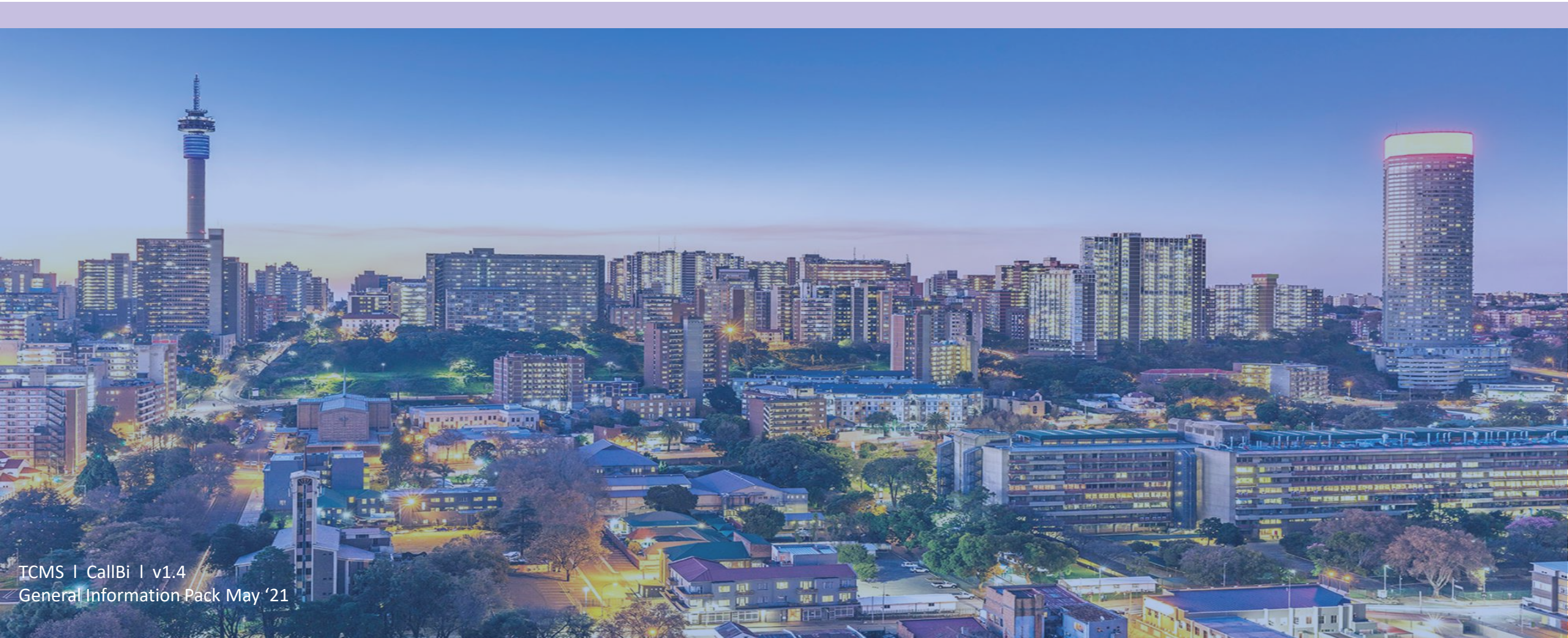


TCMS | CallBi Introduction & Value Proposition



TCMS | CallBi | v1.4
General Information Pack May '21



CallBi | Helping Call Center Leaders with the best value for money Solution for Training, Compliance & Performance Improvement

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CallBi | Introduction

CallBi is a cloud-based Software-as-a-Service speech analytics solution for contact centres.

- ❖ CallBi turns voice recorded conversations into actionable data through its speech-to-text & Data Analytics / AI capabilities
- ❖ CallBi is recorder agnostic and requires no integration with your existing platforms
- ❖ CallBi is a low-cost, highly effective solution enabling organisations to maximise outcomes in your business
- ❖ CallBi is part of the alphawave Group of companies, a broad group of technology and innovation oriented business all driving to make the things we do more efficient, based on insights and data analytics



=



Significant Cost Savings



Drives Increased Revenues



Improves Customer Experience



Ensures Compliance



QA 100% Of Calls

TCMS | Introduction

TCMS is active in EMEA & North America with a portfolio of services including:

1. Digital Transformation Solutions & Services

Software Solutions & Services and advisory firm assisting clients with their digital transformation challenges with a solid background, knowledge & experience in shaping & driving transformational projects in complex organisational environments.

Focused on the deployment of Innovative Software Solutions in a CX environment where it can deliver fast & tangible benefits to both our Clients and their Customers.

CallBi is one of those solutions able to deliver rapid value to your business.

2. BPO Services

A set of services across the BPO eco-system, from Audits, Assessments, Sourcing Advisory, Sales & Engagement, Solution Design, Implementation, Service Delivery assurance all the way the way to fully Managed Services.

With a range of uniquely qualified consultants deployed across EMEA & North America, TCMS brings unparalleled industry experience of CX, Telecom, ICT, Banking & Digital Transformation expertise to the table.



CallBi | Introduction to Speech Analytics

Speech analytics is a business intelligence game-changer.

Any contact center with call recording capabilities has access to an unprecedented amount of customer insights.

These conversations if utilized appropriately can turn into pure gold for your organisation. In these conversations lies the true voice of the customer, but not many organisations have been able to unlock the potential insights and value.

The ongoing evolution of call center technology means speech analytics is now affordable for any contact centre leader.

Before expanding in more detail about the specific benefits derived from the use of speech analytics, it is worth highlighting a few of the widely recognised headline statistics. Typically, companies that implement speech analytics experience significant measurable successes*:

AHT	Churn	FCR	E-SAT	C-SAT	Collections	Sales	TCO
- 15-25%	- 10-15%	+ 30%	+ 25%	+ 30%	+ 10%	+ 10%	- 10-15%

* According to Gartner study published in Q1 '21

CallBi | Facts & Figures

Easy to use

- ❖ As easy as Google
- ❖ User proficiency results within 3 hours of training
- ❖ Fast ROI

Compliant

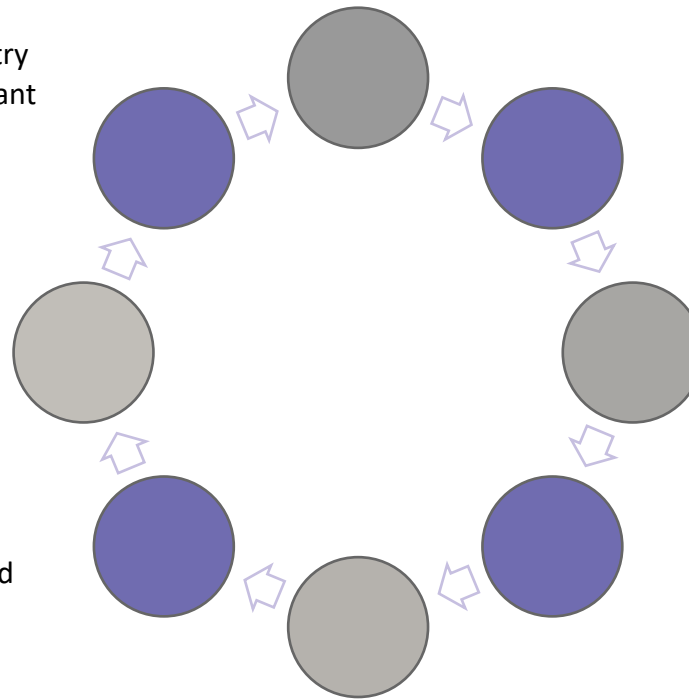
- ❖ AWS in your market / country
- ❖ POPIA, GDPR & ISO Compliant

Backed by the Alphawave Group

- ❖ 25 years track record
- ❖ Over 230 employees
- ❖ Largest PE investment in SA in 2021

Fast & Flexible

- ❖ Analytics available in an hour after upload
- ❖ Fully customizable dashboards
- ❖ Customer led technology roadmap



Developed in a low-cost country

- ❖ Affordable, even for small contact centres
- ❖ Low monthly subscription, no long contracts
- ❖ Not US\$-based licensing

#1 Speech Analytics Solution

- ❖ 100% South African technology used in over 30 contact centres

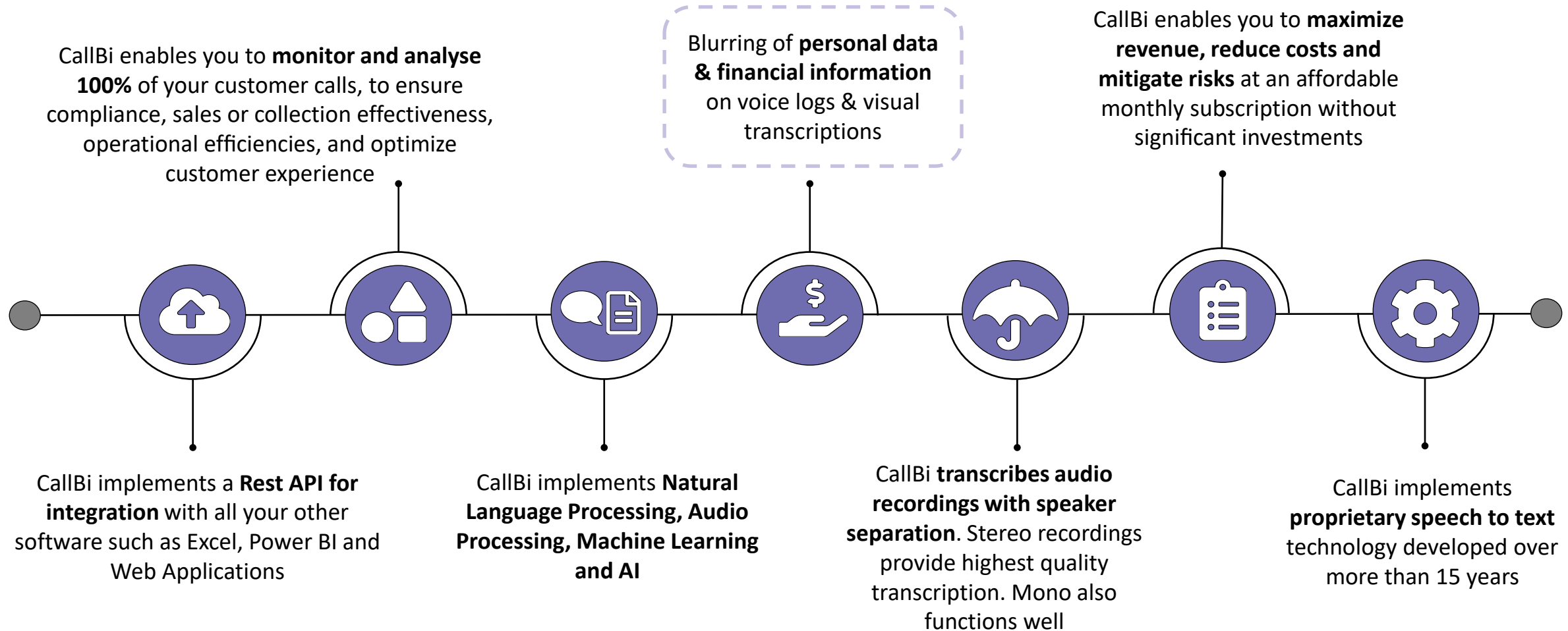
Multiple Local & International languages

- ❖ English & Dutch
- ❖ Spanish, German & Italian on roadmap
- ❖ Additional languages available with 6 weeks lead-time

Quality Assurance of every call

- ❖ Analyse, QA & Score 100% of calls
- ❖ Identify individual & group training or coaching needs
- ❖ Drive improved performance with accurate insights

CallBi | Solution specifics



CallBi Benefits | Key Value Areas for clients



Insights | Business Intelligence

- ❖ Efficiency Improvements
- ❖ Enables better Revenue Generation
- ❖ Increased Compliance
- ❖ Increased CX / NPS



Outcomes | Cost Savings

- ❖ Improved FCR through RCA driving less repeat traffic
- ❖ FTE reduction for QM staff
- ❖ Less penalties / exposure due to higher QM Compliance



Outcomes | Value Generation

- ❖ Improved Sales through Service
- ❖ Increased Loyalty & Retention ratios
- ❖ Increased up/cross sales due to better CX/NPS



Insights | Customer Experience

- ❖ Voice of the Customer based working (now with actual data points & insights) improves CX
- ❖ Customer Sentiment Insights drives tailored Customer Journey Design which drives CX & Loyalty up

CallBi | Web Interface | Front end views

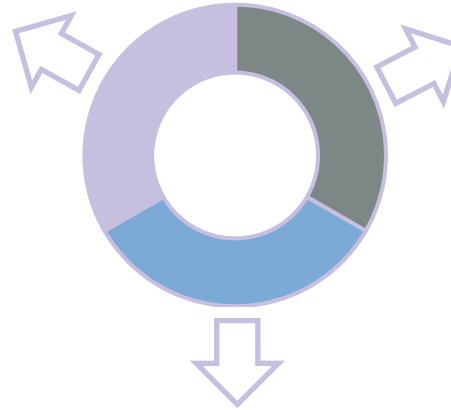
The CallBi interface is accessed via any browser. No additional or on-premises hardware or software is required. CallBi is securely hosted on Amazon Web Services (AWS).

The Web front-end has 3 main views:

DASHBOARD

The Dashboard section allows users to monitor key metrics utilizing tables, word clouds and graphs to visualize the insights.

Users can customize their own dashboard and filters and can create customized views for their own teams.



CALL TRANSCRIPT

The Call Transcript allows for the listening of call recordings and categorization using tags.

Tags are used for testing the accuracy of queries as well as query improvement.

QUERY BUILDER

The Query Builder is used to build queries to search through the call transcripts and can be filtered by metadata items and tags.

All queries are made available on the dashboard for visualization. The Query Builder allows you to quickly navigate directly to the time in the call where the query has hit.

CallBi | Web Interface | Dashboards

DASHBOARDS

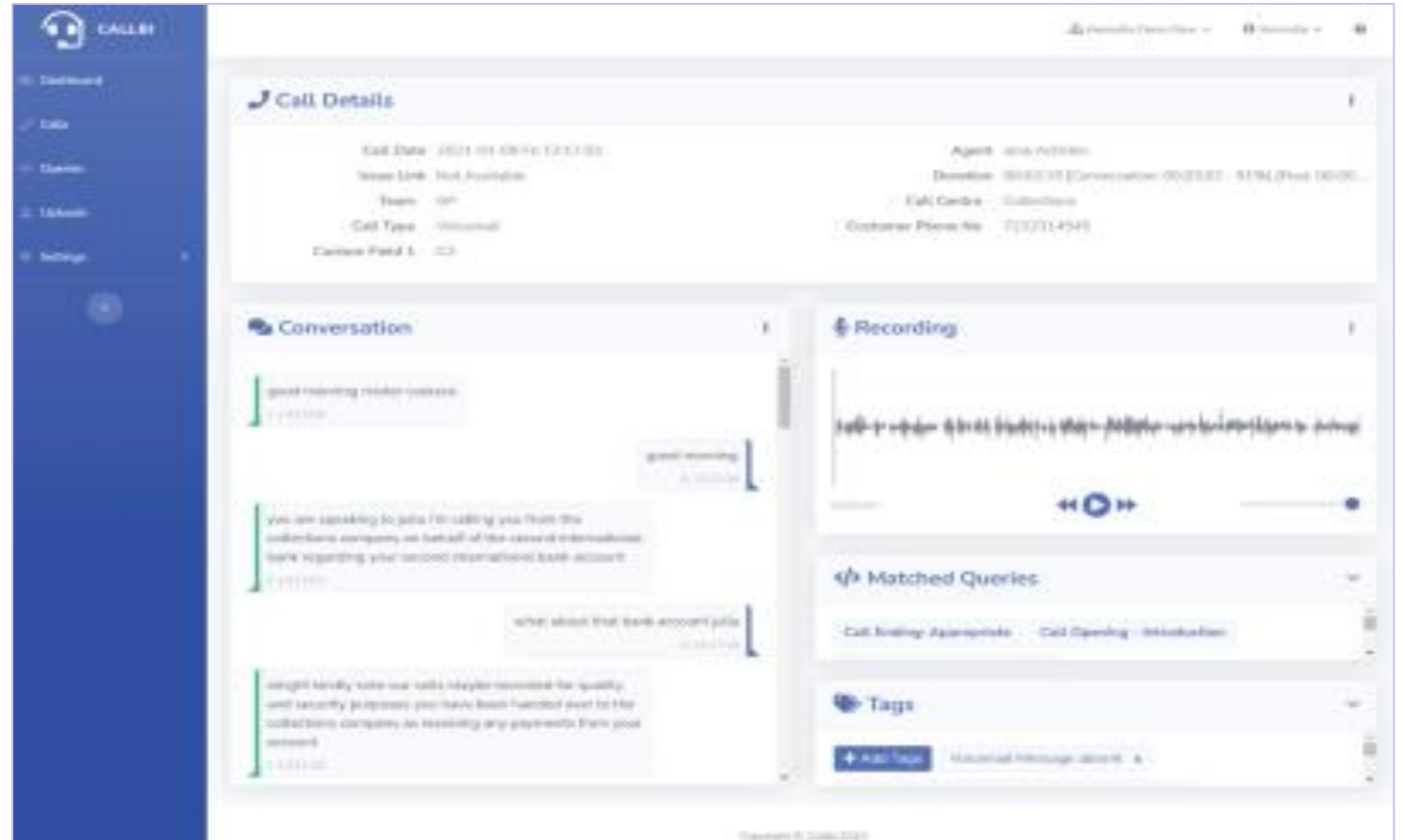
- ❖ The Dashboard section allows users to monitor key metrics utilizing tables, word clouds and graphs to visualize the information the need
- ❖ Users can create various dashboard layouts and filters can be applied to customize what is displayed
- ❖ The dashboard allows for the monitoring of health and productivity of the contact centre on a daily basis, promoting an environment of continuous improvement and early detection of potential problems
- ❖ The dashboard can be exported to PDF or other formats
- ❖ Users can also build out customized scorecards, which will assist in auto-scoring 100% of calls according to selected query phrases and filter criteria



CallBi | Web Interface | Call Transcript

CALL TRANSCRIPT

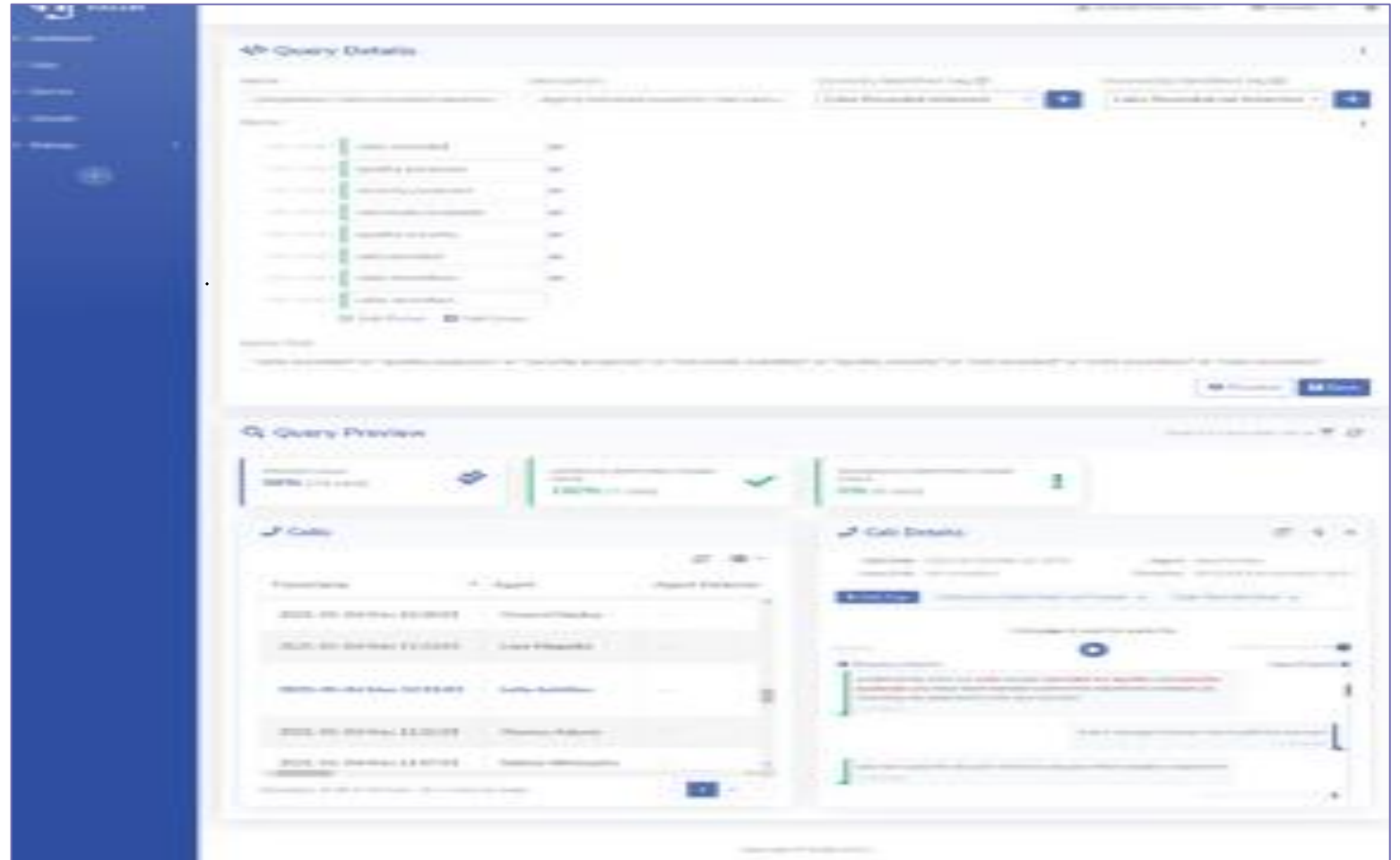
- ❖ Fast-track call listening is done by selecting the relevant speech bubble to listen to the call recording from the selected time in the conversation recording
- ❖ The Call Transcript allows for the listening of call recordings and categorization using tags, which are used for testing the relevance of QM-developed queries



CallBi | Web Interface | Query Builder

QUERY BUILDER

- ❖ The Query Builder is used to build queries to search through the call transcripts, and can be filtered by metadata items and tags
- ❖ All queries are made available on the Dashboard for visualization
- ❖ The Query Builder allows you to navigate directly to the time in a call where the query has hit



CallBi | Success Case Studies

INBOUND SERVICE

250 agents

CallBi analytics indicated significant inefficiencies in overall call handling processes and techniques resulting in extreme high AHT.



CallBi-based interventions were introduced:

Outcomes

- ❖ AHT was reduced by 17%
- ❖ CallBi allowed the operation to reduce headcount by 42 agents with resulting savings expected to be over 250k USD p/m.

INBOUND SERVICE

285 agents

Initial CallBi analytics identified that 31% of appr. 1,500 calls daily were avoidable repeat calls.



Further analysis gave rise to certain proactive outbound campaigns.

Overall resources were reduced by 15 agents.

Outcomes

- ❖ NPS increased by 3 points.
- ❖ Annual cost savings to the organisation are appr. 120k USD.

CallBi | Success Case Studies

COLLECTIONS

45 agents

CallBi identified large post-call silent time exposing large-scale agent abuse. Culprits were quickly identified, and appropriate disciplinary action was taken.



Outcomes

- ❖ Savings to the operation appr. 10k USD p/m.

INBOUND SERVICE DESK

250 agents

CallBi identified significant Silent Time in over 40% of calls.

Undisclosed

Insights exposed long holds, unnecessary transfers and process inefficiencies.

CallBi insights are driving interventions reducing inefficiencies and poor process adherence resulting in initial headcount reduction of 30 agents.

Outcomes

- ❖ This resulted in direct savings of appr. 25k USD p/m.

INBOUND SERVICE

85 agents

CallBi insights exposed high incidence of poor voice quality, line quality and resulting recording quality leading to large numbers of dropped calls, low CSAT excessive AHT and high repeat calls.



CallBi-based interventions led to introduction of high-quality noise-cancelling headsets, better bandwidth utilization and low-cost refinements to the recording solution. Overall improvement in CX, AHT and reduction of repeat calls.

Outcomes

- ❖ Estimated annual savings appr. 300k USD.

CallBi | Success Case Studies

COLLECTIONS

Undisclosed

180 agents

CallBi insights reported substantial agent abuse using incorrect wrap-up (disposition) codes undermining performance statistics leading to poor decision making.

Insights showed poor RPC and PTP's and a large number of 'burned' leads.

Guided by CallBi insights, appropriate disciplinary actions, training and coaching interventions were implemented.

Outcomes

- ❖ RPC to PTP ratio increased by 10%.
- ❖ PTP's increased by 12%.
- ❖ Cost of collections decreased by 11%.

TELESALES



450 agents

In the first week of using CallBi, management identified:

- 80% of sales calls were terminated by agents without following prescribed objection-handling scripts, call guides and training.

Appropriate coaching, disciplinary action, revised processes, scripts and training interventions were implemented together with additional CallBi-based monitoring.

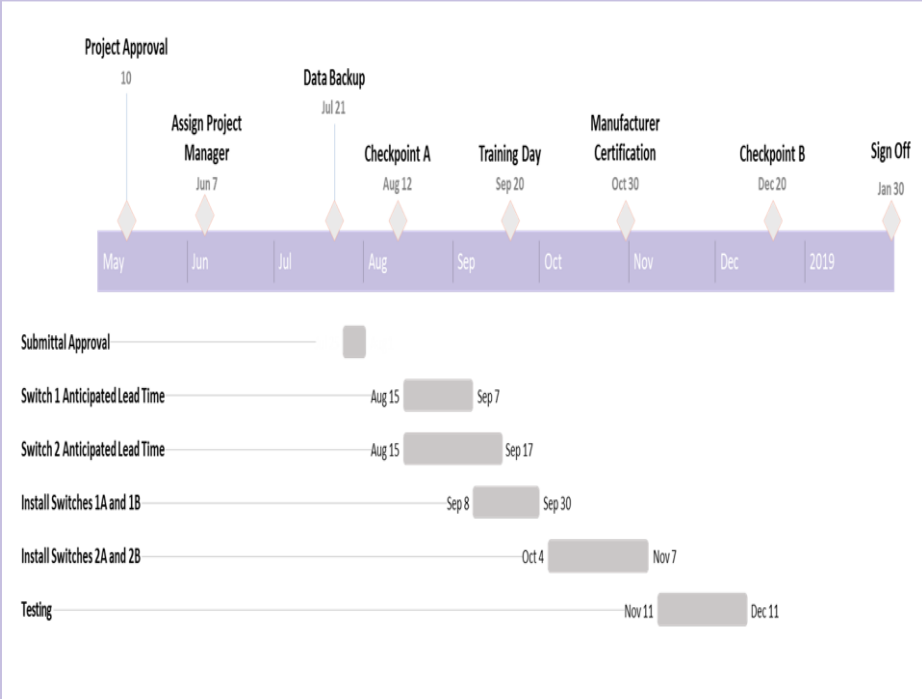
Outcomes

- ❖ Within 60 days sales revenues have increased by 15%.

CallBi | Ease of Implementation

Implementation Activities:

- ❖ **Client** | Provision of Voice Data Files for Machine Learning
 - ❖ **TCMS** | Transcription of Voice Data Files
 - ❖ **CallBi** | Transcriptions fed to Machine Learning Software
 - ❖ **CallBi** | Deployment & Activation of client accounts
 - ❖ **Client** | Start using the product
-
- ✓ Average Implementation time in an existing language setup will be **1 week**
 - ✓ Average Implementation time in a new language setup will be **5 weeks**



CallBi | Indicative Pricing

Commercial Details:

❖ One Time Charges

Client Scope setup & onboarding effort:

To be defined

❖ Recurring Charges

Software usage license fee per month per seat:

To be defined



Demo

TCMS | CallBi | Thank you for your attention



<https://tcms.solutions/>



Info@tcms-solutions.com



CallBi | Helping Call Center Leaders with the best value for money Solution for Training, Compliance & Performance Improvement