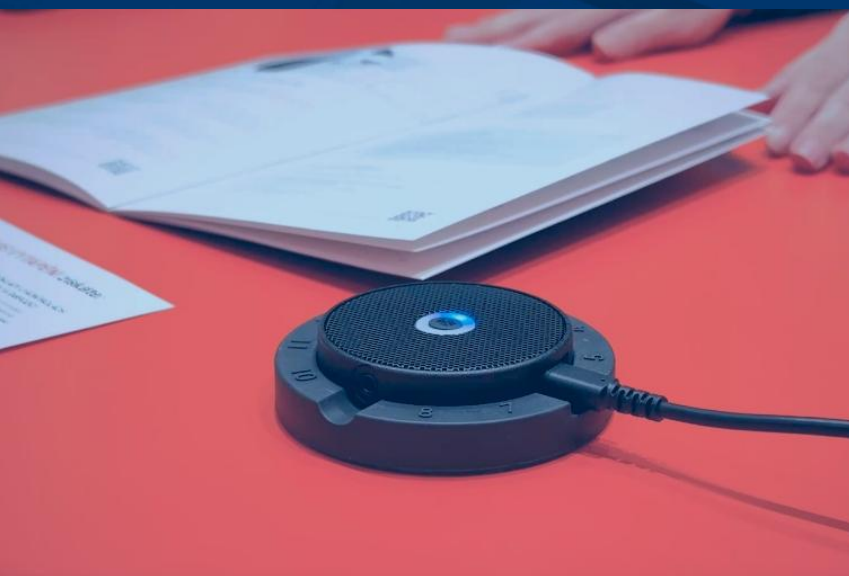


Face-to-face recording at ČEZ Prodej customer service

A unified view of customer interactions across customer service and call centres through the automated recording, transcription and analysis of face-to-face conversations.



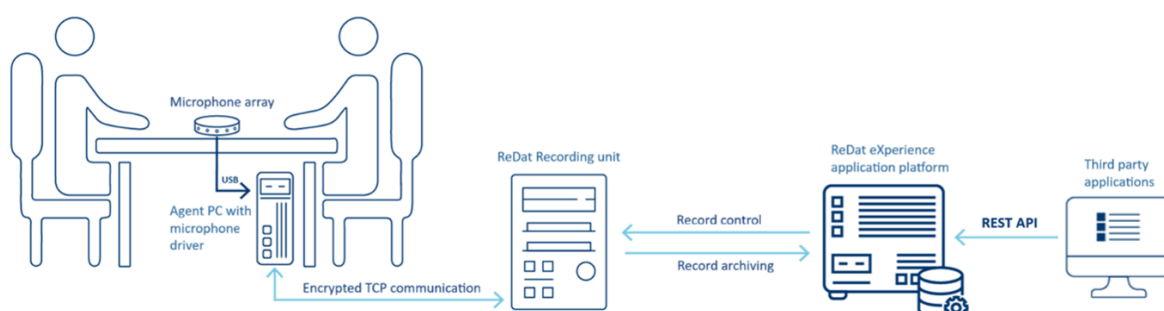
Face-to-face meetings at customer service centres are a key part of communication between ČEZ Prodej, a.s. and its customers. They are where contracts are signed, services are updated, complaints are handled, and individual customer requirements are discussed. Unlike call centre interactions, these meetings previously had no objective, easily retrievable record. Today, recordings support quality assurance, sales process improvement and dispute resolution.

INITIAL SITUATION

ČEZ Prodej, a.s. expanded its existing ReDat recording and analytics solution to include its customer service centres. The project aimed to improve the transparency and security of customer communication, protect both customers and agents, and provide a more representative dataset of customer interactions. Across a network of 165 customer service desks in 24 cities, the solution automatically records and transcribes face-to-face conversations, enabling analysis of a significantly larger sample of real customer interactions.

SOLUTION OVERVIEW

The Face-to-Face recording solution is built around a compact microphone array with six integrated microphones mounted directly on the service desk. Directional audio capture helps minimise background noise while separating the agent's and customer's speech into two audio channels. This ensures that recordings are suitable for automated transcription and advanced analytics. The device is connected to the agent's workstation, with all captured data transferred to the central ReDat infrastructure. Recording starts automatically when a customer is called by the queue management system and stops when the visit is completed. The system operates autonomously.



KEY BENEFITS

Before deployment, a pilot phase was conducted to verify the quality of two-channel recording in the acoustically challenging environment of customer service centres. Practical experience highlighted the importance of correct microphone placement, including secure mounting, as well as the appropriate adjustment of sensitivity and directional characteristics. The implementation also involved adapting working procedures and communicating with employees, who were informed that recordings serve not only as a quality control tool but also as a means of protection.

SELECTED USE CASES

- Centralised storage, retrieval and playback of recordings from customer service centres.
- Automated transcription and analytical processing of customer interactions.
- Quality management and monitoring of communication and sales standards.
- Objective evidence for resolving complaints, claims and disputed situations.
- A unified environment for telephone and face-to-face customer communication.

SECURITY AND COMPLIANCE

- Customers are informed about the recording through notices at the entrance to the customer service centre, at individual desks, and verbally by an employee before the interaction begins. If a customer disagrees, they are served at a desk that is not equipped with a recording system.
- Access to recordings is controlled through user authentication and access permissions.
- Automated analytics is only one of the supporting tools used for agent evaluation.



EXPERT'S VIEW

„Thanks to the continuous monitoring of customer interactions, staff development and associated reporting, our contact centres have increased customer acquisition by more than 25 per cent compared with the equivalent period before the recording system was implemented.”

Martin Beneš, ČEZ Prodej, a.s.

KEY BENEFITS

- Greater transparency and traceability.
- Protection of employees in disputed customer claim situations.
- Monitoring compliance with sales and communication standards.
- Analysis of a significantly larger number of real customer interactions.
- Data foundation for automated transcription, analytics and further AI-based use cases.
- Automated operation without manual intervention.

RESULTS AND FUTURE DEVELOPMENT

According to ČEZ Prodej, the delivered solution has met the original expectations. The customer particularly appreciates the quality of recordings and transcriptions in the challenging environment of customer service centres. Across its call centre and customer service locations, the organisation processes up to 7,000 customer interactions per day, providing a comprehensive view of customer service quality. The positive experience also supports further automation, including analytics, and the planned expansion of the solution to external locations.

6	65	2	1
built-in microphones	microphone array [mm]	separate audio channels	recording system

REFERENCES

innogy Česká republika a.s. – Energy company, **O2 Czech Republic a.s.** – Telecommunications company, **Pražská energetika, a.s.** – Energy company