



**Teleperformance**  
Transforming Passion into Excellence

# Speech Analytics

*Maximale impact op klantgerichtheid  
Break-Out PvKO*

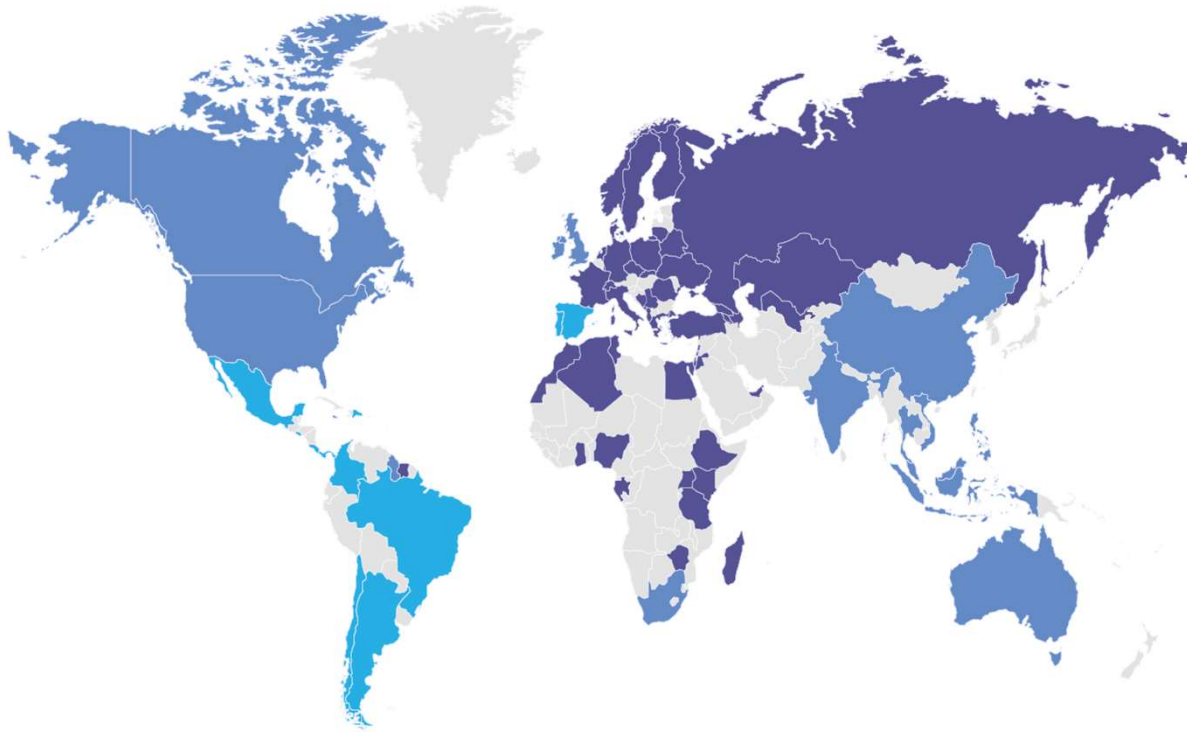


**Air | Innovation**

***Inspiring. Renewing. Dynamic.***

*Change is the constant wind that fills our sails;  
we both embrace it and propose it.*

*I create & improve.*



### IBERO LATAM

|               |               |
|---------------|---------------|
| <b>74,331</b> | <b>53,704</b> |
| Employees     | Workstations  |
|               | <b>68</b>     |
|               | Facilities    |

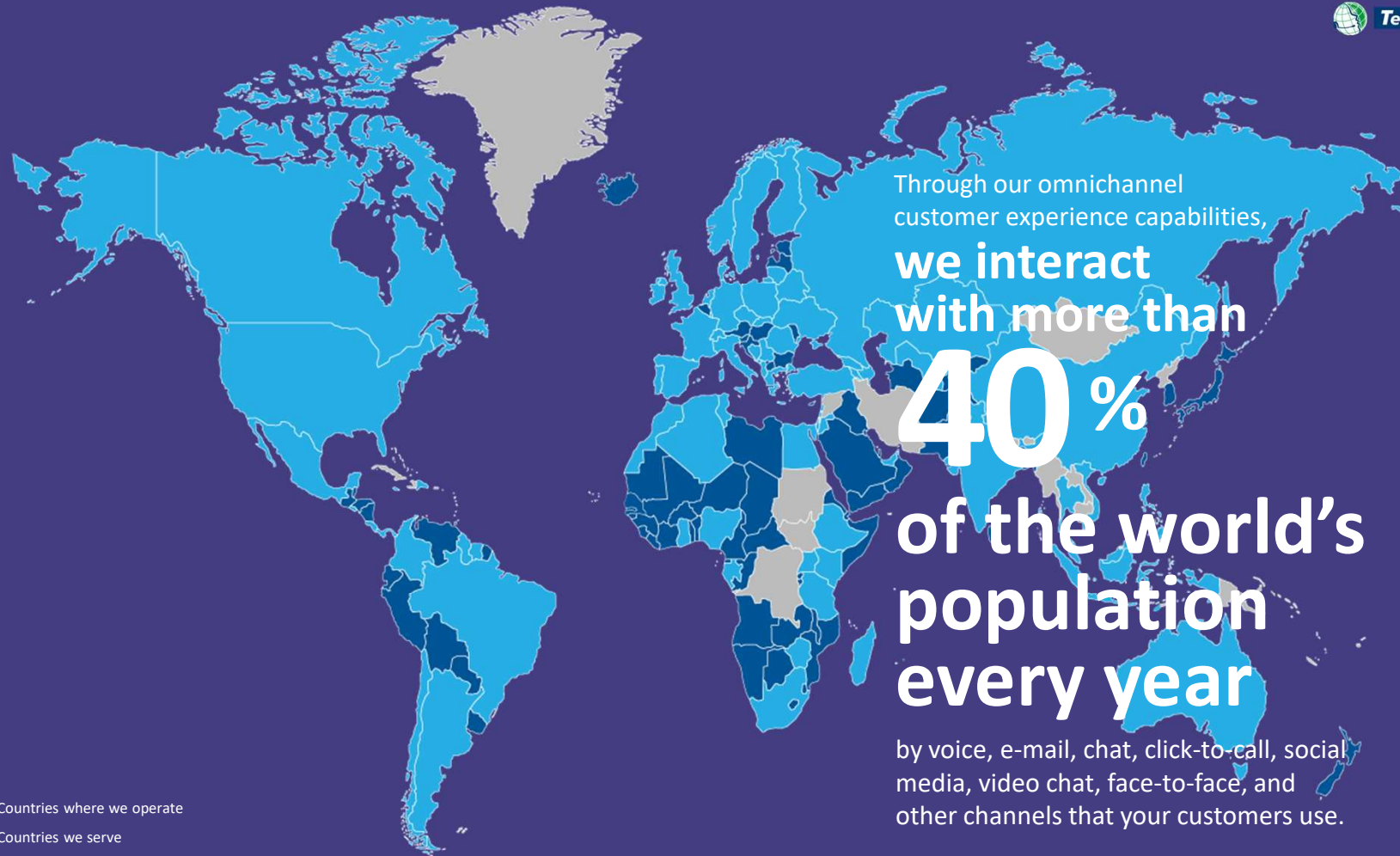
### EWAP

|                |               |
|----------------|---------------|
| <b>102,199</b> | <b>75,141</b> |
| Employees      | Workstations  |
|                | <b>95</b>     |
|                | Facilities    |

### CEMEA

|               |               |
|---------------|---------------|
| <b>40,470</b> | <b>34,155</b> |
| Employees     | Workstations  |
|               | <b>177</b>    |
|               | Facilities    |







Through our omnichannel customer experience capabilities,  
**we interact with more than**

**40%**

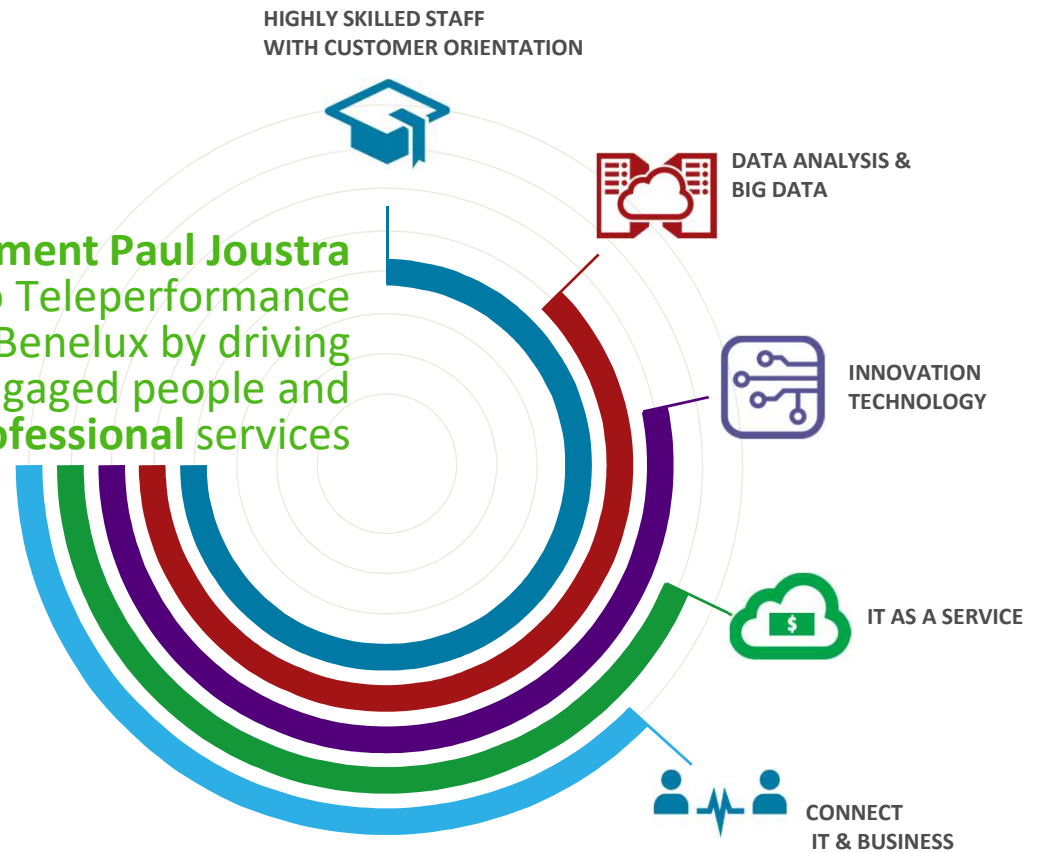
**of the world's population every year**

by voice, e-mail, chat, click-to-call, social media, video chat, face-to-face, and other channels that your customers use.

-  Countries where we operate
-  Countries we serve

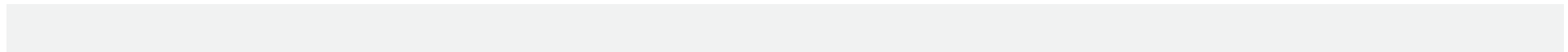
**Paul Joustra Introduction**

**Mission Statement Paul Joustra**  
Delivering **added value** to Teleperformance  
Benelux by driving  
**IT innovation** with engaged people and  
**professional services**

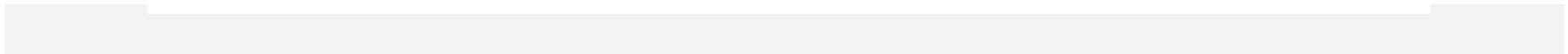


 ***Speech Analytics***

# Wat is speech analytics?



 ***Speech Analytics Introduction Movie***





## How to define the opportunity?

Improvement topics

Before installing the  
Speech tool thinking about  
what to improve

**IMPROVEMENT TOPICS  
THAT MATTER MOST**

**SPEECH**

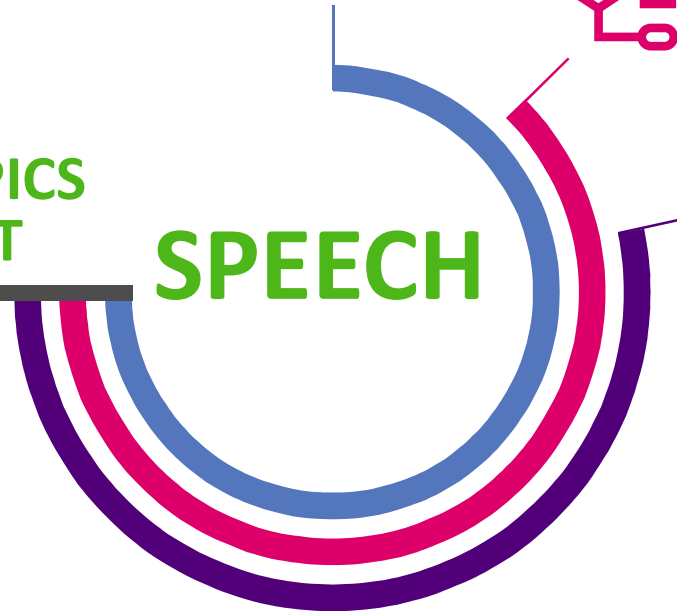
Performance  
management



Process &  
Quality  
management



Marketing, Brand  
& Product  
management



A solid blue square.

## *Speech Analytics Opportunity Teleperformance*

### **Achtergrond informatie**

De **Non-talk time** bestaat uit Hold tijd en momenten waarin niet gesproken wordt (bijv. mute). Hiervan bestaat de aanname dat het voorkomt bij gesprekken waar de medewerker een systeem moet raadplegen of een collega iets moet navragen.

Bij Start onderzoek lag de Non-talk time op circa 21%.



## *Speech Analytics Opportunity Teleperformance*

### **Example User Story (hypothese)**

**Ik denk** dat de AHT te hoog is, dit komt door gesprekken met een hoog percentage Non-talk time. Ik denk dat deze Non-talk time wordt veroorzaakt door gesprekken binnen 1 of 2 productgroepen.

**Daarom wil ik** weten welke producten meer dan 10% Non-talk time in de gesprekken hebben en wat hier de reden van is.

**Zo dat ik** deze onnodige Non-talk time kan elimineren en daarmee kosten kan reduceren om de ROI van Speech Analytics te behalen

## *Speech Analytics Opportunity Teleperformance*

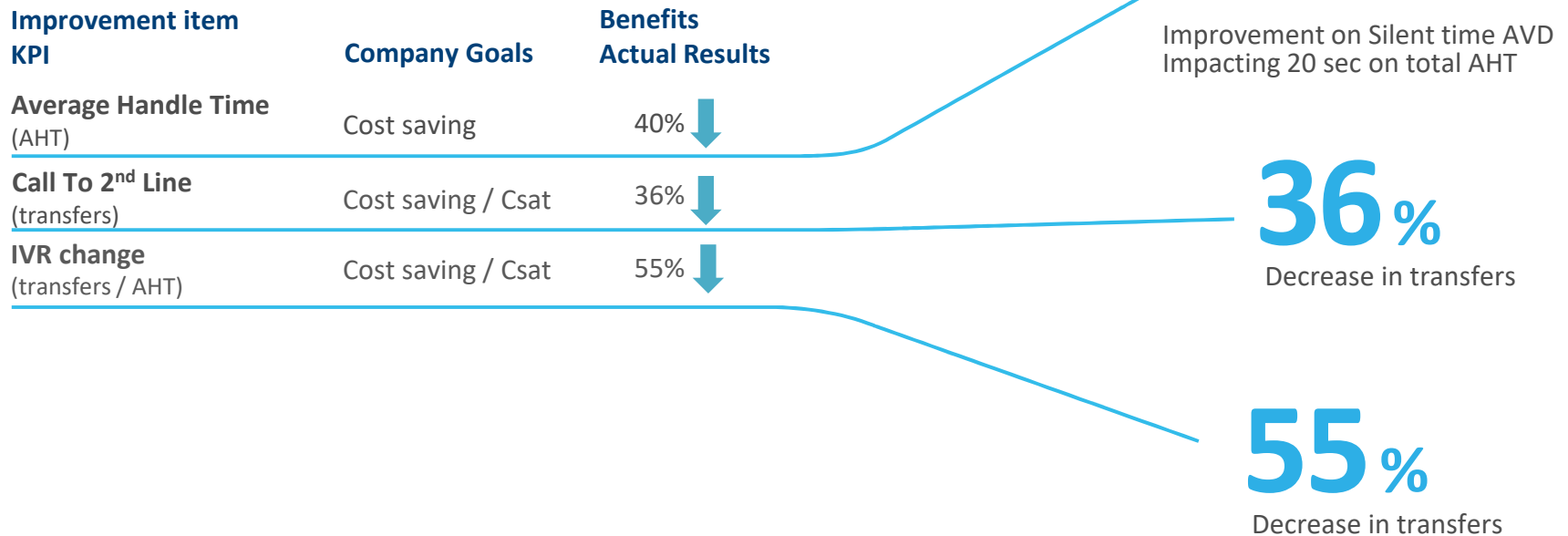
### **Key Questions for Analysis**

1. Hoeveel procent stilte tijd is geoorloofd en hoe vaak komt dit voor?
2. Welke productgroepen hebben de grootste impact op de stiltetijd?
3. Welke medewerkers hebben de grootste impact op de stiltetijd?
4. Wat is de impact op de AHT?

*Speech Analytics results within 6 Months*

# Result summary

## Speech Analytics



 *Speech Analytics Brainstorm*

Hoe zou jij Speech Analytics in kunnen zetten  
binnen jouw bedrijf?

 *Speech Analytics Brainstorm*

Hoe kan je Speech Analytics inzetten om product en markt informatie te vergaren?

 *Speech Analytics Brainstorm*

Hoe kan je Speech Analytics inzetten om issues te detecteren en te voorkomen?



*Speech Analytics Brainstorm*

Op welke manier kan Speech Analytics ingezet worden om fraude detecteren en compliance te monitoren?



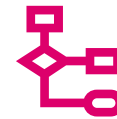
*Speech Analytics Brainstorm*

Hoe beoordeelt jouw organisatie op dit moment de gesprekken van de klantenservice en hoe zou je dit met Speech Analytics efficiënter kunnen doen?



**IDEAS ARE EASY,  
IMPLEMENTATION  
IS HARD**

Performance  
management



Process &  
Quality  
management



Marketing, Brand  
& Product  
management

**THANK YOU!**



FOLLOW US

 /teleperformanceglobal

 @teleperformance

 /teleperformance

 blog.teleperformance.com

 /company/teleperformance

 @teleperformance\_group

[teleperformance.com](http://teleperformance.com)