

CASE STUDY

How Voice Link of Columbus **improved employee and customer experiences** with AQA and integrated analytics to **achieve excellence** in workforce performance, business productivity, and client satisfaction



THE CHALLENGES

Workforce Performance

As a leading teleservice provider, it's important for Voice Link of Columbus to maintain the highest standards for its agents. With limited insights from manual QA, it was difficult to pinpoint specific areas to help agents improve their performance.

Business Productivity

Additionally, the time and resources it took to manually listen to just a handful of calls was taking time away from the more critical components of the business.

Client Satisfaction

If a client's customer raised a service level issue, it was a lengthy and difficult process that required manual review and intervention.



"Our partnership with OnviSource and the adoption of interaction analytics have been transformative for our call center operations"

JoAnn Fussell, CFO
Voice Link of Columbus

COMPANY PROFILE

- **Emerging Teleservice Provider**
- **Team of US-based agents**
- **Services including** customer service, order entry, live answering, and secure messaging
- **Serving industries spanning** health care, higher education, service, and local business
- **More than one millions minutes** analyzed yearly

ONVISOURCE SOLUTIONS

- Automated quality assurance
- Interaction analytics
- Workforce performance metrics

solution to address **WORKFORCE PERFORMANCE**

Using interaction analytics, powered by Generative AI and Classifier AI, OnviSource was able to **automate the QA process** across live answering, service, and support calls to quickly identify areas of improvement for agents.

Voice Link has developed **targeted coaching and training** programs to increase performance across all agents. They are now able to **set clear goals** for each employee based on the actionable insights available through the system and empower agents with **self-assessment tools** for greater understanding.

solution to address **BUSINESS PRODUCTIVITY**

OnviSource automation solutions have significantly reduced the manual effort required to analyze interactions, enabling Voice Link to **optimize resources** across the business, **align agents** with business goals and strategies, and **improve top-line revenue growth**.

solution to address **CLIENT SATISFACTION**

With holistic views across all interactions, it's easier to understand, address, and train agents with soft skills and knowledge that **creates consistently great experiences** for client customers, resulting in **greater client satisfaction and long-term client loyalty**.

“The platform's innovative features have also improved our efficiency and empowered our agents to deliver exceptional service.”

JoAnn Fussell, CFO
Voice Link of Columbus



THE RESULTS

Voice Link of Columbus has significantly reduced the amount of time required to analyze interactions. **AI-powered QA is 97% faster** than human scoring, **removes all bias** by applying consistent scoring, and **streamlines the entire evaluation and training process**.

