

Ozonetel^o

Customer Spotlight



**national
health
authority**

**HOW THE WORLD'S LARGEST
INSURANCE SCHEME'S HELPLINE
TRANSFORMED AGENT
PERFORMANCE WITH OUR
SPEECH ANALYTICS SOLUTION**



ABOUT NATIONAL HEALTH AUTHORITY (NHA)

National Health Authority (NHA) is the apex body responsible for implementing India's flagship public health insurance scheme called "Pradhan Mantri Jan Arogya Yojana". Also known as "Ayushman Bharat", PMJAY is a scheme that aims to help economically vulnerable Indians who need healthcare facilities. It aims at providing a health cover of Rs. 5 lakhs per family per year for secondary and tertiary care hospitalization to BPL families. The Ministry of Health (MoH), Government of India, awarded the contract to operate the NHA contact center to Tech Mahindra. Ozonetel was the contact center partner of choice for Tech Mahindra, and the contact center stack was implemented and is being supported by us.



CHALLENGES

They needed Speech Analytics and Sentimental Analysis for their contact center operations. The team wanted it specifically for operations.

These insights are required to identify how the call center processes can be improved. Thus ensuring a superior experience for the beneficiaries.

Without sentiment analytics, it is difficult to gather insights into beneficiary needs and behaviors. Detecting trends in beneficiary interactions and analyzing audio patterns and further, identifying emotions and stress while the caller is speaking helps in understanding the patients better - what are their top concerns, are they upset or satisfied, and if they are being offered effective solutions. This is where NHA felt the need to deploy Ozonetel's Speech Analytics solutions.

WHY DID NHA CHOOSE OZONETEL?

NHA loved Ozonetel's simple, robust, and highly personalized solutions. Along with that, the resilience of our platform, handling over 2.5 billion calls annually, unmatched adaptability, and stellar support 24x7, stood out for them. The delivery deadlines were tough, but our agile, no capex delivery model, ensured that we delivered this project ahead of schedule.

The very idea that they could boost their contact center's performance by accessing patient insights like never before, and analyze every single call for sentiment and quality in real time, caught their attention. The NHA team wanted to derive higher value from their contact center conversations by analyzing patient sentiment across every single call and use it effectively for training and timely intervention.



AI-based, real-time dashboard

- Speaking rate
- Pitch (either agent or beneficiary)
- Agent sentiment over the call
- Beneficiary sentiment over the call
- Interrupting beneficiary during call.

The Score cards are automatically generated at the end of the call. Some data is given in real time and other points are shared after the call completion. Managers could view these scores within their dashboard and sift the data as per date, campaign, agent, or conversational intent.



Sentiment analysis

Ozonetel's speech analytics solutions helped NHA to dive deeper into their contact center conversations and understand the overall sentiment of the calls - positive or negative.

Using a combination of metrics such as the agent speed, volume, pitch, tone, and spectral changes like the formants (resonant frequencies) etc., the sentiment was captured. Our proprietary algorithm analyzes the metrics, and then there is a second level of processing where the call is further classified as either negative or neutral.

Once the positive or negative sentiment was detected in calls, it helped team NHA improve its interactions with its beneficiaries. By exploring historical data on patient interaction and experience, they were able to predict future beneficiary queries and behaviors. They trained the agents to ensure that the outcome of the interactions was positive. Furthermore, since this solution works on voice analytics, it is language agnostic making it easier to understand subtleties like sarcasm, tone, etc.

RESULTS



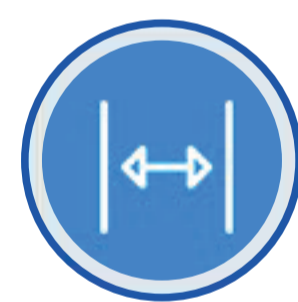
Improved CX

Our analytics helped Team NHA improve patient experience by identifying areas of improvement, enabling their contact center managers to identify how agents can interact with patients in a better manner.



Better call quality monitoring

Ozonetel's speech analytics and sentiment analytics solutions offered an innovative way to monitor calls for quality and training purposes, analyzing 100% of the calls, which was previously humanly impossible for the QA team. It helped team NHA get detailed insights and pinpoint exactly what training each and every agent needs, recognizing focussed areas of improvement.



Automating agent score to pinpoint gaps in training

The agent score is automatically generated for each call and campaign by factoring call quality metrics such as **speaking rate, loudness, agent sentiment, beneficiary sentiment** over the call, and the frequency of interruptions during call. Based on the above mentioned parameters, team NHA could identify the bottom 5 or 10 performers and equipped them with extra support and training. This led to an improvement in agent performance within a single quarter, marking a significant leap in their call quality and further enhancing the relationship between the agent and the beneficiary.



Improving the quality of every conversation

The analytics such as “*Information Retrieval Time*” and “*Interruptions*” helped team NHA identify the gaps in agent training. Ideally, the number of interruptions and the interruption duration should be as low as possible. A higher interruption duration could be an indicator of either a disagreement, or a breakdown in communication.

High Information Retrieval Time could occur when agents are unable to retrieve information fast, or if the beneficiary was unable to understand what was being communicated. Automatically identifying such granular details within conversations helped NHA to easily identify training needs that may have gone unnoticed before and improve every conversation.



Improved call center efficiency

Ozonetel helped team NHA improve their overall call center efficiency as our analytics identified talk/listen durations, participation ratio, and quality of patient interactions for them.



Enhanced quality analysis and team management

The use of automated sentiment analytics on calls helped NHA team managers save an average 30 hours per month.

ABOUT OZONETEL

Ozonetel is an industry leader in the Customer Experience (CX) space, offering businesses a robust omnichannel customer communication platform to manage end-to-end communication flows. The AI-powered, full-stack platform has enabled over 2,500+ enterprises to simplify, manage, and analyze interactions at every step of their customer journey.

The platform helps enterprises to engage with customers, at every touchpoint, across voice, chat, SMS, WhatsApp, and more. It fully integrates with leading CRMs including home-grown ones and other business applications enabling a truly omnichannel experience for end customers. Ozonetel is fully compliant with telecom regulations across all geographies it operates.

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