



# Speech analytics helps leaders increase volumes from target audience by 150% during the pandemic by maximizing marketing campaign effectiveness.

## GOAL

As an organization on a mission to empower people to lead financially healthy lives, GreenPath Financial Wellness was in a unique position during the pandemic to help the growing number of people experiencing financial distress. A particular area of focus: pairing the contact center team with the marketing function to help more underserved citizens receive financial counseling. But to achieve that goal, more people needed to know who GreenPath was and how the company's counselors could be of assistance.

Yet, as a non-profit organization, it was critical that every corporate expenditure — especially marketing — be scrutinized and justified. Contact center and marketing leaders knew they had to find a way to understand which of the expanded marketing campaigns launched during COVID-19 were working as intended.



## ANALYSIS & KEY FINDINGS

Using Calabrio Speech Analytics, GreenPath leaders identified more than 100 key phrases correlated to their marketing campaigns — phrases like “I saw your billboard,” for example, or “I saw you on TV.” They then mapped these calls to their target demographic.

The resulting analysis revealed that billboards, social media and radio most effectively reached members of the underserved population.

## SOLUTION

First, marketing leaders made an informed decision to pivot away from less effective media in order to reinvest more budget into the ones — billboards, social media and radio — proven by analytics to successfully reach the target audience.

Then, in addition to adjusting the marketing campaign media spend, GreenPath leaders also improved the company’s agent training and onboarding programs, and hired Spanish-speaking agents. They wanted to ensure its contact center team could support the specific needs of the callers from the underserved population who were targeted by their marketing campaigns.

## RESULTS

This joint effort by GreenPath's contact center and marketing teams is delivering a variety of impressive results. Marketing leaders can maximize their marketing spend and create better use cases to identify the most effective marketing campaigns. Several contact center metrics improved as a result of the expanded agent training and onboarding programs. And GreenPath can leverage marketing and contact center data and learnings to tell a better story to those considering providing grants to the non-profit.

↑ 150% NUMBER OF CALLS RECEIVED FROM UNDERSERVED TARGET POPULATION

↑ 15% NET PROMOTER SCORE (NPS) OVER TWO-YEAR PERIOD

↑ CLIENTS' OVERALL WELLBEING SCORE



“[Calabrio Analytics] is like opening up a brand-new toy at Christmas. You just want to keep playing with it.”

– DAVID FLORES, DIRECTOR OF CLIENT SERVICES AND PROGRAM PERFORMANCE