

Hearing Care Central drives customer and agent engagement with Jabra Engage AI



EMBRACING AI TO DRIVE CONTACT CENTER PERFORMANCE

Hearing Care Central, a division of Saint Clair Communication, handles customer calls for Beltone across the USA, with its main contact center in Illinois handling all in-bound and out-bound customer communications using the Five9 platform.

Over the years Hearing Care Central has prioritized investment in its customer communications infrastructure, and its main contact center reflects this. Far from an identikit 'cubicle farm' setup, the main contact center has been specifically arranged to reduce background noise – addressing a common complaint from customers – to make it easier for everyone, particularly those with hearing difficulties, to enjoy clearer interactions.

A long-time Jabra customer, Hearing Care Central employs a range of Jabra noise-cancelling headsets, including the Jabra Engage 50, to ensure all of its customer calls are crystal-clear. As part of its continued performance success, it began to explore AI-enhanced options that would improve customer communications further, with customer experience (CX) at the forefront of its priorities.

Hearing Care Central chose the Jabra Engage AI solution for its performance-boosting ability to provide immediate customer sentiment analysis during live calls.

Whether at home or in the office, supervisors can use the solution to remotely monitor call progression and offer instant support to agents when needed, to ensure that every call is kept on track. And, because it provides valuable insights on customer communications, the Engage AI solution also enables Hearing Care Central to track sentiment over time, identifying customer experience KSPs for continued improvement and growth.

The Engage AI solution is based on thousands of hours of research. It analyzes over 6,000 parameters in our voices, measuring customer sentiment, agent tone and interruptions, as well as intonation and long pauses, all in real time. While it sounds complicated, the system is actually very simple to use, with easy to read symbols, graphs and notifications highlighting the key insights.

PROJECT AT A GLANCE

Hearing Care Central partnered with Jabra to deploy new voice analytics software with its Jabra headsets to boost employee performance and enhance the customer experience.

SOLUTION

Jabra Engage AI engagement platform

- Instant customer and agent sentiment feedback based on AI driven emotional insights
- Comprehensive view of agent engagement and performance
- Improved contact center performance and voice presence
- Easy to set up and integrate with leading contact center platforms
- Privacy ensured with no cloud or off-premises data processing

Jabra Engage 50 headsets

- The world's best professional digital corded headset*
- 3-microphone system with intelligent noise-cancellation for superior calls
- Rich call analytics for the business

Benefits

- Real-time call feedback to support agents and enhance learning
- Enables supervisors to pinpoint areas where additional support is required
- Reveals a more comprehensive picture using customer experience metrics gathered from every call
- Live insights increase contact center performance
- Enhances agent performance and engagement



ADVANCING CUSTOMER EXPERIENCE

Hearing Care Central has been utilizing the Engage AI solution with a group of 60 professionals in its Illinois contact center, where it has already seen demonstrable results from a quality perspective. The leadership team were firmly behind the adoption, driving engagement with a program of training and communication for contact center staff. Simple to deploy and privacy-safe, the solution is designed for easy user adoption, taking up minimal screen space with only a small informative widget visible on agent's monitors.



“The power of Engage AI is that it gives us an instant pulse check on our individual customer communications. Analytical data based on the perception of the caller and how our agent is speaking to them is a real win for us.”

Christopher McBride, Director of Contact Center Operations at Hearing Care Central

He goes on to explain, “Engage AI enables each interaction to be scored, so we can get a better understanding of how the customer is connecting with us, and how the engagement is working out.

The power of the tool is that if we need to take corrective action, we can intervene in real-time, to turn conversations around while the call is still in progress. Longer term, these call histories provide valuable insight for retrospective reviews and agent training, to further enhance our customer satisfaction.”

McBride explains that any initial reservations he had about how perceptive the system would be proved unfounded, “A concern we had at the start was whether the solution would perceive representatives as rude or performing unsatisfactorily when they repeated information or talked more slowly for hearing impaired customers. This turned out not to be the case.

All new employees were trained on the software, with every subsequent training class proving better than before, as we were learning along the way while gaining immediate insights from the solution.

Our new employees can see their initial scores and how they adjust over time to help build an accurate, valid representation of their individual performance. We can use this information to work with our staff, correcting behaviors for continued performance improvement.”

He goes on to qualify, “That’s why getting the hard data on call results is invaluable. After each call we can ask: Did we get an appointment for the customer to come in for a hearing evaluation? Has the call encouraged the customer to refer us to a friend because they had such a great experience with us? Hard data also helps us boost team morale and motivation, building engagement and buy-in with things like friendly contests, or rewards for staff that really go the extra mile.”

IMPACT ON CONTACT CENTER KPIS

Everyone in the contact center is now trained on Jabra Engage AI once they are hired, with user goals and metrics in place that the company has been perfecting over time. The contact center began seeing an immediate impact following installation of the solution, as the quality of individual calls and overall customer experience improved.

Hearing Care Central monitors customer experience via an in-depth dashboard which tracks a range of customer satisfaction KPIs. The resulting numbers really speak for themselves to show the positive impact the Engage AI solution has had on their customer service index scoring.

“In the last year since our contact center started using Engage AI, our business has experienced a 30% increase in booked appointments” comments Glen Otey, Owner, Alliance Hearing. “We couldn’t be happier with the results. Engage AI has really been a game change for our business.”

MAKING POST-CALL SURVEYS A THING OF THE PAST

On the subject of how the Engage AI solution has revolutionized customer feedback information, Christopher McBride states “I know most companies like to do post-call surveys but personally I can’t stand them, and I know many customers feel the same!”

“Jabra Engage AI gives us the power to see exactly what’s going on with each call in real-time and it takes a lot of the guess work out of quality assurance. We can see how each call is progressing with the overall picture visible on our dashboards, and thanks to an alarm set up we can quickly intervene if we need to, before we lose a customer. Post-call surveys have effectively become redundant, so we’ve stopped wasting time on them.”



TRANSFORMING RECRUITMENT, TRAINING, AND RETENTION

The professionals in McBride's team feel empowered too.

The Engage AI solution is proving a powerful part of the company's on-boarding and training, helping new staffers to get up to speed more swiftly. The real-time support available from supervisors during calls is invaluable, delivering more impactful on-the-job learning, than the post-call discussions used in previous training.

Once on board, Engage AI offers employees immediate feedback on their performance, identifying areas to focus on, with long-term performance evaluation accrued to help them build their careers. This provision of in-depth performance data enables staff to have valuable, factual coaching and development calls with supervisors. Since the on-call data is right in front of you, there's no debate or disagreement about what's happening on each call. Is the customer not interacting well with the contact center agent? How engaged is the agent on the call? What are the key points in the conversation, and what can be done to improve the operative's tone of voice, their communication and how well they are connecting with the customers on these calls? This information means we can have much more meaningful development discussions and adjust staff behaviors accordingly.

McBride notes it's even having an impact on staff recruitment:



"During the hiring process, applicants from other contact centers are considering joining us because they're encouraged to see us using such a technologically-advanced product. I hear from folks that it's just leaps ahead of the old school way of doing things – listening to a phone call and providing feedback at a later time – and they would love to have that technology where they work. It's a real selling feature, and seeing candidates get excited about the technology helps us choose the right people who will really connect with our approach."

It's not just onboarding where the advantages of Jabra Engage AI have been noticed. And while staff retention remains a challenge for many contact centers, Hearing Care Central's focus on agent performance and success has positively impacted its staff retention rate.

EMPLOYEES FEEDBACK



"Agent AI is like my personal coach, it keeps me aware of what's going on and how I'm taking my calls"

"It's a little reminder at the bottom of my computer screen to encourage me to keep going"

"It keeps me interacting with my customers on a positive level"

A COMPETITIVE ADVANTAGE

Christopher McBride comments "We also use the Jabra Engage AI solution as a demonstration of how progressive we are in terms of our technological innovation. The power and immediacy of realtime, quality information puts us firmly in the driving seat, making us stand out as leaders in comparison with more traditional contact centers, who still rely on listening to recorded calls. This is enabling us to ensure that we have our pick of the brightest and best staff to join – and develop a career – with us."

FROM CONTACT CENTER TO CLIENT RELATIONSHIP CENTER – AND MORE

The focus on customer experience and enhanced relationships puts the contact center staff front and center of the organization's performance. No longer contact center agents, McBride explains that the team has been internally repositioned as a client relationship team to reflect this shift in focus; "In hiring ads, we've removed all call center language from our ads, moving our focus towards patient relations specialists, as we now need to recruit a different type of candidate. With the team experiencing rapid growth, we're able to get new hires up and running faster and use the Engage AI as part of their 90-day probationary evaluation."

Expansion is on the cards too, with the client relationship center having recently moved to 24/7 operations and tripling the on-site headcount. The functionality of that department will be developing over time, and as we work out what's right for those types of support calls we can customize our Engage AI for their specific needs."

McBride summarizes his overall impression of Jabra Engage AI's impact on Hearing Care Central's business by concluding,

"Our customer experience changed drastically by using the Jabra AI solution. I've been in call center management for 29 years and I've seen all kinds of quality improvement methods, and Jabra Engage AI is one of the most effective tools I've ever seen."

