TRANSFORMING CALL CENTER ANALYTICS

△ DELTA DENTAL®

Delta Dental of Washington

How Delta Dental of Washington Drills into Call Driver Analysis with AI-powered Voice Analytics

For some organizations pulling insights from voice data is like pulling teeth. Learn how the dental benefits provider Delta Dental of Washington extracted cost reduction opportunities within the contact center and identified new customer experience enhancement initiatives through the AI-Powered Voice Intelligence.

VoiceBase

ACCELERATING DIGITAL TRANSFORMATION

Delta Dental of Washington was receiving a multitude of calls into their call center, with increasing call volumes every month. However, they had no visibility into what was being said during these customer interactions. Without full data on these conversation, they could not identify how to improve their agent efficiency and customer experience.

Leveraging voice analytics technology from VoiceBase, Delta Dental of Washington was able to get insights into their customers to make data-driven decisions. They were able to automatically tag every call with the Call Driver based on what was said between the agent and caller at the start of a call.

Then they created categories that identify the services discussed, in order to gain real insight into the customer experience. For example, if a call driver was 'Pricing', we could also see correlation to a service such as "how much do fillings cost?"

Automating Insight Discovery

Without an automated voice analytics technology, Delta Dental of Washington had been allocating costly resources to manually reviewing and scoring calls. By automating this process, they not only decreased operational costs significantly, but also now had access to data points that were previously inaccessible such as Overtalk, Sentiment, % of Silence on the call, and more. Now DDWA can analyze 100% of every call and access that data in their Intelligence Dashboards.

Objectives

▲ Make it easier for customers to get the support they need

▲ Measure that achievement based on reducing talk time

▲ Improve overall customer experience

12%
Increase in
RFC Discovery

10%
Decrease in AHT
Company-Wide

Call Driver Discovery

Before, DDWA was only capturing a RFC (reason for calling) rate of 3% for calls about ID cards. With VoiceBase, DDWA discovered that in reality, 15% of callers were calling about ID cards. They were then able to inspect why so many people are having trouble locating their ID card information, and make adjustments accordingly.

"The VoiceBase Player allows us to dig into calls and focus on the section about the specific category without listening to the full phone call. After drilling into the calls we realized that the same pattern was happening across all calls related to ID cards," said Masters about their data discovery.

"VoiceBase has been key to our digital transformation by providing rich custom voice analytics across every single department. **The Voice of the Customer should be the fabric of every enterprise** and we realized that we had limited access to what our VoC really was until we started to leverage VoiceBase's enterprise analytics solution."

Becky Masters,
Director, Digital Experience
Delta Dental of Washington

Key Insights

▲ Customers were not being informed of digital ID cards, causing additional unnecessary calls.

▲ Agents needed better onboarding to guide customers to their solution, and coaching intitiatives were inacted.

VIDEO: DDWA's Session at Tableau Conference

Discover how Delta Dental of Washington transformed their call center operations to **eliminate 6 months of IT efforts** by providing a data warehouse and automatically extracting, transforming and loading data into pre-built Tableau Dashboards