



CASE STUDY

SAMBA

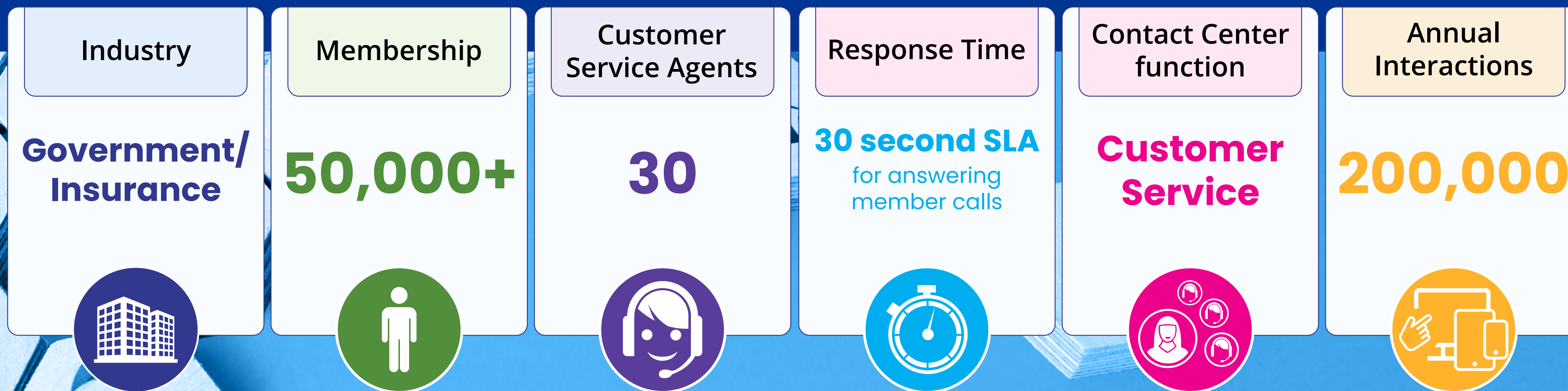
Scaling and improving efficient customer service through cloud-based solution and AI Quality Management



EnghouseInteractive



Delivering effective customer service at scale



SAMBA is a not-for-profit federal employee benefit association that has supported federal employees, annuitants, and their families for more than 75 years. Its role is to help members protect themselves, their families, and their future by offering a range of affordable insurance and benefit plans.

The Challenge:

Meeting the needs of a growing customer base with finite resources

Continually improving service levels with AI

Key customer service objective: Balancing efficiency with empathy and understanding.

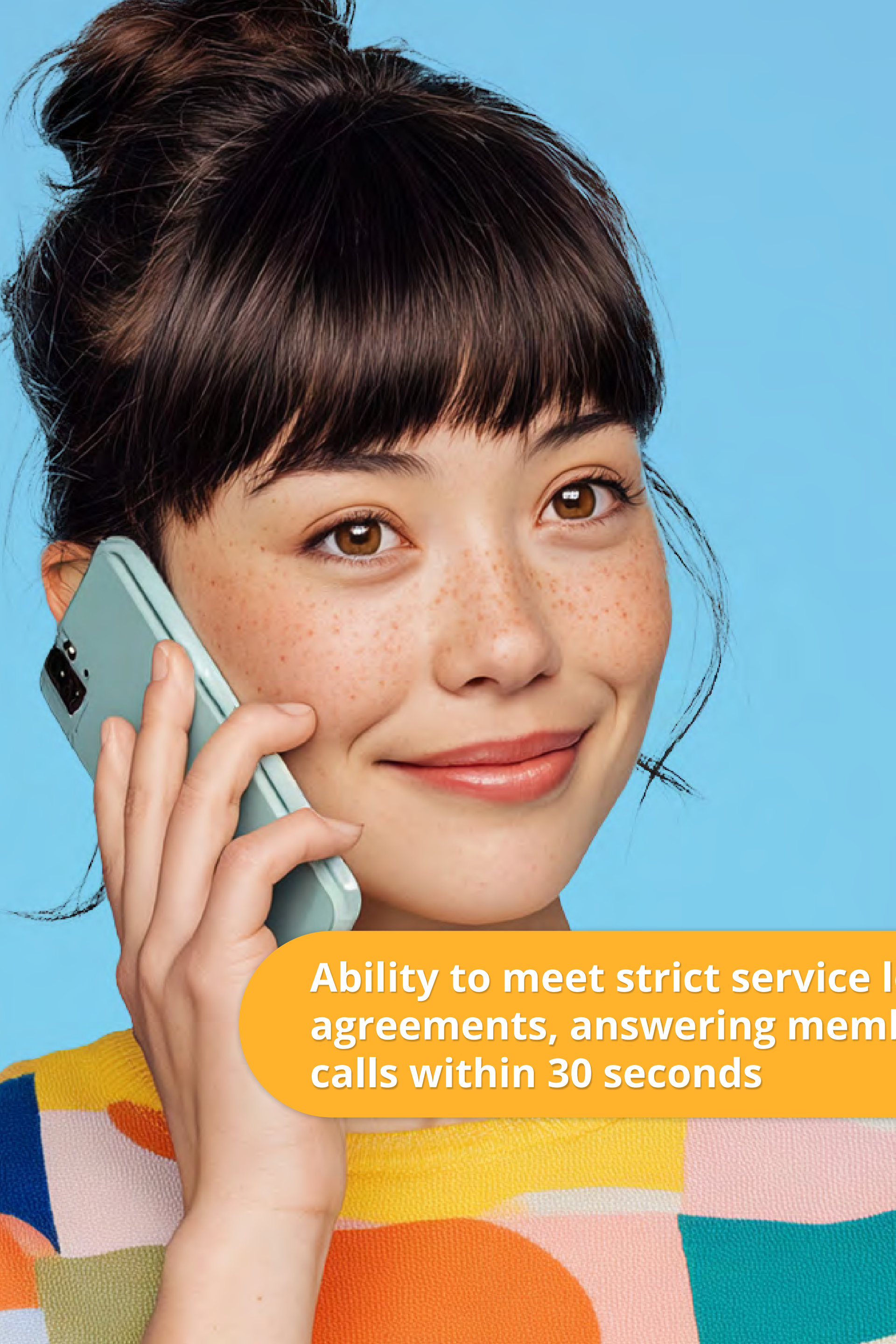
As a federal employee health benefit plan, SAMBA has to deliver on strict service level agreements (SLAs), around speed of answering calls, compliance and recording. For example, **calls from members must be answered within 30 seconds, and those from health providers within one minute.** Receiving an average of **700-1,000 calls per day**, SAMBA's team of **30 customer service agents** is focused on **balancing efficiency with empathy and understanding**, ensuring that plan members always receive the best possible experience.

SAMBA has worked with Enghouse Interactive for over 16 years, evolving as its needs have changed, and using technology to optimize service levels and efficiency.



SAMBA first deployed the Enghouse call center in 2010. As incoming call volumes grew, after two years it increased efficiency and service levels by completely revamping its IVR, introducing self-service, and moving to the cloud. This enabled it to:

- Improve service levels by guiding callers more quickly to the right call queue for their query, reducing complexity through Enghouse Communications Center
- Meet regulatory needs to record all calls, storing them in the cloud via the Enghouse Quality Management Suite (QMS)
- Minimize system management time by migrating Communications Center off premises into the cloud, with Enghouse hosting the solution in Microsoft Azure
- Maximize efficiency and convenience by introducing self-service and automation to call queues



SAMBA is focused on continually improving the service it provides to its members, and in 2025 introduced the AI-Powered capability for Enghouse's recording and quality management solution (QMS), **with the aim of better analyzing interactions, identifying training opportunities, and monitoring customer sentiment.**

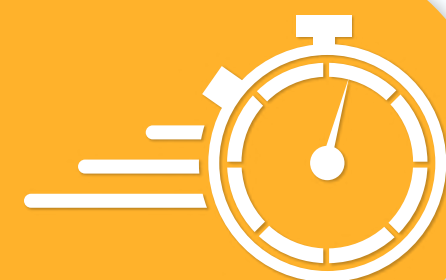
Goals:

- **Increase efficiency** to meet needs of growing customer base
- **Improve customer service quality** through in-depth evaluations and coaching

Outcomes:

- **Created, managed and automated IVR processes** to boost efficiency and enable self-service
- **Moved from evaluating 0.01% to 30%** of 200,000 annual calls
- **Meet strict federal and insurer SLAs** for call answering
- **Saved 400-450 hours per year** through cloud-based solution
- **Improved customer service** levels through more targeted agent coaching

Ability to meet strict service level agreements, answering member calls within 30 seconds



The Solution:

Enghouse Interactive's AI Quality Management

Using AI analytics to drive
training and coaching

Thanks to AI Quality Management, SAMBA has moved from manually assessing **0.01% of its 200,000 calls to 30% (60,000)**. After successfully piloting the solution, it has now fully implemented AI Quality Management. The new dedicated training coordinator uses the solution to review calls, identify key phrases, and detect customer sentiment. **This enables managers to provide targeted coaching to individual agents to improve overall service levels.**

SAMBA understands the importance of its people to delivering excellent service, so focuses on ensuring that its agents are receiving the coaching and training they need. As time constraints meant only a tiny proportion of calls were being analyzed, it looked at how Enghouse's AI Quality Management could provide a more complete picture. This delivers benefits that include:

- **Being able to automatically analyze up to 100% of interactions**
- Freeing up supervisor time to **increase productivity**
- **Enabling the creation of a dedicated training coordinator role** to analyze evaluations and coach agents
- **Sentiment analysis** to better understand the customer experience and highlight areas for improvement
- **Automated transcript searching** to ensure compliance with regulatory requirements

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At SAMBA we're a small organization, but with large operational demands. The telephone is the main way that our members interact with us, and Enghouse provides us with a system that is powerful enough to meet our requirements, but simple enough that new agents can be trained in a day.

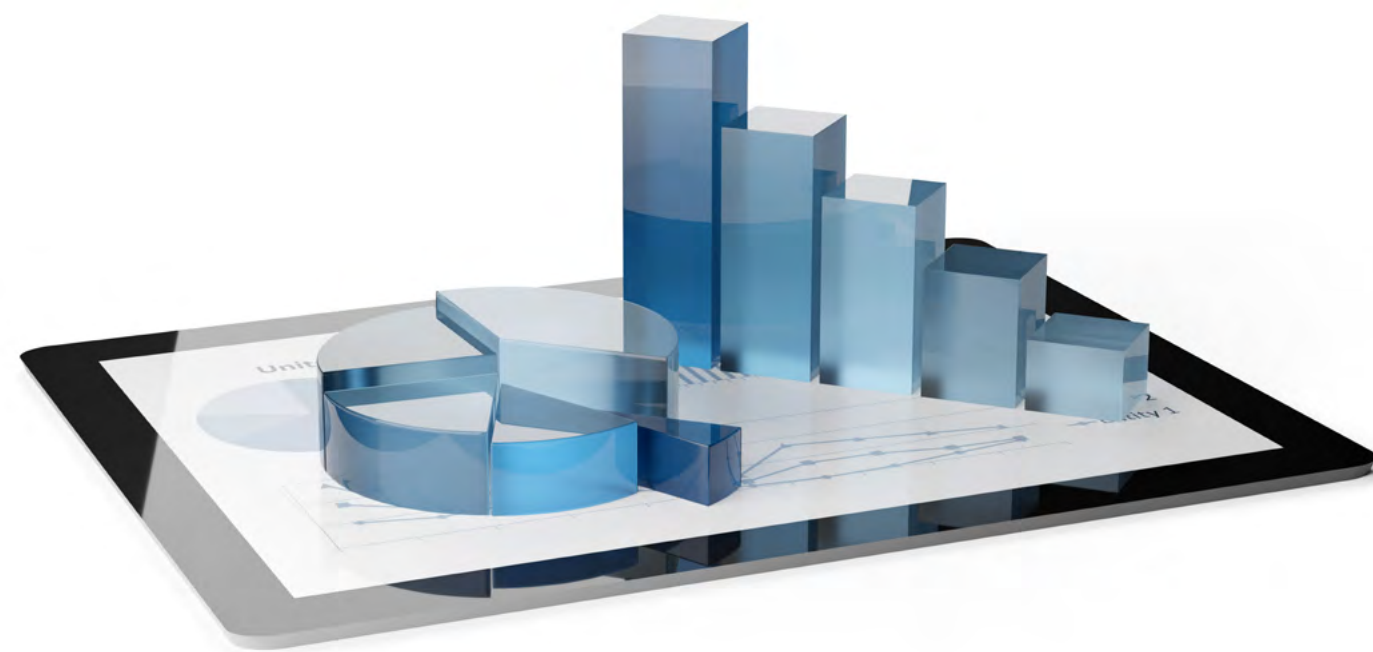
Bill Martin, IT Director, SAMBA

The Benefits:

Increasing efficiency and demonstrating customer service success



Saved 200 hours per year on manual call evaluations, freeing up time for more focused coaching and training



Maximizing efficiency and delivering peace of mind
Reliability, remote working and business continuity
Seamlessly managing complex call flows
Better understand customers
Improve training and coaching



Saving time and delivering peace of mind

With finite resources to serve a growing customer base, SAMBA is committed to maximizing efficiency within customer service. Moving to the cloud removes the need for on-site maintenance and IT management, leading to a **saving of 400-500 hours every year**. Adding self-service options to its IVR, particularly for healthcare providers, has also reduced incoming calls. AI Quality Management **saves over 200 hours annually** of supervisor time, which is now spent on coaching and training agents.



Using the cloud is central to SAMBA's business continuity plans. As agents can operate remotely, during COVID-19 they were able to immediately switch to working from home, with no disruption or impact on SLAs.



Moved from evaluating 1-2 calls per month to around 60,000 per year.

Improving service quality through greater customer understanding

Despite a growing customer base, and often complex interactions, SAMBA is able to effectively meet the needs of its members and ensure compliance thanks to the Enghouse platform.

Manage complex call flows.

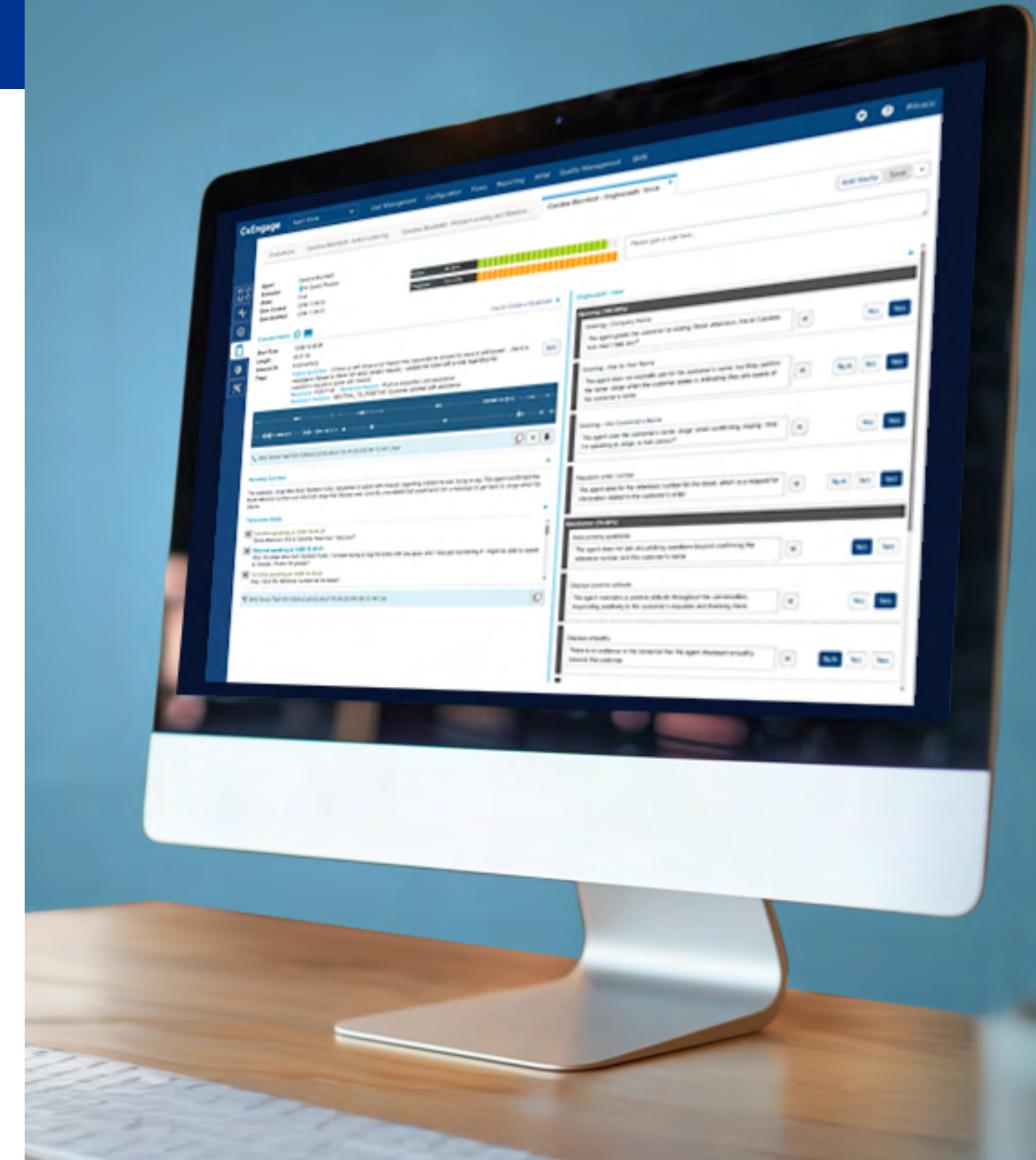
By handling multiple call queues through its IVR, and enabling self-service, even out of office hours, SAMBA is able to confidently manage all of **its 200,000 annual calls**. Demonstrating the complexity of the IVR, the planning document scoping the system runs to 50 pages, but changes can be made seamlessly as needed.

Better understand customers and their needs.

Analyzing a much greater percentage of interactions provides SAMBA with invaluable insights into customer sentiment. By searching for specific phrases and triggers, issues can be identified and fixed based on customer feedback.

Improve training and coaching.

Excellent customer service relies on continual training. With AI Quality Management, supervisors can quickly access a more complete picture of agent interactions, using this to focus their time on identifying needs and coaching agents.



Manage customer base
growing at 5-10% annually
without additional staff



A platform for the future:

Support to meet changing needs

A partnership for reliability and innovation



With a relationship that dates back to 2010, SAMBA and Enghouse have forged a close working partnership, delivering a range of benefits:

- **Consistent and responsive support** from a skilled, stable team, who understand SAMBA and its needs, based on long-term experience
- **Highly reliable, scalable technology** that can be continually enhanced to improve efficiency, such as through the addition of self-service to the IVR
- The capacity **to introduce new features over time**, such as the ability to securely take payments on calls, which will be deployed shortly
- **Continual Enghouse innovation**, as shown by the introduction of AI Quality Management, and plans to add web chat, both via the SAMBA website and a potential new mobile app

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Now we have introduced AI Quality Management I can't imagine going back. If a company cares about customer service, then they should care about their employees being trained right. AI makes evaluation quick and easy – it cuts through the static and identifies opportunities for training and improvement.

Bill Martin, IT Director, SAMBA

About Enghouse Interactive AI Quality Management

Enghouse Interactive's **AI Quality Management** solution enables a range of AI-powered features, including comprehensive analysis of up to 100% of interactions across voice, text, email, SMS, social media, and webchat.

AI Quality Management uses Artificial Intelligence (AI) and Natural Language Processing (NLP) technology to analyze and score each interaction based on your specified criteria, detect sentiment, translate digital engagement, summarize interactions, classify topics and define follow-up tasks.

Benefits for contact centers using AI Quality Management

- **Analyze up to 100% of Interactions** to provide a comprehensive picture of performance
- **Improve coaching** through conversations based on all interactions
- **Increase accuracy and consistency** by ensuring objectivity
- **Boost supervisor effectiveness** by automating analysis
- **Deliver winning CX** by supporting agent performance
- **Improve compliance** by ensuring every interaction meets company policies
- **Elevate agent job satisfaction** by making evaluations more objective
- **Easily adapt to changing needs** with customizable scorecards



About Us

Enghouse Interactive is a leading global provider of AI-enabled contact center software and services, serving thousands of customers for over 40 years. Its portfolio spans cloud, on-premises, and hybrid CX platforms along with quality management, workforce optimization, outbound communications, and video technologies. **Enghouse Interactive is a subsidiary of Enghouse Systems Ltd (TSX: ENGH).**

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