

Case study

# Gatestone leads the competition in compliance and QA with ProInsight


Since 1926, Gatestone BPO has been providing Customer Contact Center and Business Process Outsourcing (BPO) solutions to a variety of markets globally.

They offer fully-integrated multilingual Contact Center facilities operating 24 x 7 x 365, located in North America, Latin America and Asia.



**100%**  Call compliance visibility

**75%**  Increase in call audit speed

**70%**  Reduction in QA headcount

## The challenge

### Manual processes opened the door to lead the pack in compliance and QA.

Gatestone was looking to improve QA productivity, strengthen compliance processes, and evaluate operational efficiency.

Manual QA processes took as long as 13.2 minutes per scorecard, requiring a team of 10 QA agents. Gatestone's compliance processes were already strong, but they saw the opportunity to do even more with an AI solution that would take them far past industry-standard manual approaches.

In addition, silent time on calls was as high as 40%. Gatestone wanted to be able to evaluate metrics and look for new ways to coach agents to improve.

## The solution

### An AI-powered solution to modernize QA and compliance workflows.

Powered by Prodigal's AI Intent Engine, which is trained on over 300 million consumer finance calls, ProInsight was Gatestone's choice to automate time-consuming manual work, as well as providing the metrics they need.

ProInsight delivers automated call scoring, as well as transcripts and tags that eliminate the need for QA agents to listen to entire calls.

And ProInsight also delivered the call metrics Gatestone needed to be able to fully evaluate and support their agents.

## The results

### A new era of efficiency and insight.

With ProInsight, Gatestone is able to complete their QA work with a lean team of only 3 people.

Metrics and call tagging deliver clarity into what agents do on every call. This insight allows Gatestone to proactively address training opportunities.

And with 100% of calls scored, tagged, and transcribed, Gatestone leads the industry in compliance workflows and coverage.

That level of insight allows them to confidently report results and share their clarity with clients.



"With Prodigal, there's no guesswork. I can easily go and pull calls that didn't score above a certain percentage. I can go straight to the managers and ask, 'What happened here?' It gives you that assurance that you fully know what's happening across your portfolio."

Anna Donnelly, VP

