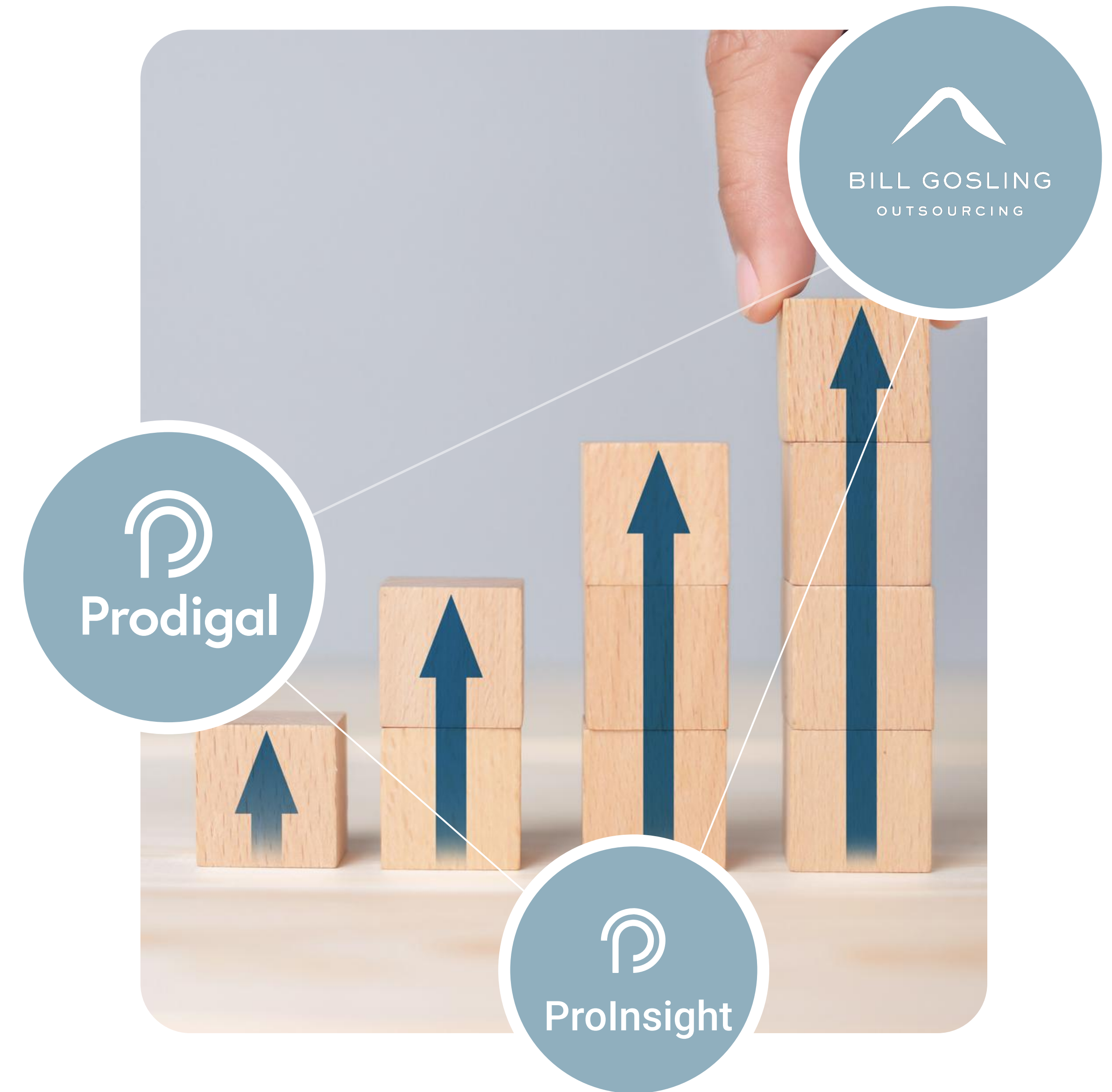



Case study

Bill Gosling Outsourcing completes call reviews 3-4X faster

Bill Gosling Outsourcing is a global provider of customer support solutions, providing voice and non-voice services for clients and their customers across the entire customer lifecycle, with leading technology platforms supported by a worldwide call center network.

Founded in 1955, Bill Gosling Outsourcing has grown to more than 5,300 employees in seven countries.



100%  Call compliance coverage

3-4x  Faster call reviews

25%  Reduction in QA headcount

The challenge

Manual reporting, manual scorecards, and manual remediation.

"We did not have any automation coming out of our QA scoring process before onboarding Prodigal," said Amanda Faris, Bill Gosling Outsourcing's Director of Compliance. QA and compliance oversight was a "very segmented, time-consuming, and manual process," as Faris describes it.

When it was time to score calls, Bill Gosling Outsourcing's QA team started by going through their CRM. QA Analysts would look at call notes and dispositions to identify calls they wanted to score, and then try to find them - sometimes unsuccessfully. Reporting was spread across multiple systems, and the scorecards and remediation process were both manual.

The solution

Minimize manual effort and work across systems to achieve 100% compliance.

To achieve their goals, Bill Gosling Outsourcing selected Prodigal ProInsight, an AI-powered call analyzer that scores calls and reveals strategic business insights.

Because ProInsight is designed for and trained on more than 300 million consumer finance conversations, it is a perfect solution for Bill Gosling Outsourcing's diverse portfolio of clients.

To best support their clients in Canada, the United States, and the United Kingdom, Prodigal's experts fine-tuned the solution to match local regulatory requirements. This way, across countries and continents, Bill Gosling Outsourcing's team could have complete and customized oversight into 100% of its call recordings.

The results

Time savings and clear and actionable insights into every call.

Previously, Bill Gosling Outsourcing allocated 15-20 minutes to locating, scoring, and reporting on a single call. With ProInsight, they found they could complete this entire process in just 5 minutes for short calls.

After analyzing calls, ProInsight automatically flags any calls that might warrant a closer look. From there, QA analysts have the option to jump right to key events within calls, so they can opt to review just the specific parts of conversations that are interesting or need a closer review instead of having to listen to the entire call. With the efficiencies Bill Gosling Outsourcing gained from ProInsight, they were able to reduce QA headcount without sacrificing compliance coverage or agent coaching opportunities.



"Now we have oversight and visibility into 100% of our calls. Already, this has helped us catch various coaching opportunities, and ensures that we are proactive in mitigating risk for our clients and for our business."

Amanda Faris, Director of Compliance

