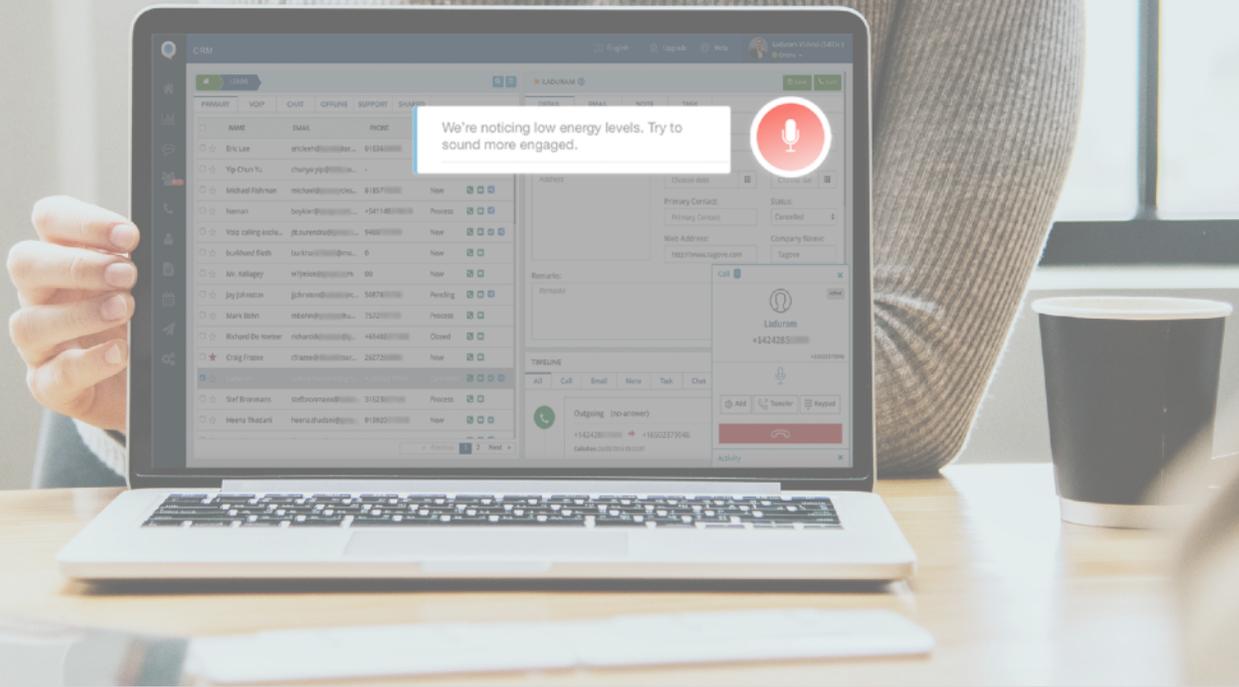


CASE STUDY



Coaching agents in real-time for ACD Direct

Overview

ACD Direct (ACD) provides call center services for fundraising and outreach campaigns where making a real connection during every call makes all the difference. With a fully virtual team of over 1,200 agents working across multiple time zones, ACD has partnered with OTO in order to better manage and measure every agent/customer interaction.

600

Agents actively using the OTO Widget

7-18%

Increase in Conversion Rate

740,000

Calls handled (to date)

Key Challenges

Unlike your typical brick-and-mortar call center, ACD faces a unique set of challenges related to managing a fully remote workforce, especially when it comes to monitoring calls and coaching agents.

- How can you efficiently coach and monitor agents in at scale in real time?
- How can you remove bias from agent performance metrics?

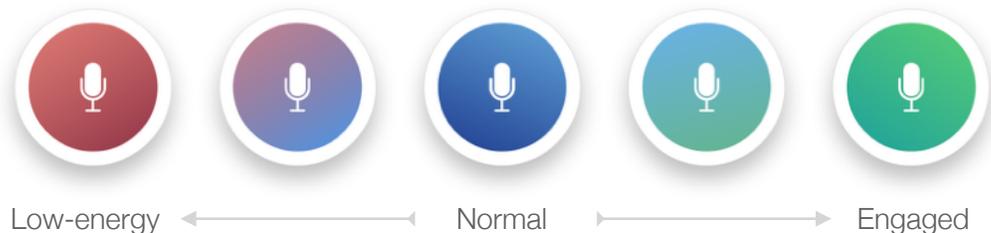
Desired business outcomes:

- Maximize conversion rates (donations) and caller satisfaction
- Improve quality assurance (QA)

Real-time Agent Coaching

OTO's simple interactive widget has helped ACD's agents remain alert and engaged during every call with real-time feedback through simple visual cues. Each agent receives a personalized experience that helps them self-learn and maintain the optimal level of engagement.

Agent Widget States (sub-second updates)



"We're no longer just giving agents feedback after they're done with their calls, instead we're able to provide live feedback during their calls."

Bill Davis, VP at ACD Direct

Agent Performance Metrics

Live dashboards provide ACD's QA team with more clarity around agent performance for individual calls but also for each agent over time. This has helped identify calls that are worth listening to and direct resources to coaching agents who will benefit the most from additional training and feedback.

Not only are QA teams working with more objective data points, but agents can themselves monitor their own performance.

Results

For this case study, OTO conducted A/B testing at regular intervals in order to review and validate the real-time widget's impact.

Increased Agent Performance

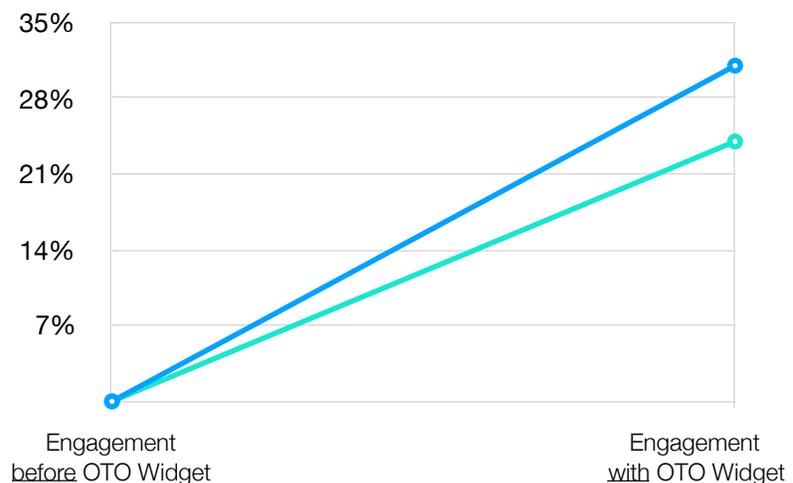
Agent engagement increased significantly by 28% which resulted in an increase of up to 18% in the average conversion rate. For the month of March 2019, this translated into an additional USD 1.5M in collected donations.

Less Variability in Agent Engagement

As shown below, the increase in agent engagement was most noticeable for lower performing agents, reducing the overall variability in agent engagement levels.

OTO widget impact by agent performance level

- Low performers
- High performers



Watch our ACD Customer Testimonials:

ACD Testimonial 1: [Video link](#)



ACD Testimonial 2: [Video link](#)



About OTO

After Apple acquired the [SRI International](#) spin-off Siri, a group of SRI scientists decided to continue pushing the frontiers of speech understanding by combining their deep expertise in behavioral science and artificial intelligence. Fascinated by the technology and the potential of voice analytics, Teo Borschberg and Nicolas Perony founded OTO as an SRI International spin-off.

At OTO we believe intonation is the key to unlocking the full potential of voice data.

Contact info@oto.ai for more information.