



Help Desk Call Center Text Analysis Solution for Large Restaurant Chain

Developed by Megaputer Intelligence

Background

A large fast-food restaurant chain needed to manage hundreds of thousands of sophisticated hardware devices, such as electronic cash registers, credit card readers, security systems, and internet routers. These devices were dispersed across thousands of stores in multiple countries. The company was experiencing large reductions in productivity due to both device malfunctions and employee misuse.

Millions of support requests were filled over the phone, coming in from thousands of locations across the globe. Consequently, this chain implemented Help Desk call centers. The purpose of these centers was to assist employees by either quickly resolving hardware related issues over the phone or by dispatching local engineers and training teams.

Challenge

In order to resolve these issues, the company needed to derive a holistic view of patterns and trends in equipment issues. Furthermore, they needed to determine the root causes of their documented issues and create alerts that were automatically sent to the appropriate personnel for each issue. These alerts were sent when new patterns and trends emerged in order to prevent further issue escalation.

Key information about issues was documented in individual call entries by Help Desk operators. This unstructured information was stored as free-form text transcripts. With over a million support requests received every year, this company was unable to make any headway through manual categorization of data, even when analyzing only a very small subset of transcripts.

When compared to an automated analysis process, manually reviewing and analyzing transcripts proved to be extremely expensive and time consuming. Using manual analysis also allowed for inconsistent categorization and potentially biased analysis across the organization over time. Additionally, the original process was extremely lengthy and thus the results derived from small, representative subsets of data were not timely. This decreased the company's ability to respond in an impactful manner.

Solution

The company sought an automated text categorization and reporting system that could help them resolve all issues documented by their Help Desk operators. Upon thorough research of the market for text analytics tools, this company selected PolyAnalyst™, a text and data mining system from Megaputer Intelligence, to be its underlying analysis system for their call centers transcripts.

PolyAnalyst's advanced text analytics capabilities facilitated accurate and timely categorization for 100% of the available data. Megaputer provided experienced Data Analysts that quickly developed a turn-key analytical solution, custom tailored to handle all Help Desk tasks. Furthermore, the Data Analysts used PolyAnalyst to deliver the results to end users in easy-to-comprehend, interactive web reports.



For more information:

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Benefits

Megaputer's text analysis solution helped this company achieve actionable results, with detail beyond what a manual process could allow for in their timeframe. Key benefits of the solution include the following:

- **Saving time and money.** Megaputer saved this company a significant amount of both time and money. With an average of 2,000 calls documented every day by the Help Desk, it would have taken an employee up to 5 minutes to simply read and categorize each documented call. The company would have needed at least 7 employees working non-stop, 24 hours 7 days a week, 365 days a year, in order to just barely keep up with the incoming issues. This would have cost the company \$859,068 a year in salary costs alone.
- **Improving productivity.** The reporting capabilities of PolyAnalyst made it possible to provide weekly updates to decision makers in interactive, easy-to-comprehend web reports. The trending feature sent these automatic updates to the appropriate person as issues arose, which was not possible with a manual process. Obtaining these results allowed the company to implement an action plan that increased their productivity.
- **Gaining better insights.** The automated process, made possible through PolyAnalyst technology, provided highly useful data. The results were more accurate because personal bias due to manual analysis techniques was eliminated during the automated analysis process. These results were also more reliable because the automation ensured that categorization was performed consistently across all call records.



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