

Call Detect

Call Centre Behaviour Analytics

Call Detect collects and analyses diverse pieces of contact centre data and identifies hidden problems that the centre can address to improve the quality of its customers' experiences. Management can then call up samples of calls and associated data that contact centre operations teams and quality assurance departments can review to further confirm and understand the uncovered problem.

Call Centres can actually analyse agent performance data, customer experience data and CTI data to uncover and present hidden patterns that suggest solutions leading to better customer relations and more effective contact centre operation.

For example, when applied to a customer's data, **Call Detect** could find that call durations increased most significantly when they included exactly one transfer. Contrary to the common sense inference that additional transfers would lengthen the call even more, a second transfer may mean a shorter overall call. Reviewing sample calls and learning that the second transfer - usually to a higher supervisory level - actually tends to wrap the call up more quickly.

The conclusion: revised procedures for deciding when to escalate a call.

The result: shorter calls and happier, more loyal customers.

Key Benefits:

Significant costs savings with automation – **Call Detect** reduces costs and improves the overall operational efficiency by automating time consuming manual processes;

Improves Customer Analysis – **Call Detect** implements a system for alerting of patterns that may improve customer relations and lead to better contact centre operation;

Combats Internal Fraud – agent behaviour can be checked on a real time basis, assuring that no illegal or unwanted transactions pass unnoticed;

Multiple Data Feeds – **Call Detect** can capture various data feeds including transaction data, client databases and telecommunications data;

Regulatory compliance management – facilitates companies achieving compliance with Regulatory bodies;

Fully integrated system – **Call Detect** is a fully integrated system with features including list checking, transaction monitoring, alert generation, case management and reporting.

Call *Detect* surveillance system's key capabilities include:

Transaction Monitoring: Intelligent transaction monitoring based on behavioural profiling, peer group analysis and rules, uncovering only those alerts with the highest degree of risk, significantly minimizing the number of false positives;

Investigation and Analysis: Easy to use investigation environment for advanced drill down and link analysis uncovering unusual networks and associations; includes profile investigation such as peer group comparison;

Fully Featured Alert Engine: Alerts of unusual activity can be sent via email, sms, etc.;

Case Management System: Built-in case management system tracks, prioritizes and manages cases, automates reporting, and records an audit trail with complete case history and detailed log of all actions taken and reports filed;

System Flexibility: Flexible system for business or regulatory change makes it easy to adjust or add new risk areas and rules as needed.

Call *Detect* Behaviour Detection

Behaviour detection technology gives organizations the ability to automatically monitor and analyze customer, account, and transaction information across the entire organization for a complete and accurate picture of behaviors of interest. As a result, it's now possible to detect unusual behaviour to mitigate risk, report and prioritize findings, comply with changing regulations, and increase revenue by identifying opportunities to improve customer service.

This enables firms to deploy a platform that can serve both their compliance and business growth needs. Behaviour detection technology provides firms with an enterprise-wide "early detection" system that can alert them to problems that, left undetected and un-addressed, could seriously undermine a firm's position.

Behaviour detection technology also gives firms an opportunity to improve their customer relationships. For example, when behaviour detection technology identifies a customer that doesn't order in the same way as other similar peer groups, it provides the opportunity to offer that customer products or services.

The system functions by taking a direct feed of the customer data, telecommunications data etc, as illustrated in the schematic diagram below. The data is then passed through **Call Detect's** state-of-the-art detection engine which monitors Call Centre activity. The user determines the behaviours they wish to be notified of and the system will trigger an "Alert" when the pattern is identified.

