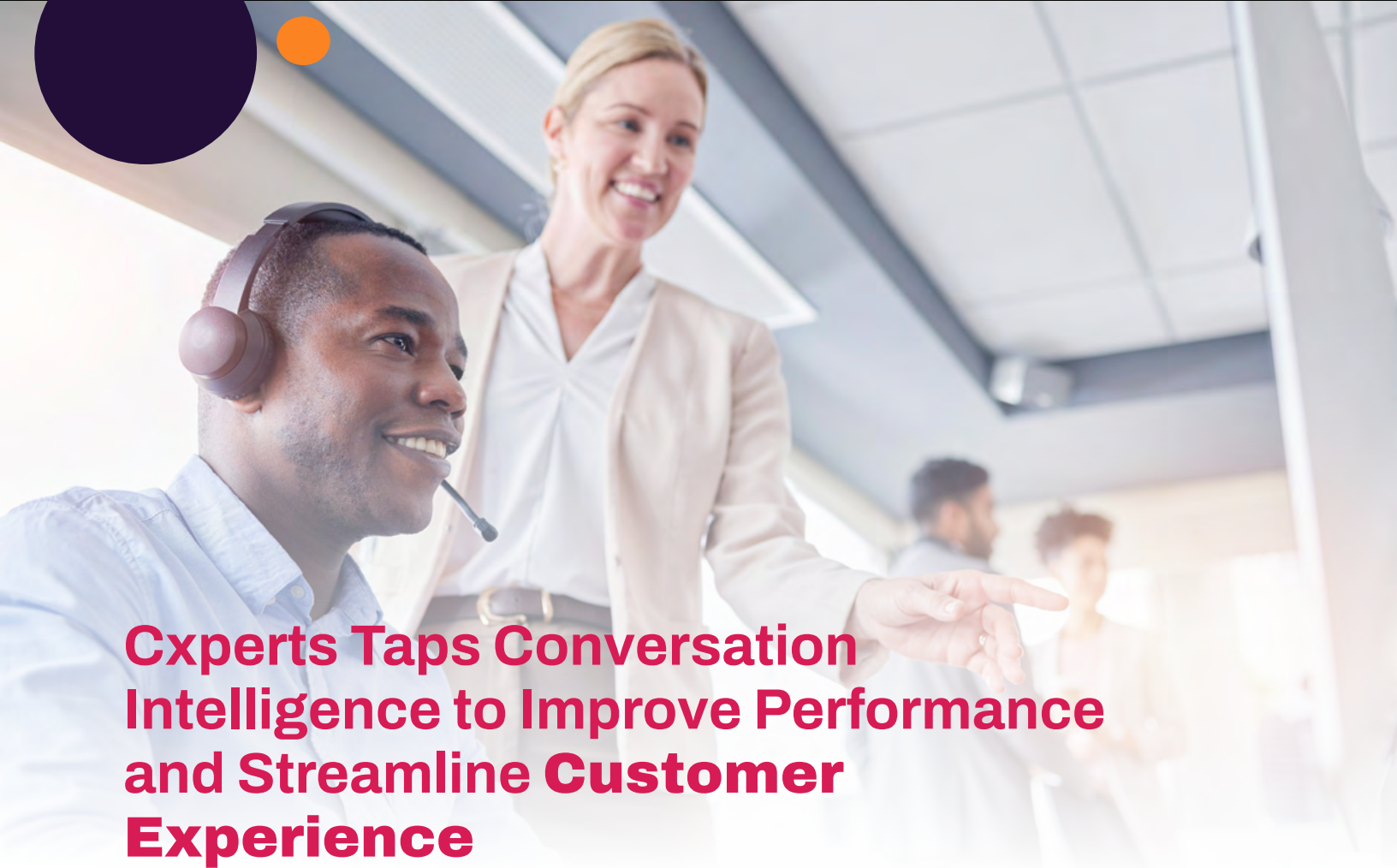




Cxperts Taps Conversation Intelligence to Improve Performance and Streamline Customer Experience

Cxperts & CallMiner Case Study

Cxperts Case Study

As a leader in omnichannel customer experience (CX) solutions, cxperts' comprehensive contact center encompasses every aspect of CX and business process outsourcing (BPO). The company provides a wide range of services including customer care, premium white-glove services, technical support, sales, collections and back-office operations. To support their commitment to client excellence, cxperts leverages conversation intelligence to understand 100% of omnichannel customer conversations – using that data to improve agent performance and provide business improvement opportunities to clients across a variety of industries.

cxperts

 **CallMiner**

Challenge

Awash in data with no way to unlock insights

Before implementing conversation intelligence, cxperts had plenty of data from customer conversations, but no way to unlock insights to drive contact center or business improvements. The company wanted to use this data to better service customers and clients. For the contact center, cxperts wanted to better train agents and prepare them for challenging or compliance-related customer conversations, driving a culture of continuous improvement.

“Our clients were hungry for data on what their customers were saying,” said Bassem Halim, Global Head of QA, Training and L&D for cxperts. “Clients wanted to unlock that data to go back to stakeholders to make improvements to their website, products, or customer journey. We understood that having this data analysis capability would be a competitive differentiator.”

The company wanted a solution that would enable them to search for details in their contact center conversations and understand what was happening with a brand, along with the ability to isolate specific channels or groups of agents. They also wanted to zoom out and identify broader trends, pain points and opportunities for their clients, unlocking new opportunities for business improvements.

Industry

- BPO

Challenges

- Subjective, labor-intensive QA processes
- Ability to uncover insights from customer data
- Access quantifiable metrics to guide client decision-making

Solution

- CallMiner Analyze
- CallMiner Coach
- CallMiner Screen Record
- CallMiner Record
- Advanced AI

Results

- Built a dynamic, scalable VoC program
- Combine different data sources for 360 customer view
- Identify client issues in real time for quick action
- Improve agent coaching and performance evaluations

Solution

Turning conversations into business-changing insights

Cxperts selected CallMiner to analyze 100% of their omnichannel customer interactions, including voice, chat, and email. The goal was clear – turn vast stores of raw conversation data into precise, actionable insights.

“CallMiner helped us build a real-time lens into our contact center,” said Halim. “We went from drowning in data to knowing exactly what was happening – with our agents, client brands, and their customers – and why it was happening.”

By leveraging CallMiner’s AI-powered conversation intelligence platform, cxperts built a dynamic and scalable voice of the customer (VoC) program, replacing subjective, labor-intensive QA processes with consistent, quantifiable metrics.

Custom-built queries and categories allowed cxperts to detect sentiment, emotion, and emerging themes – while unlocking the why behind CX performance metrics like hold time, average handle time (AHT), and first call resolution (FCR). Cxperts also knew that they couldn’t look at conversations in isolation. Email, for example, was integrated alongside contact center interactions to deliver a 360-degree view of the customer journey. “Email is sometimes overlooked, but for us it’s a rich data source that rounds out our understanding of a customer’s path. Many customers use multiple channels, and CallMiner helps us follow that journey in full,” said Halim.

The company also created new agent scorecards focused on CX-oriented soft skills such as empathy, brand voice, and customer affirmation. Managers and supervisors layered insights from CallMiner into one-to-one coaching sessions and performance management in real-time, shifting cxperts’ culture to one of proactive, data-first continuous improvement.

Results

Making CX measurable, repeatable, and scalable

The immediate payoff of conversation intelligence was agent performance. Supervisors began receiving deeper, more contextual insight into agent behavior – not just what happened, but why. That allowed coaching and performance evaluations to be both faster and more effective.

“For a long time, we evaluated agent performance by random customer interaction samples and QA notes. Now, we have full visibility into every interaction,” said Halim. “We can tie performance to specific customer reactions, sentiments, and outcomes. That’s a game-changer for coaching and development.”

For cxperts, these insights also made it possible to tailor client solutions. In one instance, a major retail client faced a spike in support calls tied to a broken return portal. By analyzing customer interactions with CallMiner, cxperts quantified the impact of the issue and helped the client fix the root cause – resulting in a 20% drop in non-value-add contacts.

CallMiner’s advanced AI capabilities, including AI Assist, enabled cxperts to quickly identify potential risks tied to agent behaviors and compliance. It also supported seasonal and high-churn staffing models, allowing the company to maintain high service levels even as new agents entered the workforce.

By blending unsolicited feedback from conversations with solicited feedback such as structured survey data, cxperts helped clients measure loyalty, effort, and satisfaction at scale – gaining more meaningful, actionable feedback on where to improve.

Leveraging insights across clients and channels

The company has now extended the impact of conversation intelligence beyond operations. For clients in diverse industries – from retail to finance – cxperts uses databacked insights to help shape website changes, update product offerings, and streamline processes.

“Our clients want to make informed decisions, and CallMiner helps us give them the evidence,” said Halim. “Whether it’s optimizing their customer journey or justifying a tech investment to stakeholders, we’re able to show them the data to drive these decisions.”

To support this, cxperts has developed client-specific scorecards tied to VoC metrics like customer effort, loyalty, and FCR. These tools help clients understand not only how their service performs – but how it impacts brand perception and customer retention.

Additionally, the team regularly builds tailored, clientspecific reporting – such as cost implications of poor CX or technology inefficiencies exposed through screen recordings. These help clients improve support experiences, as well as the business as a whole.

For example, cxperts worked with a client to show how outdated support tools were creating confusion and slowing down agents. With the right evidence, the client made platform updates that significantly reduced AHT and customer frustration.

The future: Real-time CX, predictive insights

Cxperts is exploring how to leverage CallMiner for real-time insights and predictive intelligence, aiming to make agents smarter and more efficient. AI will play a bigger role in prioritizing actions, surfacing trends before they spike, and preparing teams for seasonal shifts.

There are also plans to trigger intelligent surveys at specific points in the customer journey to complement conversation insights and close gaps in feedback.

“We’re building a tailored future for every client,” said Halim. “CallMiner helps us prove that better conversations lead to better business outcomes. We can show both existing and new clients how we’ve elevated our service, not just by improving our internal processes, but by driving improvements to their business.”



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