

# Veriscope – providing instant market research capability

## The situation

Broadband Provider (BP) pays Outsourcer to make outbound sales calls, to sign up new broadband customers, and to take inbound service/support calls from existing customers. In a regular review, the Customer Services manager for BP tells Outsourcer that they are exploring whether or not to **enter a new market** as a mobile telephone provider.

## The plan

Outsourcer realises that they already have **thousands of phonecalls each day** with BP's potential and existing customers. Outsourcer suggests to BP that Outsourcer could do some simple **research** to help determine whether moving into a new market would be sensible.

Outsourcer already records all calls using Veritape's software. Outsourcer now starts renting the Veriscope speech recognition module from Veritape. Veriscope is configured to **automatically search for and report on the 'alert words'**, T-Mobile, Orange, Virgin, Vodafone, etc. Veriscope is further configured to **automatically categorise calls** by existing mobile provider. Outsourcer makes a simple change to its Agents' scripts, and now all customers are asked who their existing mobile provider is. This requires no additional Agent data-entry work, or changes to Outsourcer's back-end CRM system.

## The interim results

The data mined automatically from the phone conversations using Veriscope are compiled into a report detailing the makeup of current mobile providers among BP's existing and prospective customer base. Outsourcer gathers 2 weeks' data (from approx. 2,000 inbound calls, and over 20,000 outbound calls) and presents it to BP. BP decides they want to understand the **things which most annoy their customers about existing mobile providers**. Outsourcer reconfigures Veriscope to further automatically search for phrases like *dropped calls, too expensive, handset upgrade, and no signal*, and makes a similar change to Agent scripts.

## The final results

During a further week of data-gathering, Outsourcer finds that customers are reporting mobile problems **which had not been envisaged** at the start of the research task. Veriscope enables them to rapidly broaden their range of 'alert words'. Outsourcer can then **easily re-analyse their archived calls**, as well as calls after the change. Outsourcer presents the mobile provider problems to BP.

Ultimately, BP decides to not enter the mobile market. The decision is based heavily on the outcomes of the rapid market research, delivered through Veritape's speech analytics technology, Veriscope.

## Key Lessons

- > Veriscope can provide key insights into your business
- > It can offer additional revenue sources for service providers
- > Powerful business information can be gleaned without complex changes to existing CRM systems or back-end processes
- > Veriscope is simple and quick to implement and configure
- > It is easy to change the key words or phrases being searched for, on the basis of results to date, and then 'backdate' the new searches to old/existing call data

*"Veriscope has given us the ability to do quick, powerful bursts of market research for our customers."*

Head of Operations  
Outsourcer