



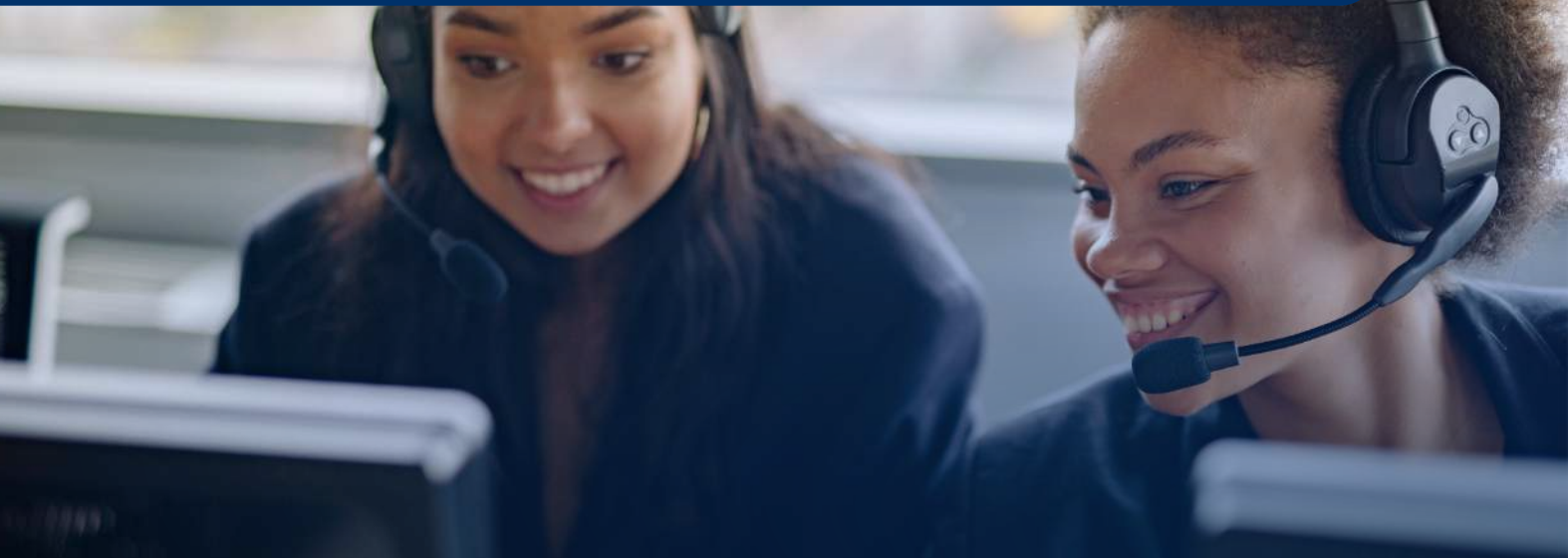
Case Study

Devonport City Council gets instant customer satisfaction insights with Dubber



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Overview

Devonport City Council needed help understanding customer satisfaction at its call centre. The council serves a city of 26,000 people on Tasmania's north coast.

A team of seven customer service staff handle all incoming calls. They can deal with queries themselves or pass calls to other departments.

They cover a wide range of calls including parking, animal control, rates and health matters. Also calls from developers and builders, along with service requests.

Customer Services Coordinator Danielle Harvey says the council wanted to know if callers were happy with the service, but chose not to ask them to stay on the line for an automated survey.

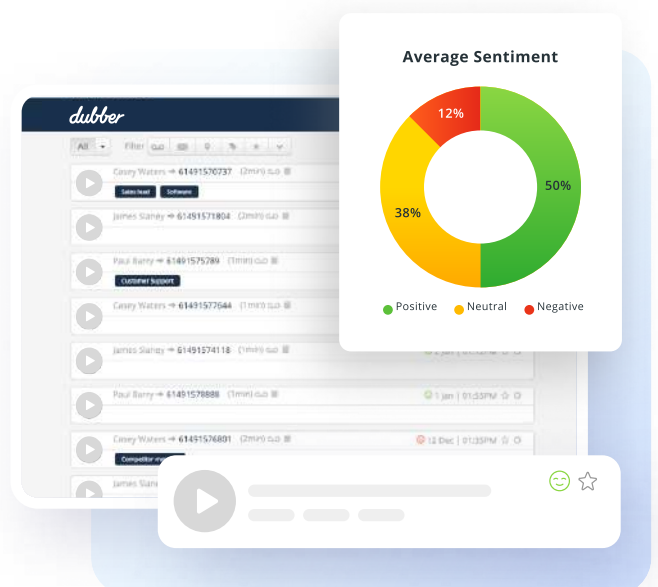
Before call recording, the council only had anecdotal evidence of customer satisfaction and call volumes. "We didn't even have any statistics on how many calls a day we had. I couldn't tell the busiest time of day or day of the week"

The council uses Telstra's IP telephony (TIPT) service. The telco suggested Dubber, which records every call then provides full analytics. Dubber was set up in no time and voice AI analytics added, to instantly transcribe and measure call sentiment.

The sentiment rating instantly measures the satisfaction of every caller and quickly gives pointers to the calls that may need closer examination. Harvey uses Dubber recordings for staff training and asks staff to identify calls she or other managers should hear.

Another use is to improve the information the team gathers from customers that's required by other council departments.

The council's next step will be using Dubber's automation and voice analytics to set up more detailed customer satisfaction and contact centre dashboards and reports.





The Challenge

- The council needed to understand customer satisfaction
- No call recording or surveys used previously so only anecdotal evidence of customer service experience

The Solution

- Dubber call recording and voice AI deployed on Telstra TIPT.
- This enabled 7 client services staff working at the council office or other locations to record all inbound customer calls.
- The Dubber platform made it easy to view the recordings, transcriptions and sentiment analysis of every call.

The Technology

- Dubber Premier (Call recording and Voice AI)
- Telstra TIPT

The Results

- ✓ **Customer satisfaction insights**
Customer satisfaction monitoring of every call to quickly identify calls that need closer examination
- ✓ **Better customer service**
Improved customer service by using recordings for staff training
- ✓ **Improved data collection**
Important feedback to other council departments to improve data collection

“Dubber has been the next level for customer service performance and we now have more structure in our training. Dubber is filling in the gaps in knowledge”

Danielle Harvey,
Customer Services Coordinator, Devonport City Council



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