Enghouse Interactive

CASE STUDY

Housing Association

Using AI-enabled quality assurance to focus on continuous agent improvement, driving elevated customer engagement

an Enghouse Interactive Case Study

Industry: **Housing**

Working to deliver the right homes and services to customers

This Enghouse Interactive customer is one of the UK's largest housing associations. The organization uses Enghouse Interactive's customer experience (CX) solutions to successfully support thousands of customers in homes across England and Scotland.

The Challenge

Deliver Optimal Customer Service while Supporting and Developing Agents

Industry: Housing

Goals: Increase quantifiable data to inform CX, training, and development requirements

Improve and optimize the quality assessment processes

Outcomes: **Moved from assessing just 0.5% to 100% of customer interactions**

Obtained new insights about the organization's service quality and customer engagement

Significantly improved efficiency with consistent and scalable quality management

Improving the quality of engagement throughout the contact center

The Housing Association had previously faced significant challenges with agent quality management and development since they could only sample 0.5% of their customer interactions. Their challenge was the intensive time and resource overhead involved in reviewing interactions. This in turn meant they had insufficient data for meaningful insights into the service they were delivering to customers, and the challenges potentially faced by agents.
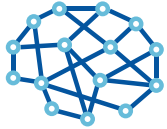
By implementing Enghouse's Automated Agent Evaluation, this Housing Association was able to process quality assurance scorecards for **100% of interactions.** This instantly provided leaders with comprehensive insights into service quality, agent performance, and the employee experience (EX).

Acting on these insights, the Housing Association was immediately able to see improved customer service metrics, which came from their new, more efficient, and scalable quality assessment process.

The Solution

Enghouse Interactive's Automated Agent Evaluation

Enghouse ARTIFICIAL INTELLIGENCE

Automating quality assurance and providing comprehensive insights

Enghouse's Automated Agent Evaluation automated the quality assurance scorecards for all of the Housing Association's contact center interactions – in other words, the tool was able to assess 100% of the organization's customer engagement.

The content analyzer identified key themes such as anti-social behavior and customer vulnerabilities, as well as issues related to dampness and mold. The automation increased manual process checks, capturing significant insights into professionalism, probing questions, positive attitude, empathy, politeness, wait etiquette and extended assistance .

Other features of the Enghouse solution are the highly accurate automatic summarization, and the automated reporting. The reporting not only identified training and coaching needs, but it also highlighted the effectiveness of the questions that the QA team established. This capability allowed the Housing Association to learn and improve dynamically, due to the large quantity of data that was instantly available to them – and also to recognize examples of high quality engagement from agents.

> The accurate call summary and automated reporting enabled meaningful improvements in training and coaching, and provided the capability to learn and improve dynamically.
>
> *Manager at Housing Association*

The Benefits

Driving Service Selivery Improvements for both Customers and Employees

A 30-Day Pilot

To introduce the tool to the contact center and the business, the Housing Association ran a month's pilot of Enghouse's Automated Agent Evaluation on 10 agents.

- During this period, using their normal manual process, they were able to complete 238 evaluations across the 140 agents outside the trial.

- Meanwhile, during the same period, Enghouse's AI tool completed **3,425 evaluations** for the 10 agents in the trial.

This means that using Automated Agent Evaluation on all 150 agents, the Housing Association can expect to complete **more than 51,000 evaluations in a 30-day period** – compared to the manual process which would still only allow them to complete a maximum of 238 evaluations.

Embracing automation for improved Agent development, and ultimately a better CX

Thanks to Enghouse's Automated Agent Evaluation solution, the Housing Association is now able to understand their customer engagement even better, and coach agents more effectively.

Increased Sample Size: Automation allows the Housing Association to assess 100% of customer interactions, compared to the 0.5% they could manage previously. This ensures comprehensive data is available for quality insights.

Improved Positive Interaction Scores: The AI tool revealed that 87% of customer interactions scored positively, which reflected the contact center's high standards for service quality and engagement.

Enhanced Efficiency: By automating quality assessments, the Housing Association significantly reduced the labor-intensive nature of their previous process, allowing for more consistent, efficient and scalable quality management.

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Looking to the Future

Growing the Culture of Continuous Improvement

Exploring the potential of AI and automation in Customer Service

Future steps include:

- Exploring the impact of the AI tool on customer satisfaction (CSAT) metrics

- Continuing to refine generative AI questions based on call summary outputs and transcriptions

- Expanding use of the AI tool to even further enhance training and coaching programs

The Housing Association anticipates a significant improvement in customer satisfaction and reduced complaints, and aims to foster a culture of continuous improvement and high engagement among employees.

> The tools gave us the opportunity to improve engagement, both with our customers and within the organization.
>
> The insights we've received allow us to address potential issues – and also to identify and recognize outstanding work from our staff.
>
> *Manager at Housing Association*

About Automated Agent Evaluation

Enghouse's Automated Agent Evaluation is part of the EnghouseAI suite of Artificial Intelligence (AI) tools designed to improve agent productivity, provide unprecedented insights from customer interactions and enhance service delivery across an organization's Customer Experience function. Automated Agent Evaluation enables the quick and efficient analysis of up to 100% of customer interactions, providing fair and transparent contact center agent performance evaluation that informs agent coaching and development – in turn bringing significant improvement to agent performance and the overall customer experience.

About Enghouse Interactive

Enghouse Interactive is a global leader in contact center software, services, and video solutions. For nearly 40 years, it has served thousands of customers in 120 countries. Its extensive product portfolio caters to various industries, including finance, technology, healthcare, and media. Core values of reliability and choice distinguish Enghouse in the marketplace. Enghouse continuously honors its commitment to clients, staff, partners, and investors. Enghouse offers an unparalleled range of customer experience solutions that can be deployed on-premises, in the cloud, or in a hybrid environment. Enghouse supports all telephony technologies, enabling customer reach anytime, anywhere, for businesses of all sizes.

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