

Case Study | 11880.com

# Higher customer satisfaction and employee support through Voice AI technology

As customer satisfaction becomes increasingly important to call centers, about 45 percent of companies are increasing investments in staff training and development. In this case, audEERING's Voice AI solutions come into play for a purposeful increase in satisfaction.

## Challenge

Turning an angry caller on the phone into a satisfied one is one of the biggest challenges call center agents face. Angry customers mean low customer satisfaction and a bad performance. Recruiting new customers costs five times as much as retaining current customers.

The average global value of a lost customer is \$243. That's why customer satisfaction is key. This is the reason why the German call center 11880 searched for a solution to support their agents in handling their calls and ultimately improve customer satisfaction.



### 11880.com

For two decades, 11880\* and 11880.com have stood for fast and reliable results in searches for private individuals and local and national suppliers in all industries.

Founded 1996

Essen, Germany



## Solution

11880 Solutions collaborated with audEERING to improve customer satisfaction with audEERING's emotion detection technology devAlce® (former callAlser). The software detects e.g. if a caller is very angry and displays in accordance a red emoticon to the agent. This way, the agent knows how to deal with an unsatisfied caller when he picks up the phone and can react immediately. The emotional state of both – caller and agent – is monitored during the conversation. They can also see changes, e.g. if they turn an angry customer into a happy one – represented by a green emoticon. This provides agents with a clear sign of success and boosts their motivation.

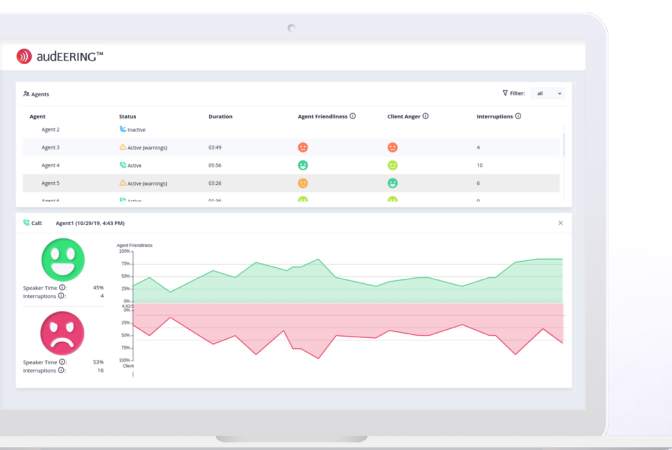
## Result

11880 Solutions measured the level of agent friendliness and client satisfaction with the new tool. The analysis showed, that agents are on average 10% better at adapting to the caller than without the emotion detection tool. As a result, the potential for conflict decreased by around 50%.



Additionally, audEERING and 11880 conducted a representative survey among 11880 employees. 78% say, the software helps them a lot to turn an angry customer into a satisfied one. Furthermore, 82% of the employees were very strongly motivated by turning an angry into a satisfied client. These numbers show, that the software really makes a difference in how the agents work and also improves their performance.

The survey also included specific questions for team leaders. 98% of the team leaders said that the software strongly supports them in their role as a team leader. Another 94% said, that they perform better when using callAlser. When it comes to handling very angry customers, 80% of the team leaders said, the software helps them supporting their team members in an improved way.



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*There's an artificial intelligence program behind it. It filters more than 6,000 parameters, such as pitch, timbre or speech rhythm. This app was developed by the start-up company audEERING from Gilching near Munich. This technology is currently being slightly modified by the call center 11880 in the complaint hotline.*

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**Tagesthemen**  
about audEERING

## How VoiceAI is revolutionizing edutainment

devAlce® is audEERING's audio analysis for any product. It can detect emotions, scenes, and many other features from audio. Both real-time and batch-processing modes are supported. Our AI models perform solidly even with limited CPU power.

With our devAlce® XR plugin, you can add emotion to XR projects and create immersive interactions.



Contact us!  
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