RUBICON 8

Rubicon 8 improves client retention and staff performance with Dubber AI

dubber

OVERVIEW

> Melbourne-based enterprise tech solutions provider, Rubicon 8, uses Dubber to understand immediately how customers react to help desk support without making them fill in post-call questionnaires.

Rubicon 8 managers see a smiley face if the call went well, a cross face if it did not.

Rubicon 8 is a tech company that specialises in providing ICT solutions to enterprise businesses. They have a wide delivery framework, and managed IT services is one of their key offerings. This means that they have engineers taking calls from customers to help solve their technology problems throughout the day.

Pat Bombardieri, General Manager at Rubicon 8, says his company uses Dubber to understand and assess the performance of their engineers after a call is completed.

Dubber call recording includes an AI sentiment analysis feature, which immediately lets managers know if the customer was happy or frustrated following their call.

"The AI in Dubber ticked that box for us. It gave our team leader the opportunity to know immediately what happened. If we see something that indicates a customer was frustrated, a manager can go in and listen to the call and have a coaching conversation with the engineer."

This AI analysis replaces an old system where Rubicon 8 would send an evaluation survey after every customer interaction.

Rubicon 8's customers began to find this process tedious. Some customers would fill in many such surveys during a work day.

Not only did moving to the AI analysis keep Rubicon 8's customers happy and help customer retention, it reduced the administration overheads for the business.

Pat says there could be 150 requests each day covering 50 or so customers. Collecting and reporting back on this information previously required a full-time employee.

"Our use of Dubber is all about customer retention. That means providing customers with a level of service that goes above and beyond. If you don't do a good job of that, you won't grow."

Pat Bombardieri
General Manager, Rubicon 8
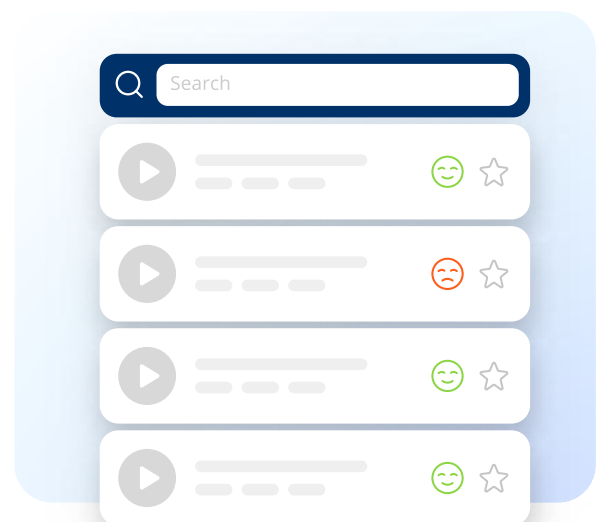
THE CHALLENGE

- Post call surveys were costly and customers reluctant to complete them.
- Needed a way to understand customer experience and areas for improvement.

THE SOLUTION

- Dubber call recording and voice AI deployed on Cisco Webex.
- Means the managed services team can record all customer calls.
- Dubber made it easy to identify customer sentiment and listen to calls that needed further review.

THE TECHNOLOGY

- ✔ Dubber Premier (Call recording and Voice AI)
- ✔ Cisco Webex
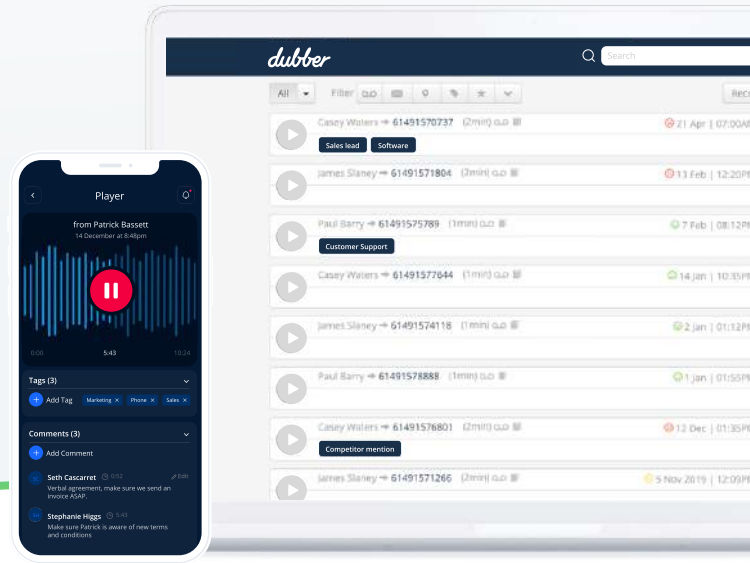
THE RESULTS

Reduce Churn

Quickly address customer issues to improve client satisfaction and retention.

Staff Training

Recordings are used for staff training and onboarding new staff.

Cost Savings

Reduced cost of administration overheads and identification of calls outside of service agreements.

End not knowing

Get better outcomes from your team
and unlock the value within voice

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