



**VIRTUAL**  
OBSERVER

**Nex-Tech**

A VIRTUAL OBSERVER CASE STUDY

## **VO Enables Nex-Tech to Track Historical Data and Record All Calls**

*Nex-Tech is an Internet Service Provider (telephone, internet, video services) that has a full-service help desk group that supports all their residential and commercial calls. Nex-Tech utilizes call center monitoring in multiple departments throughout their company for adherence and training purposes.*

Nex-Tech's mission is to provide its clients with the best broadband and technology solutions and to deliver excellent support. Therefore, to maintain exceptional customer service, they need a call center solution that is robust and customizable.

### **The Problem: Limited and Ineffective Call Center Solution Functions**

Before switching to Virtual Observer (VO), Nex-Tech's contact center solution had some of the functionality they wanted. But after growing to a team of 65 people in four different departments that are providing help desk and customer support, Nex-Tech realized they needed more. Their old contact center solution did have recording functions built into it. However, all it did was record their voice calls—not chat, email, or social media. It also didn't provide them with QA, reporting, or analytics either. So, without a multi-dimensional call center solution, Nex-Tech was missing out on providing comprehensive quality solutions for both their employees as well as their clients.

Nex-Tech was doing some QA on their own by monitoring their calls and then giving representatives feedback on their performance. However, their process was cumbersome. They were using templates created in Excel or Access to gather information.

According to Amy Normandin, Help Desk Manager of Nex-Tech, "To truly be able to give a historical view for agents, this was a remedial process. We needed to go beyond manually-generated spreadsheets. It wasn't a good business practice as we grew from 15 agents to 35 agents to 50 and 65 agents. We can't keep cheat sheets and charts around."

Since Nex-Tech was not considered a "big customer" to their contact center solutions company, they were not accommodating to their needs. "We couldn't customize agent evaluations without feeling like we were stuck in a vendor's fixed template. That's where we were with the other vendors. We had some basic customization, but we couldn't really format questions and bring in our own terminology completely," Normandin said.

So, to upgrade their current contact center solution, Nex-Tech moved to the Avaya platform. Although Avaya was an improvement, Nex-Tech was still looking to incorporate additional functionality to help them make the most out of their call center interactions.

Their Avaya platform was a sizable investment. So, as Nex-Tech explored their options, costs were a significant consideration. After evaluating all their choices, they decided to go with Virtual Observer (VO) since the overall cost savings was better than that of the larger vendors. Additionally, since VO was already an Avaya partner, it was a simple and easy solution to roll

out. Plus, Nex-Tech liked that if they ever decided to change from the Avaya platform, they could keep their VO recording system if they wanted.

### **The Solution: Organize and Customize Data Collection**

When Next-Tech implemented VO, they were able to track their data and customer communications across multiple channels in an organized way. VO also provided them access to their historical data so that they could observe trends. Nex-Tech could even customize VO as needed and could include questions on agent evaluations!

“When we switched to VO, because of the data storage space we were given, we were able to record all calls,” said Normandin. With their previous contact center solution, Nex-Tech could only record 10% - 20% percent of their calls.

### **The Outcome: Call Quality, Training, and Employee Retention Improves**

By having access to their historical data, Nex-Tech could determine whether their representatives were improving or sustaining. “Compared to a spreadsheet, VO is a much easier and more robust way to give consistent and fair feedback to all agents.”

Although, as Normandin explained, “When we started recording all calls, the agents were paranoid at first. They thought we were scrutinizing too much. They thought we were listening to everything they were doing.” There was an uneasy feeling at first, but their representatives quickly found out that it was a terrific tool that they could use in their defense.

Having the ability to review calls easily verified what happened and whether a customer complaint was justified—which often is not the case. “Though you can’t tell the customer you listened to the recording and they’re wrong, the agents know you understand you’re not angry with them or doubting them.” These recordings can validate that the agents know what they’re doing and that they are handling questionable calls correctly. “Without the recording, it becomes a he-said-she-said situation. There’s a trust factor missing.”

Additionally, Nex-Tech saw their call quality improve because they could adjust VO as needed, and management could also impartially measure its help desk performance. Plus, they felt that they continue to improve because there is consistency among the agents when they look for specific skills.

Nex-Tech’s training also improved with VO. In addition to the courteous handling of customers and call documentation, VO’s technical side allowed Nex-Tech to see where its staff was lacking. These opportunities for training were especially apparent in new hires.

In the past, Nex-Tech used to put an agent in training, pair them with a mentor, and then get them on the phone. Now, “We changed our process to monitor people coming out of training twice a week for the first three weeks, then every week,” Normandin said.

With VO, Nex-Tech's management could now make sure they are consistently following up and monitoring calls. Plus, they could give their new agents feedback as soon as possible (helping them form good habits early). "We monitor calls, and if agents score low on calls regularly, we need to pull them off, get them up to speed, and spend some one-on-one time with them to help them improve."

Perhaps the biggest surprise Nex-Tech found when they implemented VO was the impact it had on their employee retention. They discovered that having a good process for feedback and training is essential. When employees feel valued and get the resources they need, they stick around. Plus, instead of being used as a threatening resource to catch employees in the act of doing something wrong, VO became a useful tool for them.

Normandin further clarified how helpful VO has been by saying, "I've worked in the call center world for 20-something years. It's hard on people. In big call centers, agents often feel like they're herded like cattle. They're not given the resources they need. They're given product support, but no one really told them what to do. All that frustration contributes to the turnover as much as just the fact that customers are hard to deal with day-in and day-out."

### **About Virtual Observer (VO)**

Virtual Observer (VO), is a cloud-friendly, scalable Contact Center Workforce Engagement Management (WEM) solution right-sized to your business today and tomorrow. Providing an extremely high value to price and tremendous customer satisfaction it differentiates itself by offering industry-leading WEM-enabled omnichannel CRM Integrations for Salesforce, Zendesk, Oracle Service Cloud, and ServiceNow Platforms.

### **About Nex-Tech**

Nex-Tech connects businesses and people through a robust broadband network and cutting-edge technology. Their powerful fiber-to-the-premise technology delivers the highest quality Internet (with speeds up to 1 Gig), home security, Digital TV, as well as long-distance and local phone service. For more information about how Nex-Tech's services can help you, visit <https://www.nex-tech.com/Home.aspx>.