AT&T Business

Six strategic and economic benefits of

Unified Call Recording and Voice AI

92% of all customer interactions are voice. More than ever, with dispersed work environments, those calls and conversations are happening in new locations and across multiple networks, collaboration platforms, and devices*.

*Source: Salesforce

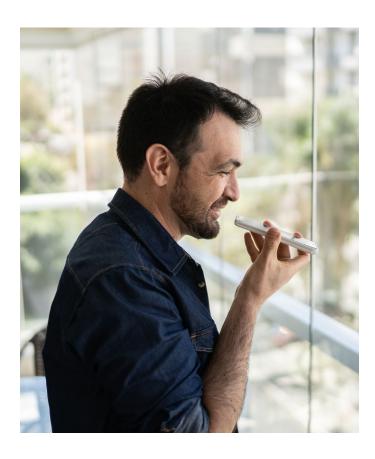When those calls and conversations end – critical data, content and value can be lost forever.

Are you capturing your crucial conversations?

How Unified Call Recording can help your business

Unified Call Recording enables businesses to capture valuable voice and video data from any device, network, application, and location.

Capturing all voice data compliantly and securely at the source underpins Unified Call Recording (UCR). And, enriched by AI, UCR empowers businesses to automate high-value process workflows and discover business-critical insights.

The efficiency and productivity gains have a meaningful impact on businesses' operating models, and most notably, on the balance sheet.

The strategic and economic benefits of Unified Call Recording

1 Cost reduction of legacy call recording solutions

2 Reduction in compliance costs and mitigation of risks

3 Call center efficiency

4 Automate customer satisfaction reporting and improve CX

5 Automate sales and service admin for productivity gains

6 Time for remediation to investigations

How do you realize the strategic and economic benefits of Unified Call Recording?

1   Cost reduction of legacy call recording solutions

Reduce existing costs of provisioning and licensing of legacy call recording solutions and application-specific solutions. Cloud-native UCR Solutions typically result in cost reductions far above their annual subscription costs by reducing or eliminating costs associated with services, call recording storage, additional compliance functionality and more.

ROI benefits

There are several models on the market for legacy non-cloud Call Recording solutions. Depending on a business's requirements, basic services can retail around $60 per user per month, with costs rising towards hundreds of dollars based on features and functionality. Cloud-native call recording services are up to 10X more cost-effective on a per user per month basis.
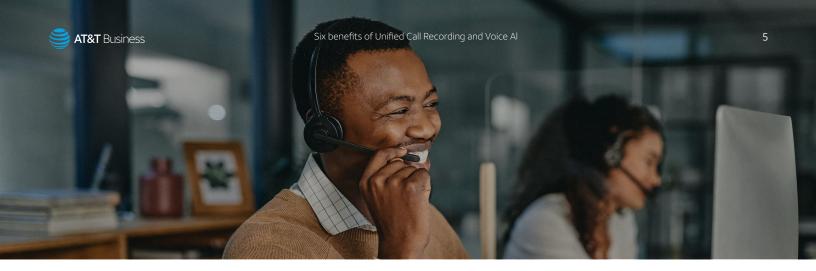
ROI benefits

The cost of non-compliance to a business in the form of business continuity disruption, revenue, and productivity loss as well as fines and settlement costs, on average, equates to 2.71X the cost of effective compliance management.

2   Reduction in compliance costs and mitigation of risks

Despite organizations spending up to 4% of total revenue on compliance costs, they continue to make these investments without a clear enterprise-wide framework for holistic compliance management. The fines and damages for non-compliance or breaches of regulatory or privacy requirements can be significant.

Unified Call Recording, together with Voice AI solutions, can help ensure compliance in the following ways:

- Capture all call data required by HIPAA, GDPR, PCI, Dodd-Frank, MiFID II and more.
- Respond to regulatory requests and investigations in real time.
- Get alerted on compliance breaches.
- Set controls to capture, access, and retain all the calls that are needed in line with privacy requirements and policies.

3 Call center efficiency

The operating expense of running a call center is significant, with the most substantial expense related to staffing, followed by CapEx intensive hardware and software incentive costs. The value of optimizing the time, workflows, and productivity of staff is critical.

Insights derived from Unified Call Recording and voice AI automation lead to process efficiencies and optimized staff resourcing by:

- Aligning staff to inbound and outbound demand
- Reducing the time and cost of manual call monitoring
- A better understanding of why customers are calling, resulting in improved first call resolution and reduced call volumes

The flow-on benefit of the efficiency improvements often results in meaningful productivity gains to improve customer sentiment, NPS, and indeed, even sales conversions.

ROI benefits

A critical factor in optimizing contact center and call agent productivity is to understand the productivity equation. The formula is straightforward: by measuring an agent's activities across customer/service and related administrative tasks, you get a picture of actual productivity.

The productivity equation

(Total Output/Total Input) x 100 = Agent Productivity

Total Output

Is counting time spent speaking to customers and performing service-related duties

Total Input

Refers to the total time spent on a working shift/schedule (including time on administration tasks, data entry, breaks, etc).

Across an average 8-hour shift (Total Input), an agent spends 5 hours on customer calls (Total Output).

Case example: 5 / 8 = .625 x 100 = 62.5% productivity

For example, by identifying workflow efficiencies (i.e., automated transcriptions and insights) and leveraging UCR and the Voice Intelligence Cloud benefits, an agent **gains 1.5 hours of Total Output**; this would improve their productivity score to **81.25% (18.75% improvement)**.

4 Automate customer satisfaction reporting and improve CX

A moderate improvement in CX would impact a typical $1 billion company's revenue by an average of $775 million over three years*.

Enterprises drive substantial CX improvements using voice AI-generated insights to gain real-time customer insights, including the sentiment of every customer call, keyword notifications and alerts, and identification of trends.

Reduce the cost of eSAT and NPS survey and reporting costs with fully automated customer satisfaction reports and workflows delivered by UCR and Voice AI solutions. Customer insights can be easily integrated into business reports and tools to create customer satisfaction reports.

*Source: Qualtrics

ROI benefits

For a typical mid-market enterprise (1,000+ full-time employees), the software costs of surveying, tracking, and reporting customer satisfaction and NPS can exceed tens to hundreds of thousands of dollars. The material cost benefits of Unified Call Recording allows a business to not only monitor and report on customer sentiment but focus on business-critical imperatives such as mitigating customer churn, driving customer engagement, and growth in a near real-time fashion.

ROI benefits

Field and Sales Managers, on average, work up to 49.6 hours per week. The productivity gains by simply automating and removing 20% of their data-entry and administrative tasks can have a 2x impact on active time selling to new prospects. The return on investment from integrating your crucial sales conversations directly into your CRM can have a 2x effect on overall sales performance and revenue.

5 Automate sales and service admin for productivity gains

A UK-based study found that 12.5% of call center agents' time is spent on post-call data entry tasks, which equates to roughly $ 3.45 billion in productivity loss per year*. When you factor in order processing, travel, and other administration and miscellaneous tasks, a sales person can spend as little as 22% of their time actively selling.

Transcription and CRM integration features within UCR solutions eliminate the inaccuracy, delays, and lost productivity of manual recording of customer conversations. Improve sales and call center staff's efficiencies by capturing conversations and automatically attaching them to customer records in Salesforce.

Typical gains from automating record-keeping and translation of records with automatic assigning of content to customer records and agents can equate to more than seven hours per agent per week. For less than the cost of a single full-time employee, an enterprise can increase individual agent productivity by 20%.

*Source: Ameyo

6 Time to remediation of investigations

Improve the speed and efficiency of customer investigations with accurate records of crucial conversations easily searchable in real time.

Unified Call Recording and Voice AI solutions enable businesses to see what was committed, ordered, and requested with an automated transcription of voice conversations connected to CRM and other applications.

$ ROI benefits

The potential cost of full-time supervisors to monitor, investigate, and resolve calls for quality assurance for a medium-to-large enterprise can equate to 160 hours per month per supervisor. Over the balance of a year, the cost-saving benefits can result in up to $1 .4M on a business's balance sheet.

> Turning the billions of business conversations every day into critical data for compliance, business continuity, and productivity is a key business imperative for enterprises.

Catching calls directly where they occur, on the service provider network and in collaboration applications, and aggregating voice data centrally with Unified Call Recording and Voice AI is the answer.

If you need help capturing and turning your conversations into voice data to meet compliance mandates, drive operational efficiency, improve service and sales performance, and reduce costs, contact us today for a consultation with one of our voice data experts.

Get the world's #1 Unified Cloud Call Recording and Voice AI solution for compliance and sales and service performance.

AT&T Business is here for you. Our fully compliant solution can be switched on with a click, and it is infinitely scalable in the Cloud with no hardware required. Every call or conversation is captured automatically, stored securely in the Voice Intelligence Cloud, enriched with AI, and available instantly as a replay or insightful transcription, with real-time search, sentiment analysis, alerts, and notifications.

Contact us today for a consultation with one of our voice data experts.

Call **844.799.0543**
or visit **voiceintelligence.cloud**

Sources

How Much Does Call Recording Cost?

The True Cost of Compliance with Data Protection Regulations

How to Measure Agent Productivity with Call Center QA Metrics

19 Proven Ways To Increase The Productivity Of Your Sales Team

How to Reduce Time Spend by Call Center Agents on Data Entries

"The Phone is Dead, Long Live the Phone"

The Cost of Compliance is Up, Where is the Payoff

Regulatory productivity