

## Premier Streaming Service Reaps CX and Cost Benefits from Zacoustic

### 13% Annual Cost Savings Achieved

### Summary

Zacoustic partnered with a premier media streaming service to target opportunities for improved customer experience, lower cost, and better definition and understanding of key performance metrics – the results are compelling:



13% ANNUAL COST  
SAVING ACHIEVED



INCREASED AGENT  
EMPATHY



TRUE FCR  
METRIC

### Market Challenge

The stakes are astonishingly high. Organizations that shift from below average to above average customer experience in their industry realize between \$1.6 billion and \$55 million in additional annual revenue. Similarly, above average organizations stand to *lose* up to \$1.6 billion in annual sales by slipping to below average performers in their industry<sup>1</sup>. Either way, gaining or losing this considerable customer experience-driven revenue is too precious for global executives to ignore.

In contact centers, poor customer experience also leads to higher costs as agents – the front line and company voice to many customers' experiences – spend longer time handling customer interactions or worse off, don't resolve customer issues the first time leading to additional, and often more difficult customer interactions. To date, contact center management haven't had the tools and data necessary to measure and act on every customer interaction. Currently, contact centers rely on low customer survey response rates, randomly selected and few quality audits of agent performance, and nascent voice and text analytics capabilities to drive customer experience improvements.

The opportunities to improve targeted training, hiring, coaching, processes, and product features are vast and the data and ability to do so are at the forefront of every customer experience and care professional's mind.

### Zacoustic Solution

To assist the company boost its customer experience and lower costs, the executive and operational team implemented Zacoustic, a newly launched innovate customer experience big data and analytics tool. Zacoustic leverages its globally patented Calibration process to amplify low customer survey volume into near-100 percent customer survey volume by enabling agents to accurately predict customer response. With this company, the calibration phase took approximately 4 weeks.

Upon agent calibration, the executives and operations managers leveraged Zacoustic data and reporting to identify global and agent-specific training needs, best practices to build into the hiring process, and process improvement opportunities.

## Company Results

### Cost Savings

With Zacoustic, the company was able to assign a customer experience score to every customer contact center interaction. Exceptional performing agents on targeted, high-volume call drivers were quickly surfaced and exceptional interactions for those agents were analyzed. Within hours, the company had a data-driven process recommendation in hand that yielded a 13% annual Average Handle Time (AHT) savings.

“Zacoustic is a game changer for our customers and us. We’re able to move much more quickly to action data-driven customer experience insights. The Zacoustic data set and tool are critical for any executive leading the charge to improve customer experience.”

- Operations Executive

### Improved Customer Experience

Not only do benefits from process-driven recommendations boost customer experience, but the consensus among agents was also that Zacoustic quickly helped them improve their empathy toward customers by requiring that they place themselves in the customers’ shoes to accurately predict customer survey response.

### Training

By targeting low satisfaction, multiple contact, high handle time, unresolved calls, the company was able to identify a significant gap in their knowledge base. The company defined and documented an optimized process to fill this knowledge base gap and trained agents across their organization. This knowledge base fix exposed by Zacoustic saved the organization 13% annual AHT.

### First Call Resolution

Most organizations determine repeat call by tracking whether a customer phone number or identifier appears more than once during an observation window following the customer interaction. For the first time, the company was able to understand their actual First Call Resolution (FCR) as agents were able to accurately predict FCR rather than rely on an industry-wide, error-prone process.

<sup>1</sup>Schmidt-Subramanian, Maxie. The Business Impact of Customer Experience, 2014. Forrester Research.

The Innovative Customer Experience  
Request a Demo at [www.zacoustic.com](http://www.zacoustic.com)



## ABOUT ZACOUSTIC

Zacoustic is an innovative contact center customer experience management big data and analytics Software-as-a-Service (SaaS) tool. Its globally patented Calibration process enables agents to accurately predict customer survey responses key to organizations’ strategic objectives. With Zacoustic, executives drive more insightful and impactful process, policy, product, and technology decisions while contact center operators respond agilely to real-time customer experiences. Zacoustic is a global company based in Austin, TX. Learn more at: [www.Zacoustic.com](http://www.Zacoustic.com).