call provided a clear indicator of customers calling the contact centre who had been unable to complete their interaction digitally. Learning exactly why customers had become frustrated with their online experience meant that the digital team could focus in on specific areas that were proving too complex and create revised pages that made the journey more seamless.

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Sabio’s support was extremely valuable when we first implemented our Speech Analytics solution, not only from a technical perspective but also from their understanding of how to best deploy our solution. They helped us get up and running, accelerated our ability to use Speech Analytics, and also provided us with very valuable advice in terms of the best way to optimise the system.

Alison Hanson, Director of Contact Centre Strategy, HomeServe

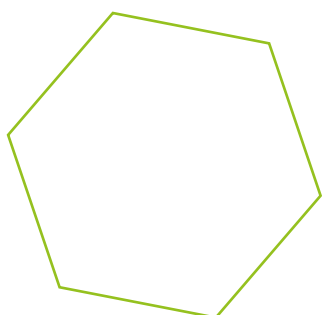
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Demonstrating the value of Speech Analytics

HomeServe’s initial Speech Analytics project success has clearly demonstrated the value of the solution to the business, while also revealing how its deployment can be optimised.

However, HomeServe also recognised the importance of aligning its Speech Analytics activities more closely with the company’s broader change plan and business improvement operations. The Speech Analytics team was originally seen as a contact centre compliance function, which inevitably led to a focus on fixing internal functions.

According to HomeServe’s Senior Speech Analyst Richard Mobley: “We’ve demonstrated the power of Speech Analytics, but it’s also essential that we continue to engage key stakeholders across the business. That’s why we now operate as part of the company’s Business Improvement team, where we effectively deliver precise insight into areas that can be addressed quickly to deliver quantifiable performance improvements for the business – while also reducing effort for our customers.”



Engaging with a proven CX solutions specialist

As one of Europe’s longest-established and most successful customer engagement solutions specialists, Sabio is particularly well placed to help organisations such as HomeServe to add value to Speech Analytics deployments. From initial engagements to define analytics requirements and helping in the building of a Speech Analytics business case, Sabio works with organisations to help secure a rapid return on their Speech Analytics investment, and remain engaged to provide ongoing support for both the Speech Analytics solution and its application across the business.

Sabio also adds value to Speech Analytics projects through its end-to-end services wrap – featuring comprehensive in-house support as well as acknowledged consultancy expertise. The company supports all sizes of Speech Analytics projects, from initial pilots through to major enterprise projects.



Improved FCR

100,000 reduction in repeat calls, and cutting internal transfers by 8%

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Having first worked with Sabio to launch Speech Analytics at our Walsall contact centre, we’ve now extended the deployment to our claims operations in Preston and Nottingham. For the last three years we have been targeted with a goal of using Speech Analytics to unlock efficiency savings worth over £1 million a year, and we have always achieved that goal, so there’s no doubt that our investment in the technology has been a success.

Alison Hanson, Director of Contact Centre Strategy, HomeServe

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Maintaining Speech Analytics momentum

By placing Speech Analytics at the heart of its Business Improvement operations, HomeServe is clear about both its importance and long-term value to the organisation. "We're committed to providing effortless service for our customers, and Speech Analytics is great at making sure we're able to keep on top of the customer journey pinch points that are frustrating users," explained Alison Hanson. "The fact that we can deliver an improved service and also focus on identifying and reducing inefficient processes is clearly a win/win for our customers and the business."

HomeServe's Speech Analytics is also continually looking for further ways to apply the technology's insight across the organisation's customer engagement activities. "Because we're continually listening to calls, we're never short of ideas for new Speech Analytics activities. Currently, for example, we're thinking about how it can further support our coaching activities, considering how we can extend the same coverage to our text-based channels, and also it can help to provide us with a more comprehensive customer feedback capability," said Richard Mobley.

Speech Analytics delivers a win/win for both HomeServe and its customers

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I would definitely recommend Sabio for their Speech Analytics implementation skills and their proven expertise in this field. Sabio provided extremely valuable experience and support as we evolved our Speech Analytics deployment, and they clearly have a track record of success with a range of clients using Speech Analytics very successfully.

Alison Hanson, Director of Contact Centre Strategy, HomeServe

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HomeServe is also using its Speech Analytics engine to enable the creation of a comprehensive speech taxonomy based on the words and phrases that are used by the company's customers. "Speech Analytics has allowed us to build a unique taxonomy model that's populated with our true Voice of the Customer, so it makes sense to use this across our customer touchpoints," added Richard Mobley. "We believe it can make a huge difference in the development of our Open Call Steering, and we expect it to resonate strongly with our customers."

While working on these projects, HomeServe maintains its focus on using Speech Analytics to continue identifying areas of high effort for customers, and resolving potential issues through its Business Improvement activities. Thanks to Sabio's continued support, Speech Analytics is now firmly embedded within the company's customer contact processes, and will continue to deliver strong value for the business.