



Case Study

soma technology boosts customer service with Dubber



dubber

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Overview

Soma technology is an IT service provider based on Australia’s Gold Coast. It uses Dubber to record all calls and meetings across five offices and remote working staff.

There’s a strong customer service component to the business. Soma needs to check its staff give clients the right advice. It also needs to trace all client conversations for quality assurance. It also uses Dubber for staff training.

The company’s earlier phone and recording system was difficult to use. Staff avoided it and turned to their mobiles instead. At the same time the old system was unable to record calls away from the head office. Only a fraction of calls were captured.

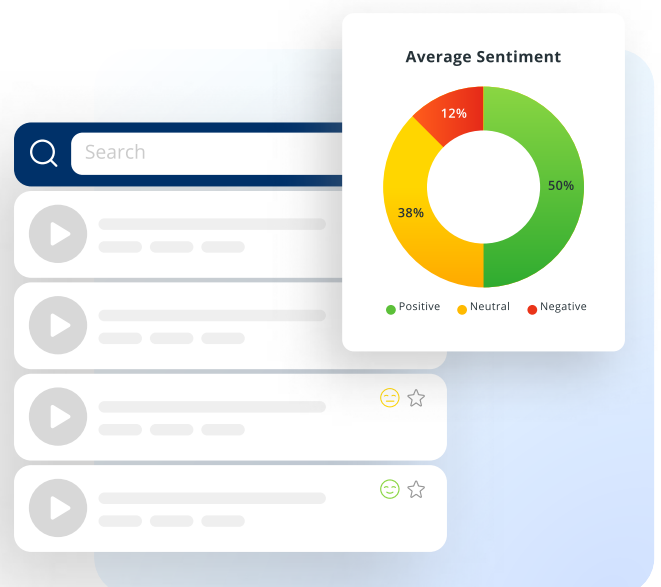
Soma chose Dubber’s call recording and voice AI solution first. This led to the company choosing Telstra Calling for Office 365, based on Microsoft Teams, as its voice system.

This gives managers the ability to use Dubber’s Google-like search function to find conversations fast. Search was not possible with the company’s previous system. Dubber means managers can check staff follow phone support procedures, using the right communications style and that they fully understand the products they sell.

If a call gets negative feedback in a customer survey, soma managers can review the call and identify the issue. The company uses AI sentiment analysis to learn if customers are frustrated without reporting their discontent in surveys.

Since deploying Dubber, weekly satisfaction survey results have improved. They now never drop below a 4.5 out of 5.

Moving to Dubber and Telstra Calling for Office 365 has meant significant cost savings for soma - about \$30,000 per year - by eliminating costly hardware and maintenance costs and reducing expensive license fees.





The Challenge

- Needed to record managed IT service calls for quality assurance and traceability
- Previous call recording only captured a fraction of calls, was avoided by staff
- There were also problems searching for calls.
- Needed insights for staff training to improve service performance

The Solution

- Dubber call recording and voice AI deployed on Telstra Calling for Office 365 (based on Microsoft Teams)
- All calls of 30 employees working throughout Australia are now recorded.
- The Dubber platform made it easy to view the recordings and sentiment analysis of every call.

The Technology

- Dubber Premier (unified call recording and Voice AI)
- Telstra Calling for Office 365

The Results

Cost savings of up to

 **\$30,000/per year**

Elimination of hardware, setup and maintenance costs



Better customer service

Highly targeted training program resulting in improved customer service



Customer satisfaction

Customer satisfaction elevated with weekly ratings never below at least 4.5 out of 5.



Visibility of remote workers calls

Traceability of every client interaction no matter where staff are located



Improved retention

Retention of customers through fast resolution of issues

"Dubber ticks a lot of boxes for us. We use it for team education, we can go back and look at the calls our staff make. We make sure they're following our processes and using the right communication style."

Aaron Prout,
Chief Operating Officer, soma technology



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