



## SPEECH ANALYTICS CASE STUDY

# WEBHELP INCREASED CALL QUALITY WITH SPEECH ANALYTICS

## THE CUSTOMER

Webhelp Turkey is a subsidiary of Webhelp Global, one of the largest business process outsourcing (BPO) companies in the world. The company was looking for solutions to help increase the call quality at its contact center.

## THE PROBLEM

Webhelp Turkey needed to monitor and evaluate all calls to gain insights on how to increase call quality and agent performance at its call center. This was an issue since their call center receives thousands of calls every day, and their quality management (QM) team can only evaluate 3-5% of these calls.

## THE SOLUTION

Using Speech Analytics, Webhelp was able to monitor and analyze 100% of all calls and gained objective and actionable insights to train agents for better customer experiences



**Call quality score  
of agents  
increased by 7%**



We strongly believe that it is important to improve customer experience continuously. And call center interactions hold important insights. To create the right action plans through these insights require an objective analysis. Sestek Speech Analytics solution allows us to pinpoint areas that need improvement. And this has a direct influence on customer experience.

CEO  
WEBHELP TURKEY

## The Results

**100% OF ALL  
CUSTOMER-AGENT  
INTERACTIONS  
MONITORED**

**AGENT  
INTERRUPTION  
RATES DECREASED  
BY 86%**

**CALL QUALITY  
SCORE OF  
AGENTS  
INCREASED BY 7%**



Webhelp, with more than 50,000 employees, is the global leader in business process outsourcing (BPO). Webhelp has grown significantly, serving more than 500 customers across 35 countries and at 140 locations.

### ABOUT SPEECH ANALYTICS

This technology offers an effective way to leverage customer interaction data. This solution transcribes all recorded customer calls to the call center, then analyzes the interactions using various technologies like emotion detection, trend analysis, and more. Through analyzing these transcriptions, brands discover actionable insights for improving customer experience and the performance of call center agents.



Sestek is a global technology company helping brands with conversational AI and Analytics solutions, to be data-driven, work efficiently and deliver better experiences for their customers. Sestek's AI-powered solutions depend on text-to-speech, speech recognition, natural language processing and voice biometrics technologies.