

# Increase Appointment Scheduling with Speech Analytics

## CLIENT EDUCATION PROVIDER

A leading education provider wanted to get more prospective families through their doors by increasing school tour appointment scheduling. But their call center's quality assurance (QA) process wasn't aligned with that goal, meaning potential tours—and future enrollments—were slipping through the cracks.

## THE CHALLENGE

The client's QA scorecard wasn't measuring the behaviors that actually led to successfully scheduled appointments. As a result, agents weren't receiving the coaching they needed to improve conversion rates, leading to fewer scheduled tours, fewer enrollments, and ultimately, lower revenue.

## RDI's SOLUTION

RDI brought together its Speech Analytics team, Operations, IT, and Project Management Office to develop a data-driven strategy. By leveraging years of speech analytics experience, machine learning, and agent feedback, we restructured the QA process to focus on what actually drives appointment scheduling success.

## Key Steps in the Process

### Data Analysis

Identified call behaviors most correlated with successfully scheduled school tours.

### Scoreboard Redesign

Shifted QA focus to appointment scheduling effectiveness, using speech analytics and input from agents and supervisors.

### Pilot Program

Tested the new QA approach with 17 scheduling specialists, tracking its real-time impact.

### Full Rollout

After refining the system, the updated scoreboard was rolled out to 70+ specialists across three sites.

## KEY STATISTICS

### +59

Additional appointments per 1,000 calls

### +16.8%

Increase in appointments scheduled

### +2.2

More appointments set per agent per day

### 134

Views on the coaching dashboard per month

### +12%

QA score improvement within 3 months

### 75+

Speech score edits addressed in 4 months

## RESULTS & IMPACT

- **Significant Gains in Scheduled Appointments:** The pilot teams scheduled 378 more school tour appointments than expected over two weeks—an average of 2.2 additional appointments per agent per day.
- **More Meaningful QA:** QA scores now reflect real appointment scheduling performance, leading to more targeted coaching and improved agent outcomes.
- **100% Insights:** Supervisors can now see QA scores for every call, rather than just a handful each week.
- **Sustained Performance Gains:** QA scores improved by 12% in the first three months post-rollout, reinforcing the effectiveness of the new approach.

## CONCLUSION

By aligning QA processes with real business outcomes, RDI helped this education provider drive measurable improvements in school tour appointment scheduling. With smarter coaching, real-time feedback, and continuous refinement, the client is better equipped to increase enrollment and deliver an exceptional customer experience.

## Ready to Transform Your Contact Center Operations?

Contact us today to discover how RDI can deliver measurable improvements for your organization.

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### ABOUT RDI

RDI is a privately held contact center and IT firm committed to elevating the Customer Experience in its dedicated outsourced environment. Founded in 1978 as a research analytics company, RDI's expertise has grown to include full-service Business Process Outsourcing (BPO) solutions for Contact Center support, Data Analytics, and Managed IT & Helpdesk Services. With 13 domestic and near-shore locations and over 3,500 in-house and work-from-home employees, RDI focuses on the Customer Experience and delivers value-driven results for multiple industries, including leading Fortune 500 client partners. To learn more about RDI, please visit us at: [www.rdicorp.com](http://www.rdicorp.com)

