

OVERVIEW

Nexidia Language Assessor



Poor communication between customers and Customer Service Representatives (CSRs) at offshore call centers is a primary contributor to poor customer experience.

NEXIDIA LANGUAGE ASSESSOR

- evaluates language proficiency early in the hiring process
- identifies opportunities for ongoing targeted training of existing CSRs
- ensures objective, consistent assessment of language skills

Automating spoken language skill assessment, through testing a person's fluency and pronunciation in a specified language, enables organizations to better align a CSR's language skills with customer needs—a critical element of customer satisfaction.

Built on Nexidia's patented phonetic-based technology, Language Assessor compares candidates' recorded reading of a script to the phonetic standard of the specified language, measuring the quality of pronunciation and fluency. The technology reviews, scores and ranks the recorded data, enabling a user to conduct preliminary evaluations of hundreds of applicants within minutes. Users can drill down to listen to specific recordings for further analysis.

HOW IT WORKS

Nexidia assists in developing a script that includes key words and phrases specific to a business vocabulary, such as product names or scripted phrases, as well as more common words. This assures that each phoneme in the language is represented and valid scores can be generated for applicants.

"CSRs with poor communications skills resolved problems 45% of the time, while representatives who speak clearly are able to solve issues 88% of the time."

— Call Center Satisfaction index, CFI Group, June 2007

Call center applicants register for a language evaluation via web browser, then read the scripted paragraphs into their computer. The responses are recorded and stored for analysis.

Language Assessor evaluates the recordings and automatically scores each applicant or CSR on their pronunciation abilities, fluency of speech and pace of conversation, delivering language skill evaluations within minutes.

A score is produced for each applicant based on a combination of the measured skills. Users can rank applicants from highest to lowest in all areas in order to focus on the best candidates.

The Language Assessor application is fully hosted in Nexidia's secure facility, making deployment non-disruptive, fast and easy.



Nexidia Language Assessor is available in many languages supported by Nexidia.

Case in Point: Language Skills Analysis

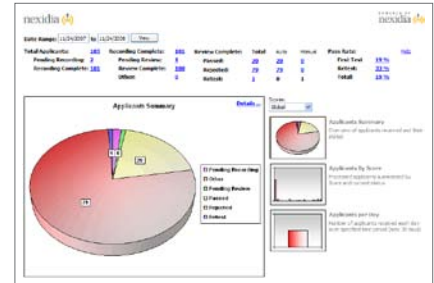
GLOBAL SERVICE PROVIDER USES NEXIDIA LANGUAGE ASSESSOR TO STREAMLINE AND ACCELERATE HIRING

Problem: A global service provider outsourced 100% of its customer care functions through a partner network of outsourced call centers. Their ability to provide fast, consistent language skills assessment was critical to maintaining required agent staffing levels without sacrificing quality of service. The company dedicated four full-time employees to manually assess candidates' language skills—a laborious and subjective process resulting in inconsistent evaluations.

Something had to be done to address the key question: How can we achieve global consistency in recruiting, screening and training across all of our outsourcing partners scattered throughout the world?

Solution: The company uses Nexidia Enterprise Speech Intelligence (ESI) to analyze and understand what is driving certain calls such as transfers, escalations and credit requests. After a thorough evaluation process, they chose to deploy Language Assessor. An intuitive online system was set up for the language evaluation process, instructing applicants to record a script at their computer. The customized script included product references specific to the company, as well as some frequently mispronounced and misunderstood words commonly encountered in the course of their business.

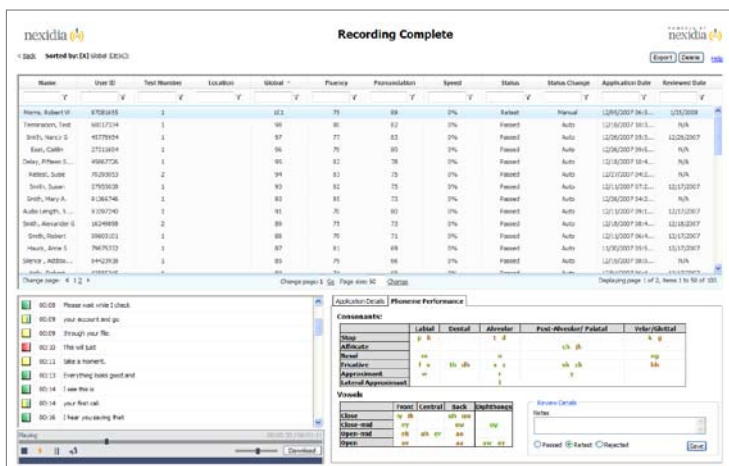
Using Language Assessor to assess proficiency against North American English, the solution analyzed and scored the recorded script readings for pronunciation, fluency and speed—these were consolidated to a total score for each applicant. The score was broken down into individual phonemes so reviewers could pinpoint a candidate's specific



problem areas. Applicants scoring below 60 were not invited to the next round, while scores in the 61-70 range were reviewed manually; scores above 70 were automatically passed on to the next round for in-depth interviews.

Result: With Language Assessor, the company was able to dramatically increase the number of applicants they could pre-screen not to mention boost the overall quality of the applicant pool in subsequent evaluation rounds. The staff of four FTE's previously dedicated to manually review applicant recordings was reduced to less than one employee—who only reviews applicants with a gray area score, 61-70. Time is now spent focusing on “intangibles” such as etiquette or empathy.

In the end, the service provider significantly streamlined and standardized the agent hiring process, saving the more expensive and time-consuming skills testing for candidates who demonstrate appropriate language skills. With a consistent, objective assessment system in place globally across all applicants, the company and their network of outsourcing partners focused next on other agent training initiatives, such as identifying current agents requiring additional language or accent training.



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