

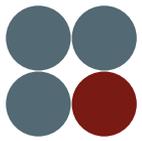


# Sokolove Law

## CallMiner Interaction Analytics

Delivers Higher Call Center Quality  
at Lower Cost for Law Firm





# SOKOLOVE LAW



Sokolove Law is a national personal injury law firm with operations in 50 states and an internal Tier 1 call center with 55 agents (along with a Tier 2 and Tier 3 external call centers with an additional 29 agents) that support current and potential clients. Agents discuss sensitive personal information with clients, so quality and professionalism are essential.

To ensure its agents treat callers with the empathy, patience and sensitivity required and still collect the information necessary to support cases, Sokolove employed a team of five quality assurance managers (QA) to supervise the 55 agents. A big part of the QA team's job was listening to call recordings to make sure interactions met Sokolove's high standards and to identify areas for improvement. Sokolove's process called for each contact center agent to have one call per week reviewed by a quality assurance analyst. The QA analyst first had to determine which calls were good candidates for monitoring then listen to a call recording and fill out a scorecard to rate the engagement. There was also an hour-long group meeting every week where QA analysts reviewed results with agents, and individual score sheets were shared with supervisors so they could follow up with agents directly about any specific issues. Sokolove offers agents an appeals process if they feel they have been scored unfairly.

## Industry

Legal Services

## Business Value

Customer Experience

## Objectives

- Reduce operational staff and costs
- Analyze more calls
- Ensure adherence to interaction protocol/scripts
- Improve productivity and outcomes
- Provide objective agent evaluations on more calls

## Solutions

- ✓ CallMiner Eureka Interaction Analytics
- ✓ CallMiner MyEureka Performance Feedback Portal

## Results

- ✓ Reduce QA staff by 80%, saving \$200,000 the first year
- ✓ Analyze 100% of calls
- ✓ Document adherence to protocols
- ✓ Ability for everyone to dedicate more time to the productive parts of the business
- ✓ Objective automated feedback scoring on all agent calls



Back to school wasn't necessary. Instead, Correal and Sokolove got all the support they needed from CallMiner's customer care team. CallMiner helped Sokolove plan a proven means of ensuring initial and long term success through a manageable three-phase implementation process which provided both initial and specialized Business Intelligence Analyst training and support at each step. Sokolove made its initial deployment approximately 4½ months after starting the process.

Phase one was termed "Discover" and focused on educating Sokolove about what Eureka could do and helping the firm define the categories, search criteria, filters and other variables for calculating agent scores. In the "Create & Monitor" phase, agents were monitored and scored to determine if the scorecards accurately reflected what Sokolove intended. Eureka and myEureka were then calibrated to improve scoring accuracy and give portal users feedback in the format that would be most helpful. The third phase was the rollout. It started with a soft deployment where agents and QA analysts could use myEureka for sample calls and training exercises before the systems went live. After more training and running Eureka and the legacy process in parallel, manual operations were retired and the automated interaction analytics solution went live.

## Instant Impact & Improvement

The CallMiner Eureka platform had the immediate effect of raising the quality and efficiency of Sokolove's contact center operations while also reducing costs. Because of the time saved from automatically monitoring and scoring each call and reporting notable results, the work previously performed by five quality assurance analysts is now completed by one.

Sokolove's agent population though initially skeptical, also became ardent supporters of the automated analytics as they discovered the myEureka performance feedback portal provided fair, impartial scoring of all their interactions, alleviating the subjectivity they felt occurred in their former manual QA process. "Plus, we've expanded the QA program's reach. In the manual program it wasn't humanly possible for a QA analyst to listen to all of our calls. Now we monitor and score 100 percent of our calls," said Correal. "Eureka searches for the use of specific words and phrases in certain contexts, so if we are following up on something we only need to listen to the parts of the calls that are relevant."

The improved efficiency translated directly into improved productivity and cost savings "We've already saved about \$200,000 a year," Correal said. She also prepared the following benefit summary table:

Indicator	Before Eureka	After Eureka
Number of FTE QA Analysts	5	1
Percentage of calls monitored	<1%	100%
<b>Cost savings</b>	—	~ \$200,000/year

Correal noted the approximately \$200,000 in first-year savings Sokolove attained is the net gain that includes the cost of the Eureka deployment. "With this technology you can definitely get a good return on investment. Exactly how much depends on the extent of your current quality assurance program."

"Our QA process was time consuming for both the customer contact and service operations teams," said Correal. "Removing most of the manual process through interaction analytics enables everyone involved to dedicate more time to the more productive parts of our business."

**SAVED \$200K**  
PER YEAR



**REDUCED OPERATIONAL COSTS**

1 QA MANAGER USING AUTOMATED QA NOW  
DOES THE JOB OF 5 MANUAL QA FTE'S



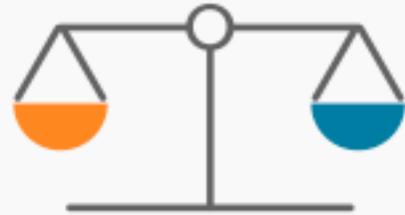
**INCREASED PRODUCTIVITY**

1% QA



100% QA

**EXPANDED THE  
QUALITY ASSURANCE**  
(QA) PROGRAM'S REACH



**REDUCED THE SUBJECTIVITY  
IN THE QA PROCESS**

By deploying automated interaction analytics Sokolove was able to decrease the number of QA analysts from five to one and save approximately \$200,000 in the first year.

