



Build Customers for Life

WEBCAST SERIES

**Customers Tell You What They Expect.
Be Listening**

Presented by



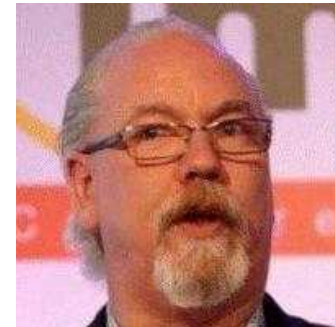
Featured Speakers



Duncan Heal, CEO
Marketii



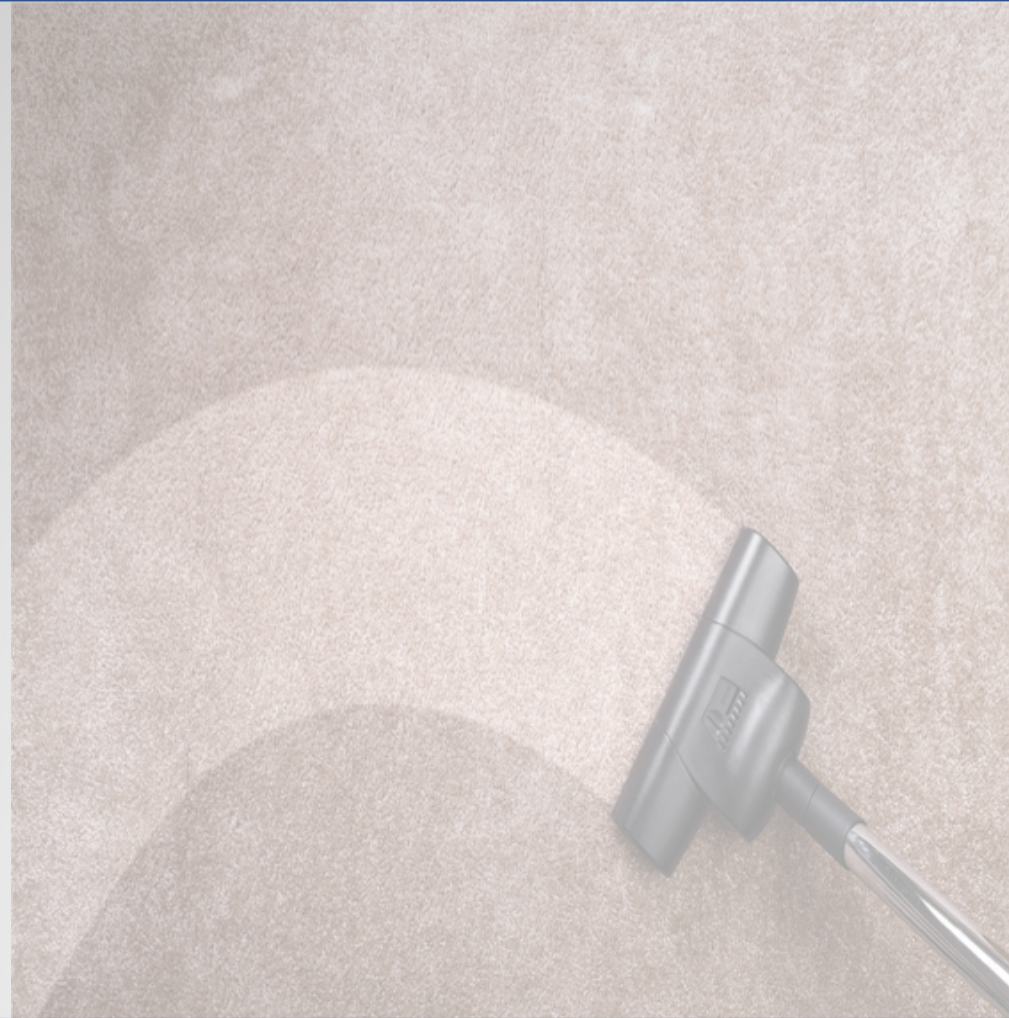
Brian LaRoche, Director,
ABM, CallMiner Eureka



Colin Taylor, CEO & Chief
Chaos Officer, Taylor Reach Group

Housekeeping

- We'll host an audience Q&A at the end of the webcast. Submit your questions at any time.
- Use the Q&A box for any technical issues and we'll respond as quickly as possible.
- This webinar will be archived. We'll send you a link in a follow-up email.



CRMI Building Customers for Life

“Customers Tell You What They Expect From You. Be Listening”



Brian LaRoche
Marketing Director

Callminer
Eureka

The Simple Value of Automated Interaction Analytics



"If you can't measure it, you can't improve it."

Peter Drucker

Today's customers don't just want more from companies – they expect more from companies.



Analyzing language, acoustics and metadata provides organization the opportunity to conduct root cause analysis of customer sentiment

Why are customers contacting you?

Leveraging Interaction Analytics to assess, trend and predict these drivers allows contact centers the critical insights to make appropriate course corrections to improve products, services, processes, efficiencies and most importantly, **OUTCOMES**.



What Is Sentiment Analysis?

Sentiment Analysis combines both the acoustic characteristics of a speaker's voice and the context of the conversation into a single score.

This call score can be used to measure relative sentiment or emotion across various cross sections of calls, agent groups, and time frames.

Sentiment Analysis measures:

- ☐ The amount of physical stress in the voice
- ☐ The changes in the stress
- ☐ The rate of speech
- ☐ The context of the conversation



Multi-Channel Analytics Allows you Truly Understand Customer Experience



“In order to get globally connected, companies must frequently monitor [customer] touchpoints and follow up with their customers by understanding their needs and wants for improving loyalty and experience”

Customer Analytics and Experience Markets Poised for Rapid Growth article by Smart Customer Service.

Customer Interactions — Interaction Metadata — CRM Data



Audio Capture

Customer ID: 1298281
Call ID: 394802
Collector: Gabriel Nelson
Account: Marine Bank
Supervisor: Jay Gatsby
Date: Aug 27, 2015 – 9:36AM
Direction: Inbound

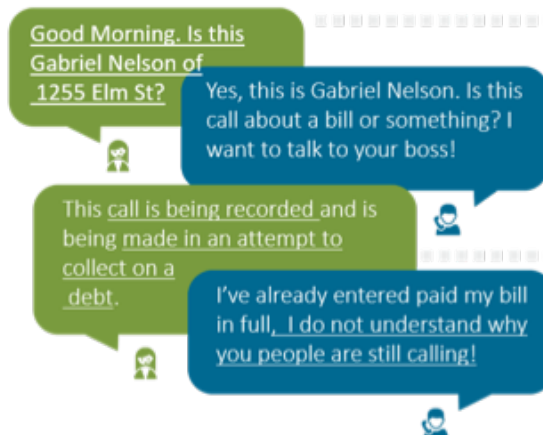
Debtor ID: 1298281
Debt Value: \$5,145
Debt Collected: \$1,649
Last Contact: June 15, 2015
PTP Score: 75%
Prior Written Consent: YES

Contact Analytics

Speech recognition

Language patterning & acoustics

Automated scoring



- [Right Party ID]
- [Right Party Confirmed]
- [Agitation]
- [Billing]
- [Escalation]
- [Mini Miranda]
- [Over-talk]
- [Dissatisfaction]

Agent Quality: 82
Compliance Risk: 23
Collector Skill: 86
Efficiency Rating: Optimal
Collector Ownership: Yes
Talk Down: Yes

Top Rank Compliance Risk

"Your Compliance Risk score is the lowest on the team. Keep it up!"

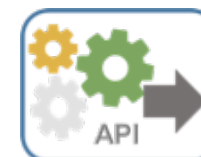
FEEDBACK

Search, Trend, Discover, Compare, Report



ANALYZE

Automated Quality and Performance Management

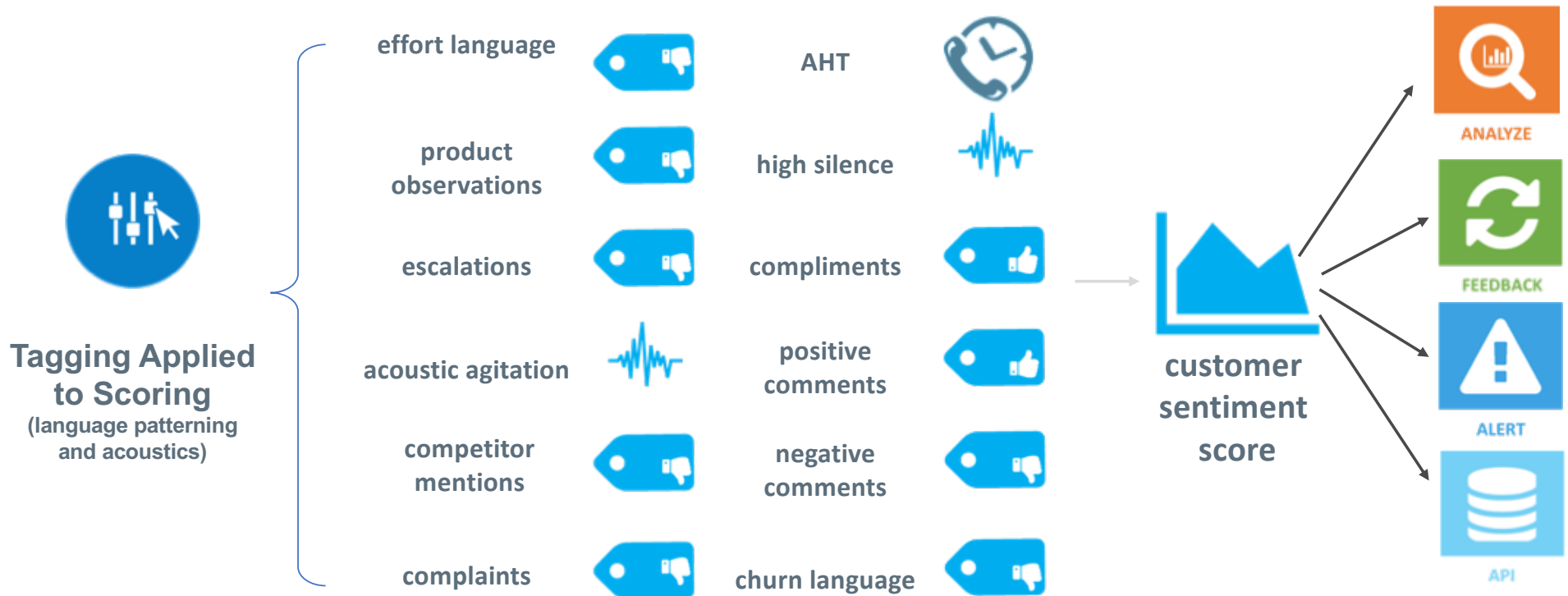


EXPORT

3rd Party Applications such as CM Systems Gamification, Tableau, etc.

Truly Measuring Voice of the Customer in your Contact Center

Interaction Analytics evaluates and score key trends and metrics such as customer sentiment



Multi-Channel Customer Journey Mapping

CUSTOMER SATISFACTION SCORE








Contact Type	Date / Time	Agent	Duration	Pct Silence	Score
Email	09/23/2015 12:30AM	Binx Bolling	3m12s	43%	74%
Call	09/25/2015 4:41AM	Willie Stark	5m48s	23%	61%
f Social Media	09/27/2015 8:51AM	Eugene Henderson	11m02s	45%	74%
Chat	09/29/2015 1:02PM	Molly Bloom	7m33s	64%	63%
Call	10/01/2015 5:12PM	Rabbit Angstrom	8m26s	21%	100% >
Call	10/03/2015 9:23PM	Atticus Finch	4m58s	44%	78%

Identify opportunities for systematic improvements and self-service opportunities



Adhoc discovery in speech analytics can quickly uncover repeat contact themes in customer conversations such as “password re-set” that could be efficiently handled by an IVR Option or deflected to Web self service

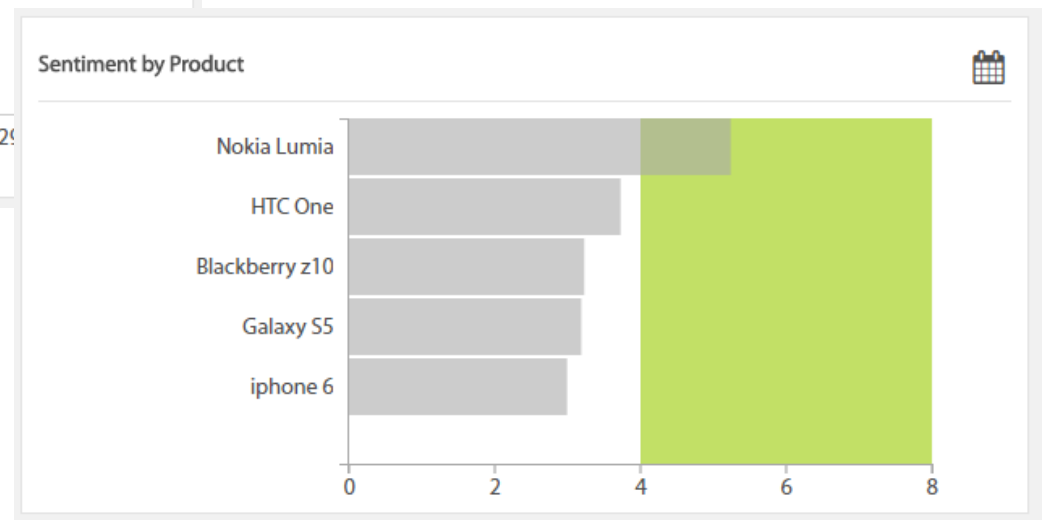
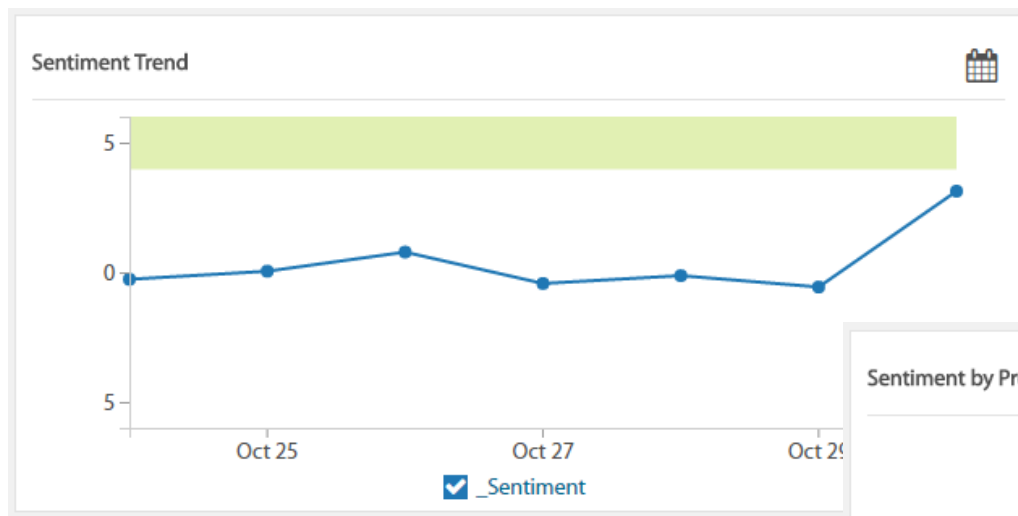
Analyzing Results – Customer Sentiment at the Portfolio Level

All Product items > Product > Features > Contact ID			
Product	_Sentiment ▼	Positive Sentiment Score	Negative Sentiment Score
Product avg	3.05 (10580)	4.37 (10580)	-1.32 (10580)
No value 	-0.04 (477)	3.75 (477)	-3.80 (477)
Blackberry z10 	3.23 (66)	4.51 (66)	-1.28 (66)
Galaxy S5 	3.19 (4931)	3.61 (4931)	-0.42 (4931)
HTC One 	3.73 (883)	4.47 (883)	-0.74 (883)
iphone 6 	2.99 (4203)	3.25 (4203)	-0.26 (4203)
Nokia Lumia 	5.24 (20)	6.64 (20)	-1.40 (20)

Analyzing Results at the Product Detail Level

All Product items > iphone 6 > Features > Contact ID			
Features	_Sentiment ▼	Positive Sentiment Score	Negative Sentiment Score
Features avg	3.71 (1991)	4.36 (1991)	-0.65 (1991)
Apps 	3.32 (192)	4.08 (192)	-0.76 (192)
Battery 	4.04 (445)	4.52 (445)	-0.48 (445)
Camera 	4.11 (796)	4.43 (796)	-0.33 (796)
Connectivity 	2.58 (103)	3.67 (103)	-1.09 (103)
Headset or Speaker 	3.54 (28)	4.66 (28)	-1.12 (28)
Memory 	3.21 (133)	3.69 (133)	-0.48 (133)
Screen 	3.45 (1038)	3.82 (1038)	-0.37 (1038)
Voice Quality 	5.42 (21)	5.99 (21)	-0.57 (21)

Analyzing Results



CallMiner

Best Practices in Leveraging Interaction Analytics to Gain Voice of Customer Insights

1. Analyze 100% of your interactions
2. Measure language, acoustics and metadata to provide root cause analysis for repeat contact drivers
3. Identify opportunities for systematic improvements and self-service opportunities
4. Evaluate and score key trends and metrics such as customer sentiment, AHT, and agent behavior
5. Track customer journey over multi-channels of communication
6. Provide Voice of the Customer insights to all stakeholders (especially your contact center agent community) within your organization
7. Actionize those insights, then measure and calculate the ROI achieved in improving customer contact outcomes

Thanks !



Brian LaRoche
Marketing Director



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Websites:

www.callminer.com

www.engagementoptimization.com



How to turn your customer feedback into customer insight





Market ii background



- Help organisations understand how to provide exemplary service quality
- Develop programs to increase customer loyalty and market share
- Use insight to improve operational effectiveness
- Clients in Technology, Medical, Financial, Retail and others
- 50,000 survey calls and 25,000 email/web surveys per month
- Over 27 native languages to more than 60 countries
- Company values
 - Pro-active company from top down
 - Innovative and flexible
 - Deliver accurate, reliable, actionable feedback
- Offices in London and Boston



























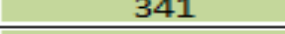


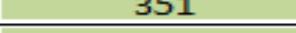


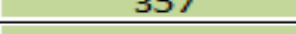





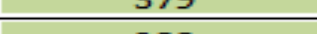


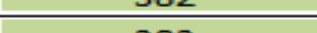


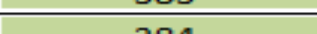


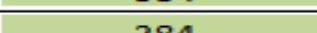


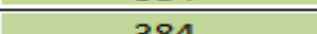





➤ We practice what we preach! We have never lost a customer to the competition



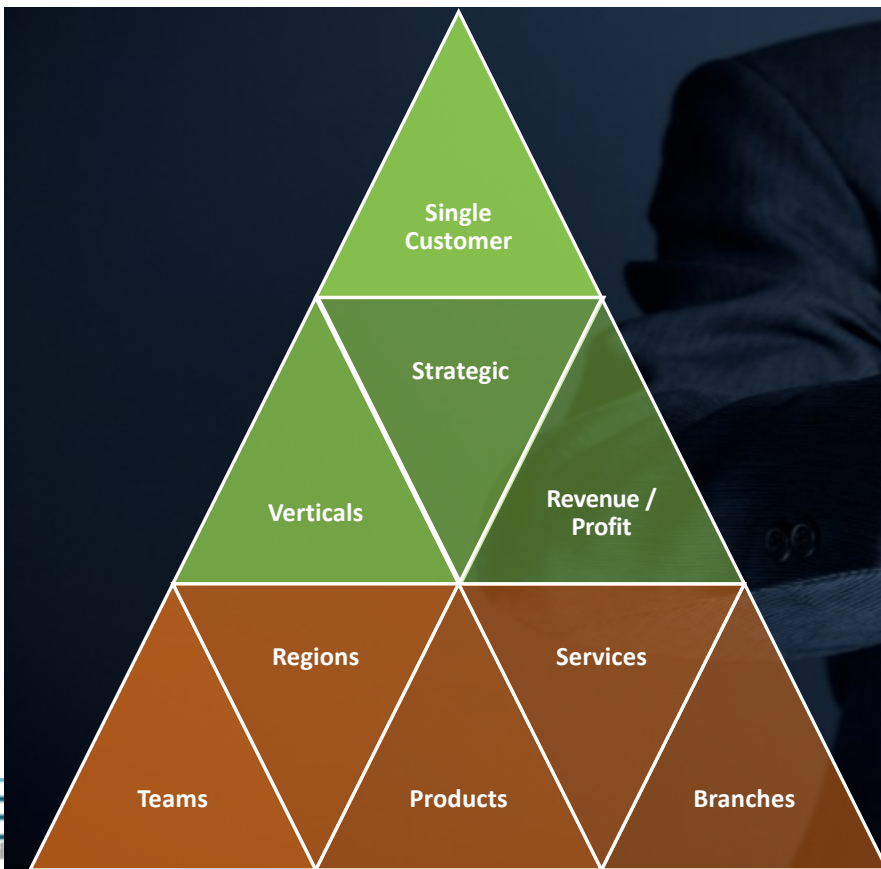
Statistical sample guide



<i>Customer interactions</i>	<i>90% (+/-10%)</i>	<i>95%(+/-10%)</i>	<i>95%(+/-5%)</i>
50	 29	 34	 45
100	 41	 50	 80
250	 54	 70	 152
500	 60	 81	 218
750	 63	 86	 255
1,000	 64	 88	 278
1,500	 65	 91	 306
2,000	 66	 92	 323
3,000	 67	 94	 341
4,000	 67	 94	 351
5,000	 67	 95	 357
10,000	 68	 96	 370
25,000	 68	 96	 379
50,000	 68	 96	 382
100,000	 68	 96	 383
250,000	 68	 96	 384
500,000	 68	 97	 384
1,000,000	 68	 97	 384



How well is your data segmented



Thinking both data in and data out, increased segmentation helps both statistical relevance with the customer data for surveys as well as improved insight for output



Do you have an alert process in place ?



Maximum Scores

Poor Score

Potential Lead

Feedback Notification

Escalation

Escalations can be sent to users on a and/or method and to multiple recipients

➤ **Maximum Scores:**

Where a customer rates all service elements with a 5 out of 5. Provides opportunity to understand “best in class” service. Used for motivational training and improvement

➤ **Poor Score:**

Where a customer rates any service element with a 1 out of 5. Provides opportunity to immediately engage with the customer to rectify any issue

➤ **Potential Sales Lead:**

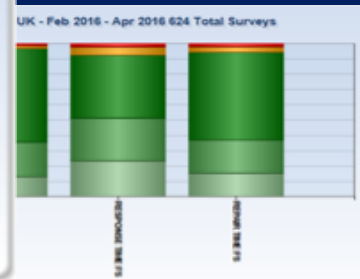
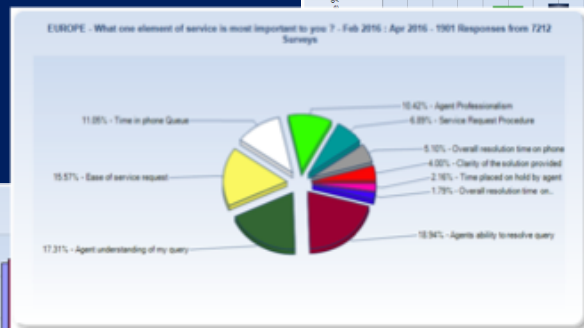
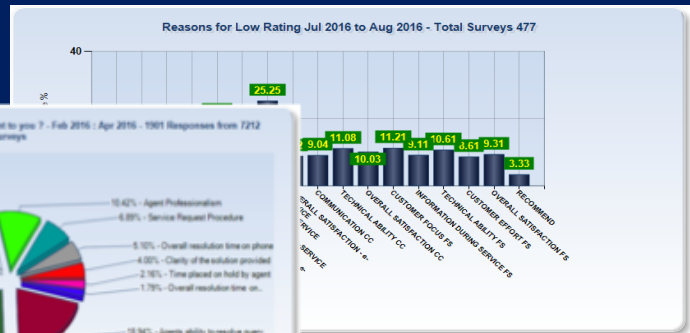
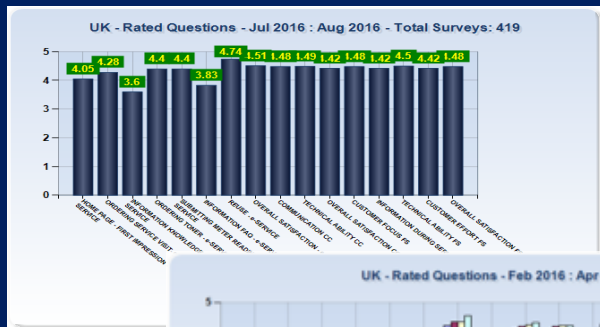
Where a customer is thinking of extending a contract or looking to upgrade their machines
Allows your sales and support teams to engage with the customer about possible services

➤ **Feedback Escalation:**

Where a customer states they are in need of support
Defined by our trained agents and quality team that the survey needs to be brought to your attention

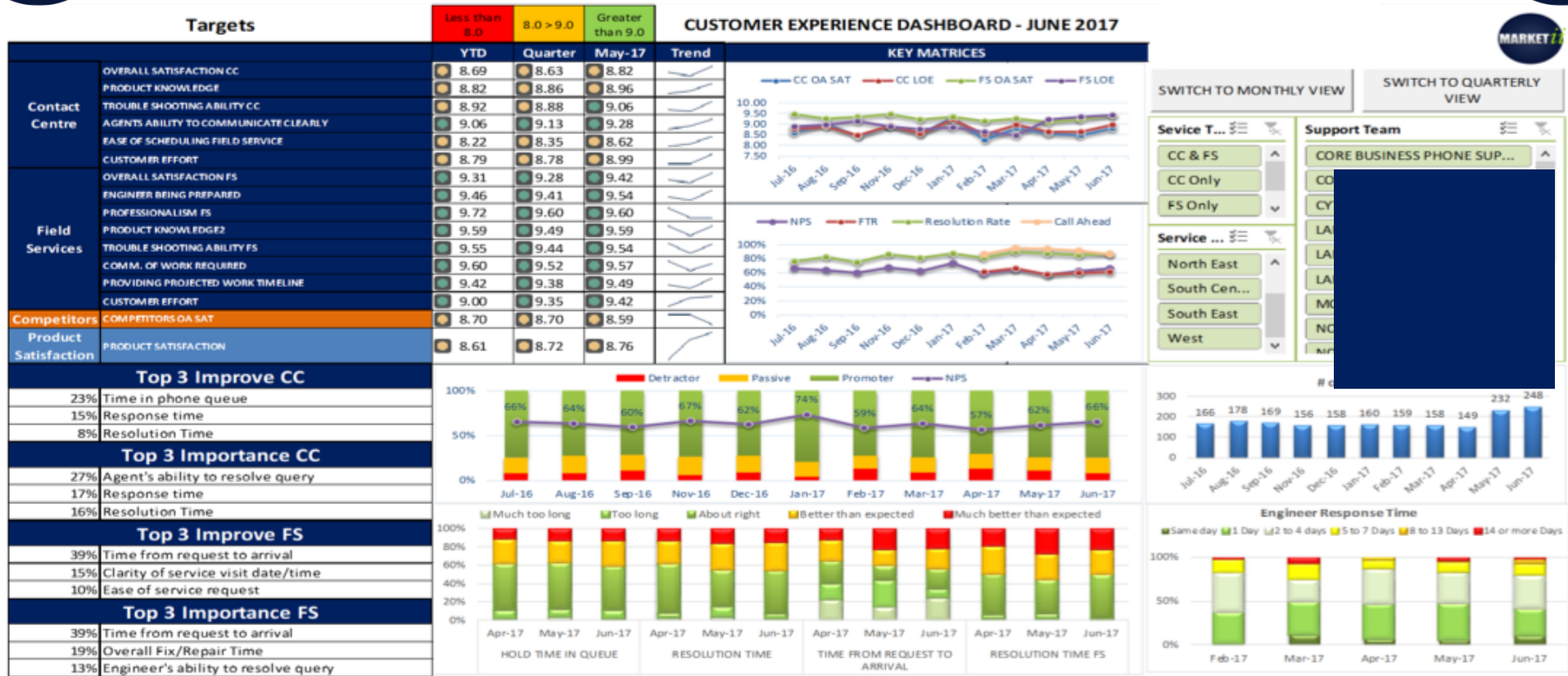


Basic report production





Interactive Dashboards





Advanced analysis



- 1. The regression model highlights that “*Ease of scheduling Field service*” as the main driver of NPS followed by “*Product knowledge*” & “*Providing projected work time line*”.
- 2. You can see that there is no SINGLE element that drives NPS
- 3. The standard error illustrates the strength of the sample size being accurate

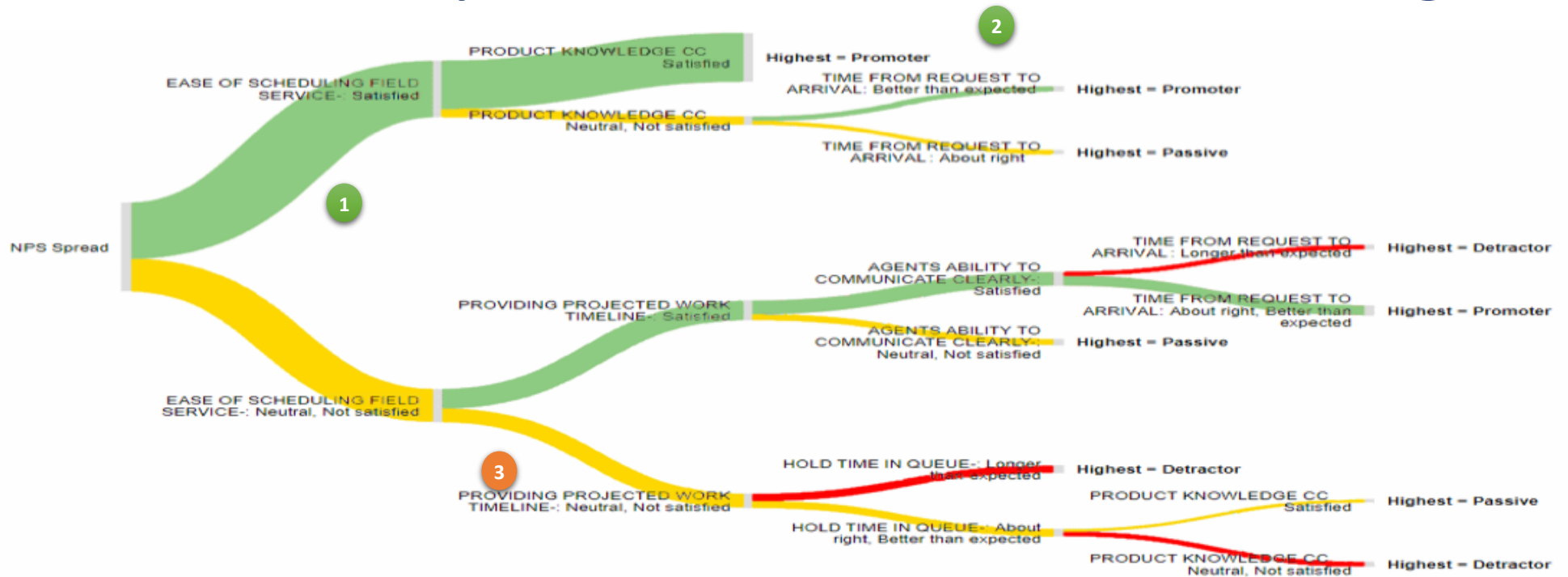
Relative Importance Analysis (Ordered Logit): NPS Spread by Zscore

	Relative importance	p
EASE OF SCHEDULING FIELD SERVICE	13.83	< .001
PRODUCT KNOWLEDGE CC	11.87	< .001
PROVIDING PROJECTED WORK TIMELINE	10.47	.003
HOLD TIME IN QUEUE	9.79	.018
TROUBLE SHOOTING ABILITY CC	8.95	< .001
AGENTS ABILITY TO COMMUNICATE CLEARLY	7.22	.005
(RESOLUTION)	6.43	.019
COMM. OF WORK REQUIRED	5.03	< .001
ENGINEER BEING PREPARED	4.46	.002
PRODUCT KNOWLEDGE FS	4.36	.001
TIME FROM REQUEST TO ARRIVAL	4.38	.047
TROUBLE SHOOTING ABILITY FS	4.18	< .001
RESOLUTION TIME CC	4.09	.076
PROFESSIONALISM FS	3.01	.003
NO. OF CONTACTS	1.83	.118
CALL AHEAD (Y/N)	0.11	.840

n = 267 cases used in estimation of a total sample size of 765; cases containing missing values have been excluded; R-squared: 0.5334; multiple comparisons correction: None;



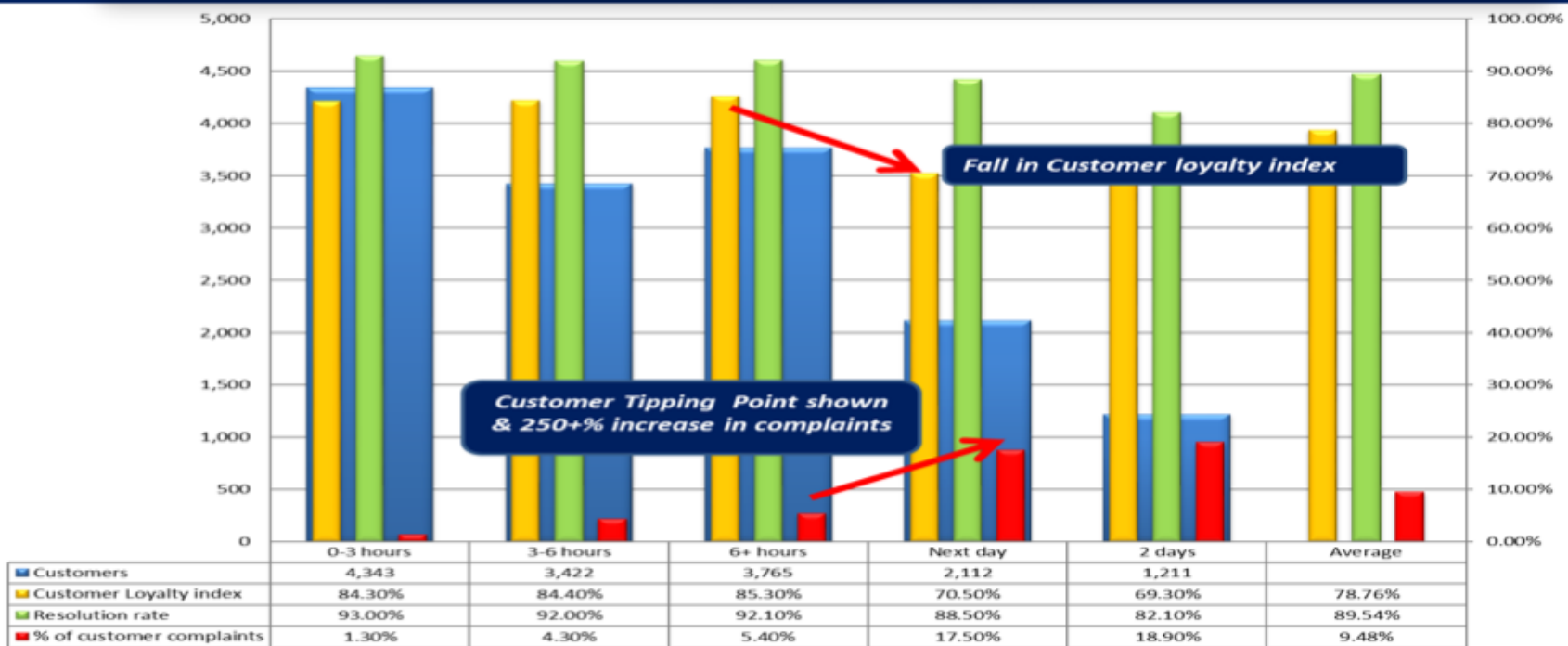
Path Analysis and Predictive modelling



- 1. Ease of Scheduling Service seen as most influential element to NPN
- 2. Where customers are satisfied with this then Product Knowledge at CC is seen as next biggest influence which when done well give Promoters.
- 3. Where Ease of Scheduling FS followed by Projected work timelines is not good then the best outcome will be Passive if not Detractor
- Integrate into your CRM to predict state of customer experience during your services & support with corrective actions where required to alter outcome.

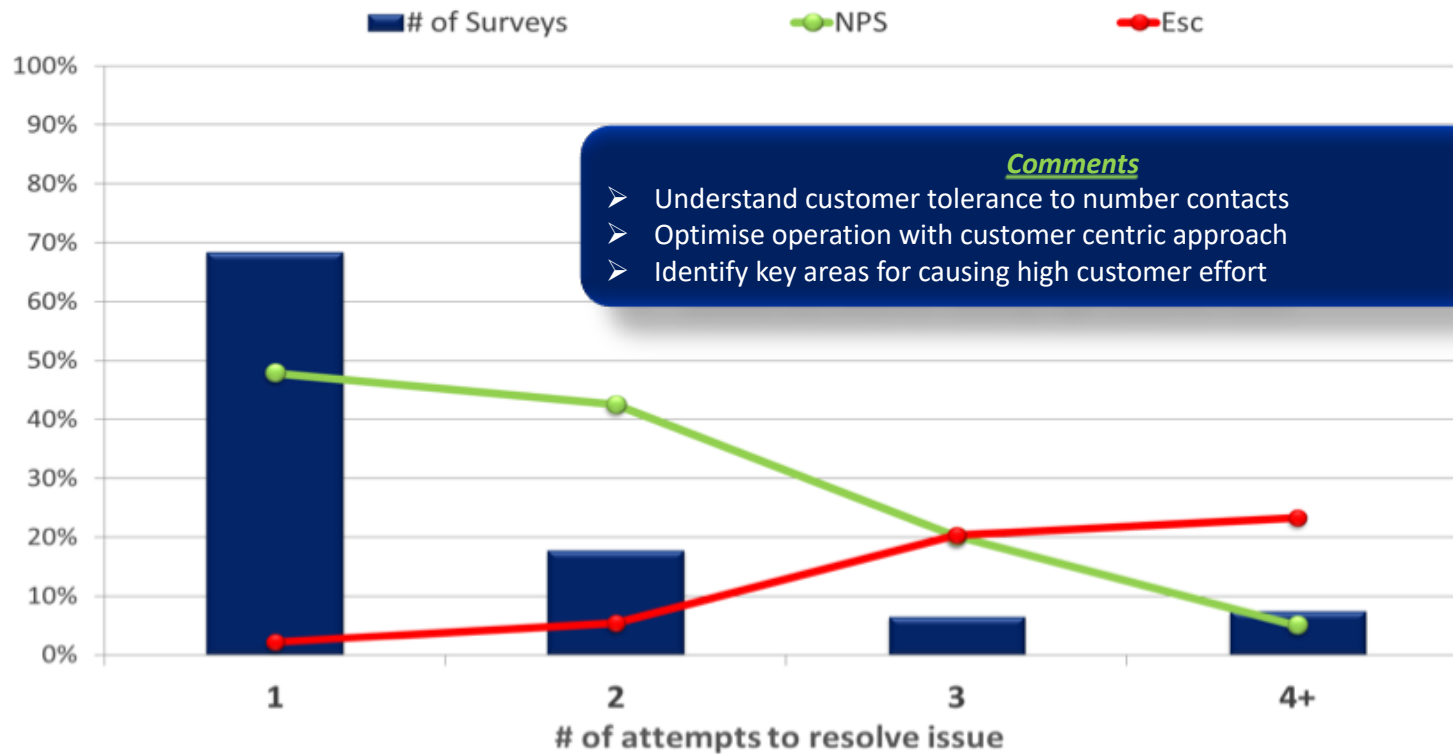
Customer tolerance

- Identify when customer tolerance runs out and assess when issues arise and satisfaction falls
- Identify causes and implement action items thus reducing costs spent on fighting fires



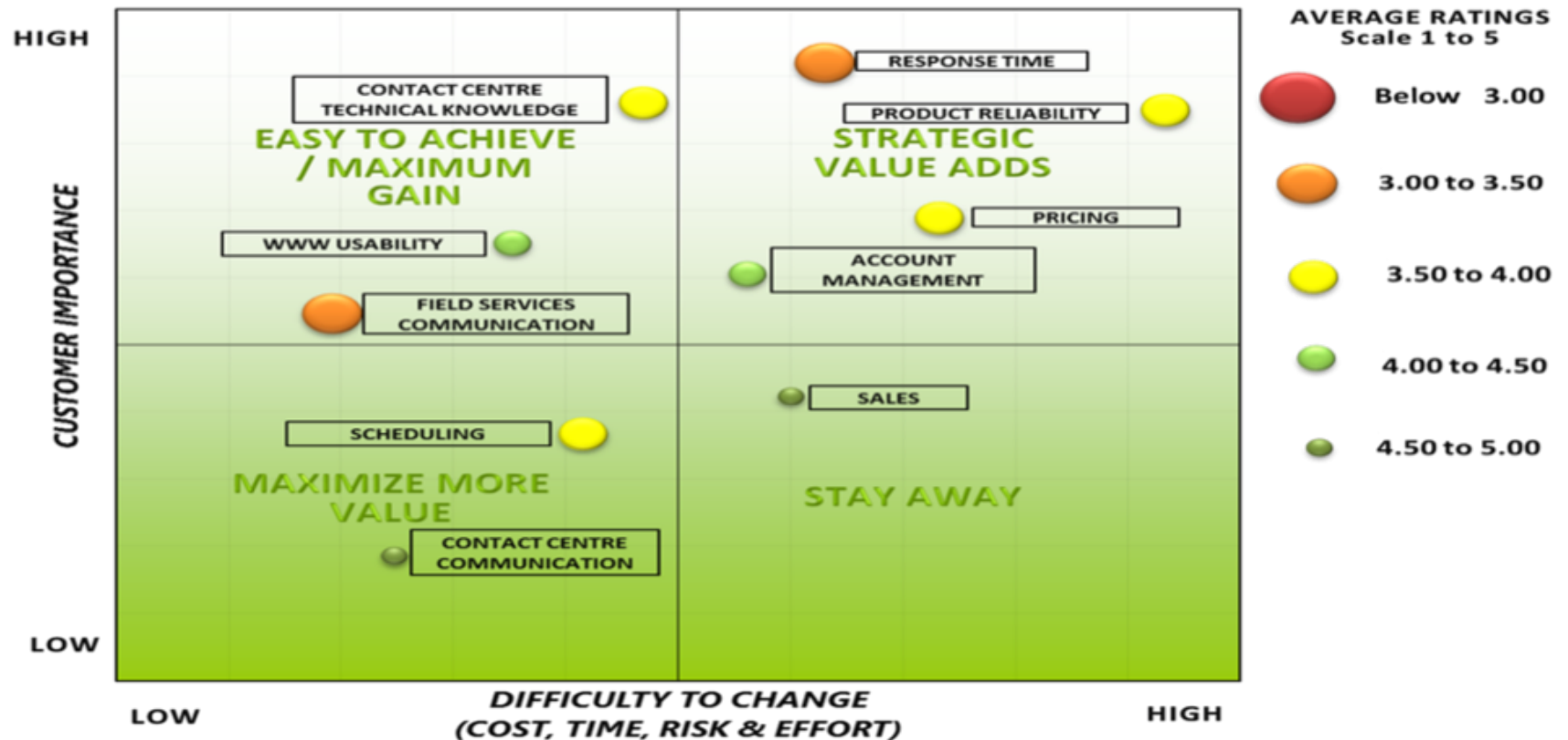


Customer tolerance Cont'd





Strategic Priority Matrix

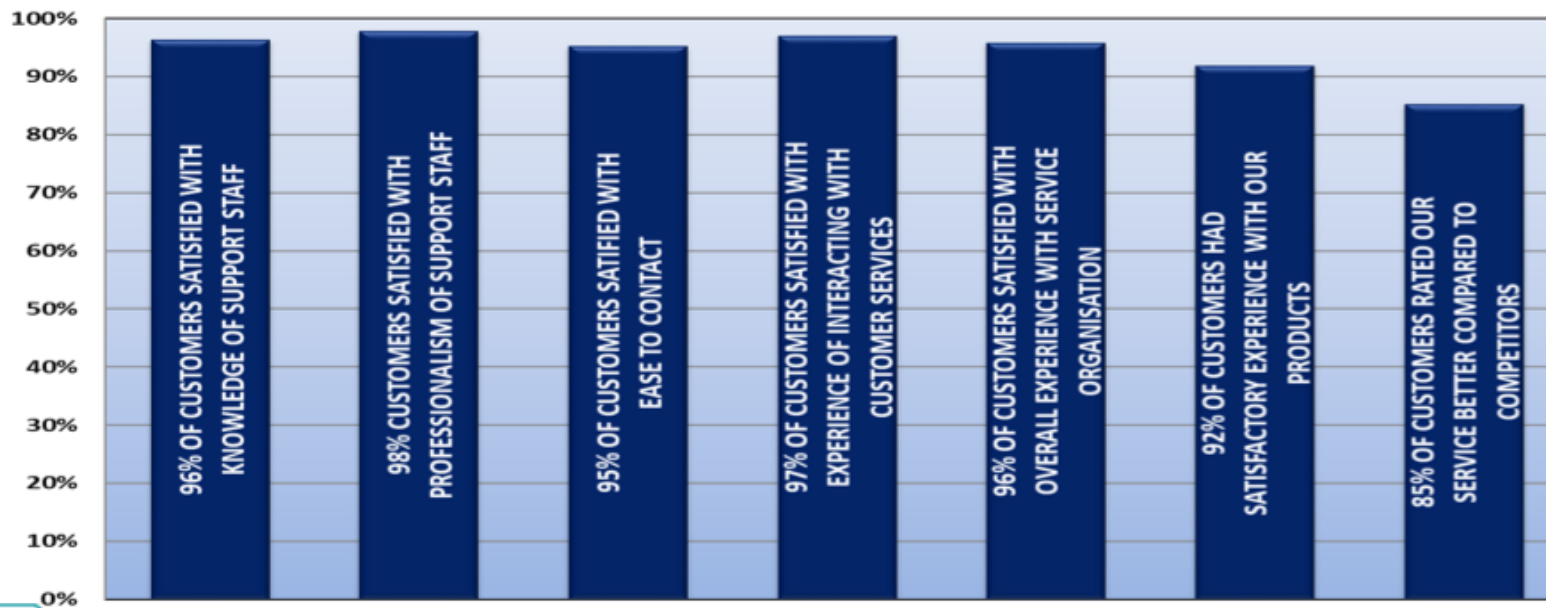




Use insight to retain and win more business



- Feedback and insight from your customers can be turned into valuable information for you Sales and Account Management teams
- Illustrate to prospects that you track customer experience and how good the results are
- Illustrate to existing clients you track their experience and drive to ensure you are exceeding their expectations
- Use in Marketing materials and on your website as advocacy of your services and support





Predictive Modelling – Cost Benefit Forecasting



- Through predictive modelling and internal information such as cost per call, cost per visit etc. Market ii will help you model the costs saved through operational effectiveness areas such as first time fix, number of visits etc
- By using both historic data as well as the internal KPI's our modelling will improve your performance and improve customer satisfaction and loyalty at the same time.

CLIENT X

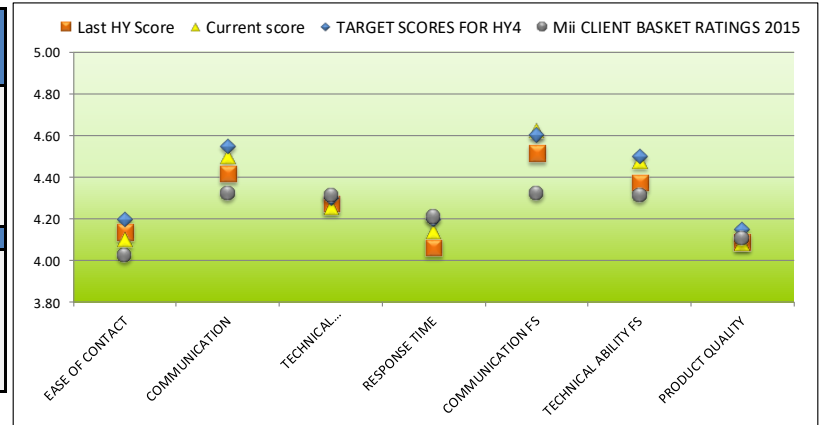
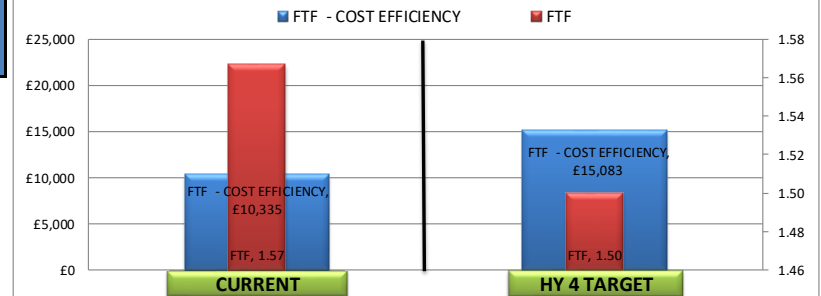
	FTF - COST EFFICIENCY
ESTIMATED CALL HANDLING COST PER MONTH	£352,571
ESTIMATED MONTHLY EFFICIENCY ACHIEVED OVER THE LAST HY	£10,335
TARGET MONTHLY EFFICIENCY TO BE ACHIEVED IN HY4	£15,083

MII ALL CLIENTS	FTF	1.30	RECOMMEND	4.10
CURRENT	FTF	1.57	RECOMMEND	3.90
PREDICTED BY TARGET	FTF	1.50	RECOMMEND	4.15

Call Centre Only	Mii CLIENT BASKET RATINGS 2015	Last HY Score	Current score	TARGET SCORES FOR HY4	PREDICTED IMPACT ON FTF	CORRELATION vs RECOMMEND	Difficulty to change
RESOLUTION*	88%	92%	96%	95%	18%	0.82	High
EASE OF CONTACT	4.02	4.14	4.10	4.20	10%	0.58	Low
COMMUNICATION	4.32	4.42	4.50	4.55	17%	0.71	Medium
TECHNICAL KNOWLEDGE	4.31	4.28	4.26	4.30	5%	0.61	Medium-High
PROFESSIONALISM	4.15	4.42	4.50	4.55	4%	0.44	Low
Call Centre Plus							
RESPONSE TIME	4.21	4.06	4.14	4.20	13%	0.78	High
COMMUNICATION FS	4.32	4.52	4.62	4.60	9%	0.59	Medium
FIX/REPAIR TIME	4.33	4.42	4.50	4.55	7%	0.64	High
TECHNICAL ABILITY FS	4.31	4.38	4.48	4.50	6%	0.62	Medium
PRODUCT QUALITY	4.11	4.09	4.09	4.15	9%	0.85	High

Notes

Resolution* (1 = Yes = 100% - 0 = No = 0%)

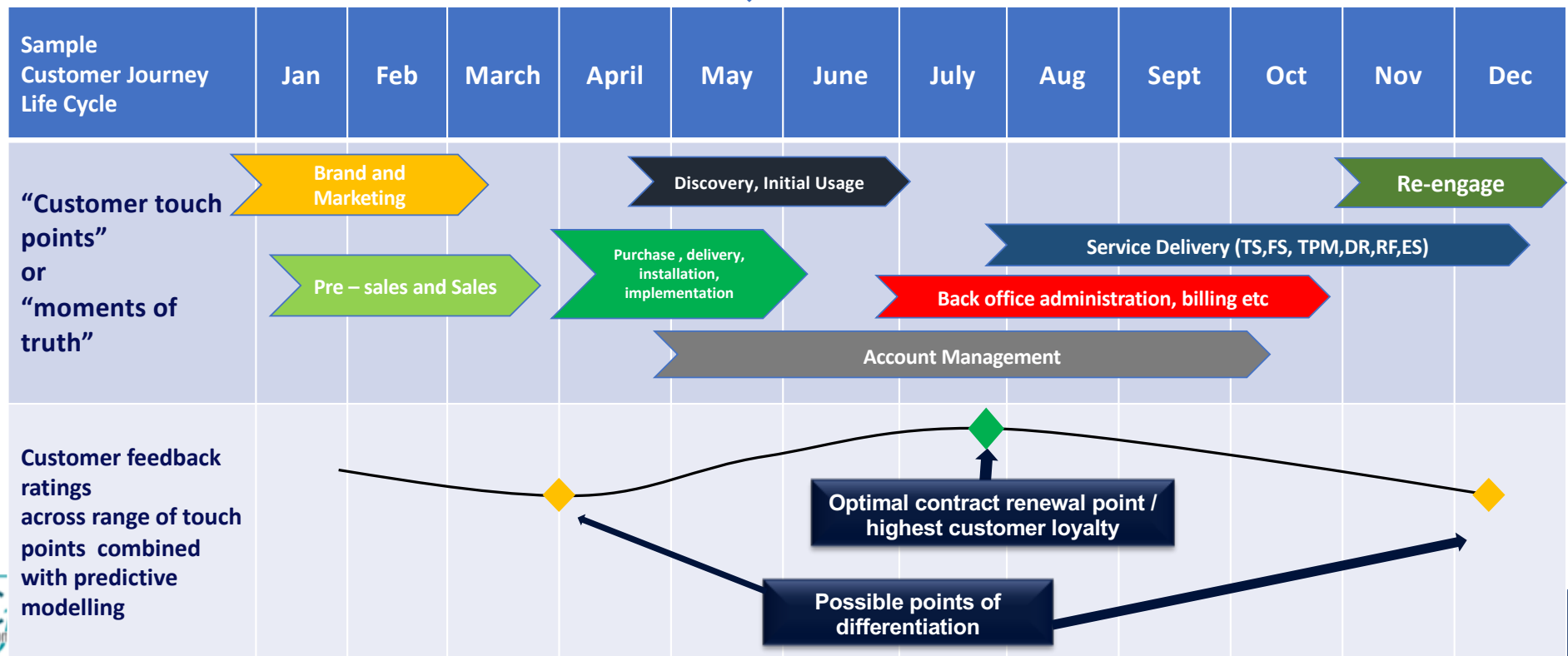




Customer Journey Mapping



People, Processes, Products & Services and all impact on the customers mind
This illustrate helps identify which Departments are involved as well as the timing of key influence and decisions by the customer to renew contracts and leave or remain.





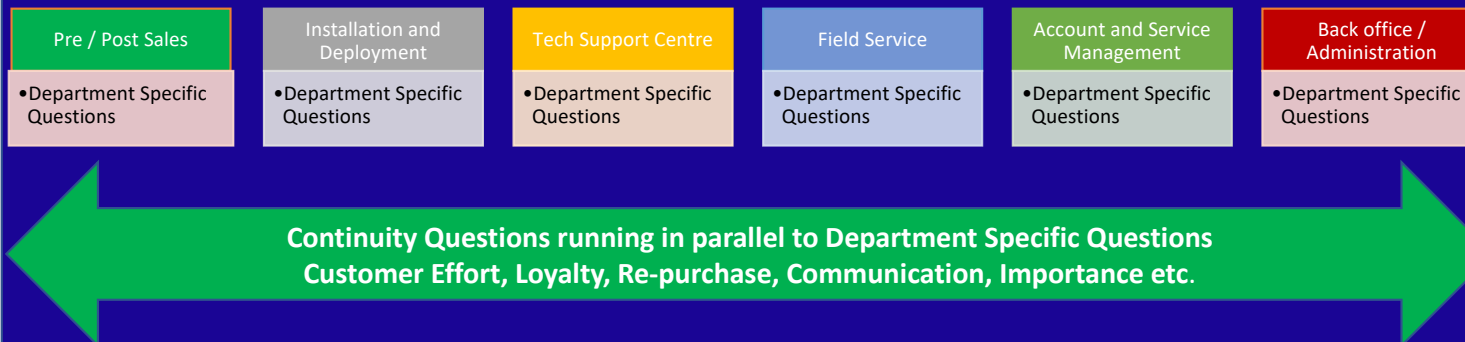
Customer Journey Mapping



- Identify and establish Customer and Departmental segmentation
- Establish points of contact within the customer journey
- Identify and rank identifiers to loyalty and retention
- Develop Departmental and continuity questions and scripting
- Select customers from each region, product group etc



Structured Survey Program – Illustrating example departments





Customer Journey Mapping



- There are many ways to illustrate feedback and insight gained from the collection of valuable feedback on the Customer Journey from both the customer and your employees.
- By marrying this information together we are able to help you better understand the journey they travel on, where their expectations are set, where damaged or enhanced and importantly what are the critical points of customer decisions on renewal or break
- This illustration provided KPI's to critical areas, moment of truth strength of feeling about the customer experiences as well as key actions to improve and those that you are doing well to enhance.

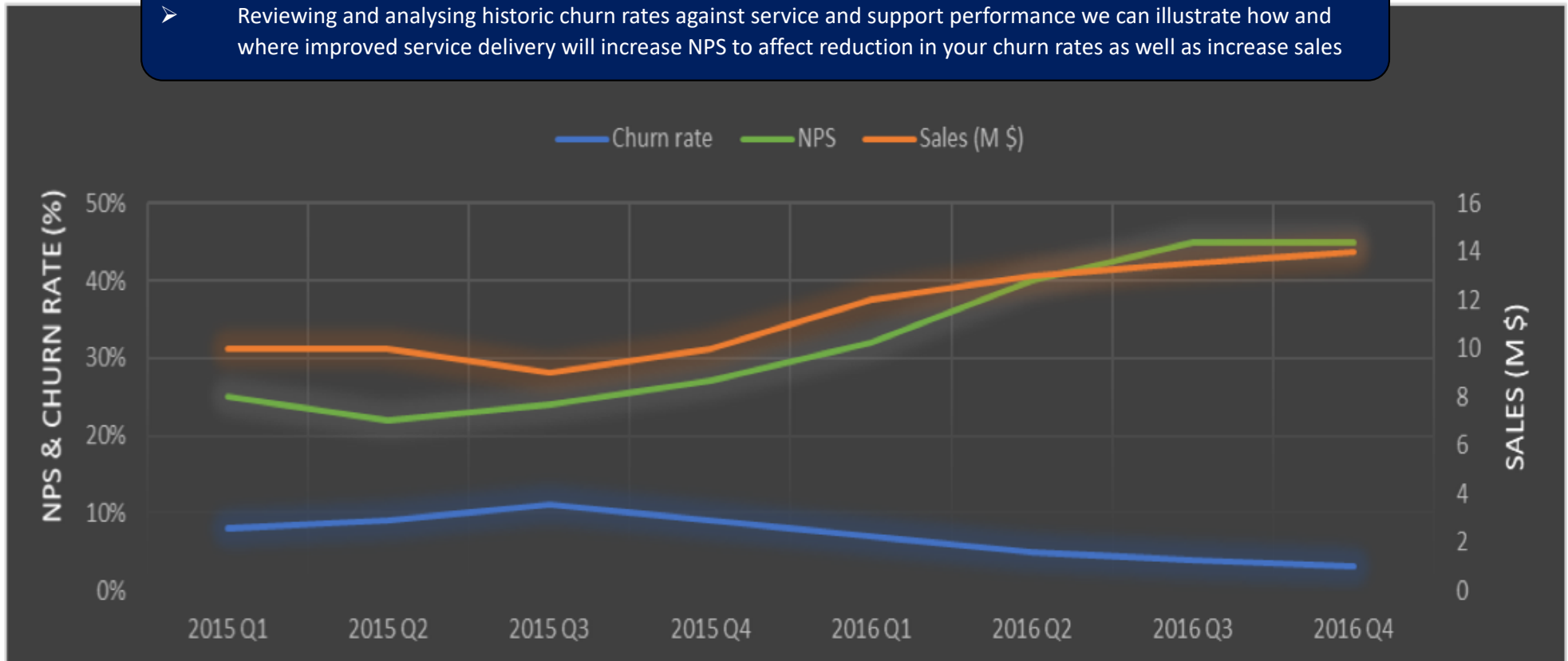
Life cycle Stages	Sales & Marketing Contracts	Implementation / Installation / Go live	Ongoing Client Services & Support	Invoicing & Billing	Account / Relationship Management	Intentions / Outcomes
TOUCH POINTS & SCORE CARD	Marketing	Advice & Consultation	Issue handling	Reporting	Concern / Commitment	Loyalty
	Website	IT Support	Account Management	Accounting	Value	Renewals
	Presentation	Training & Education	Technology	Billing	Partnership	
	Proposal	Communication	Marketing Support	Communication	Account Management	
	Negotiation	Adapt / Customize	Procedures		Thought Leadership	
	Contracts		Metrics		Proactive	
MOMENT OF TRUTH INDEX						
CLIENT EXPECTATION ON AREAS TO BE IMPROVED	1 2 3	1 2 3	1 2 3	1 2 3	1 2 3	1 2 3
AREA HIGHLIGHTED AS MOST IMPORTANT TO CLIENT	1 2 3	1 2 3	1 2 3	1 2 3	1 2 3	1 2 3
SOLUTIONS TO BE APPLIED	XYZ	XYZ	ABC	XYZ	ABC	ABC

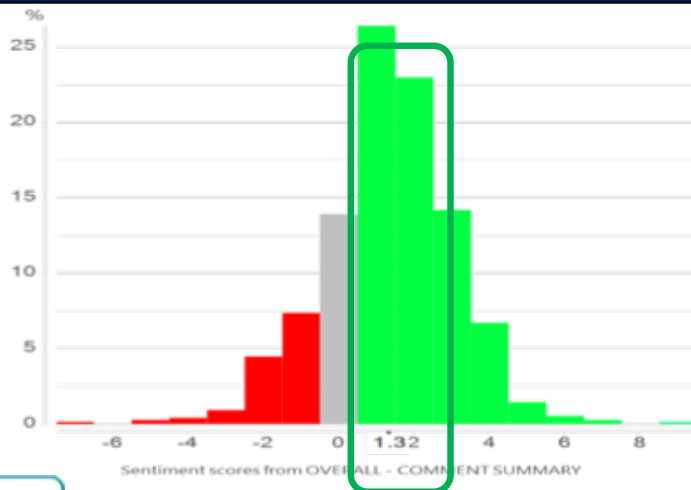


Return on investment in Service and Support



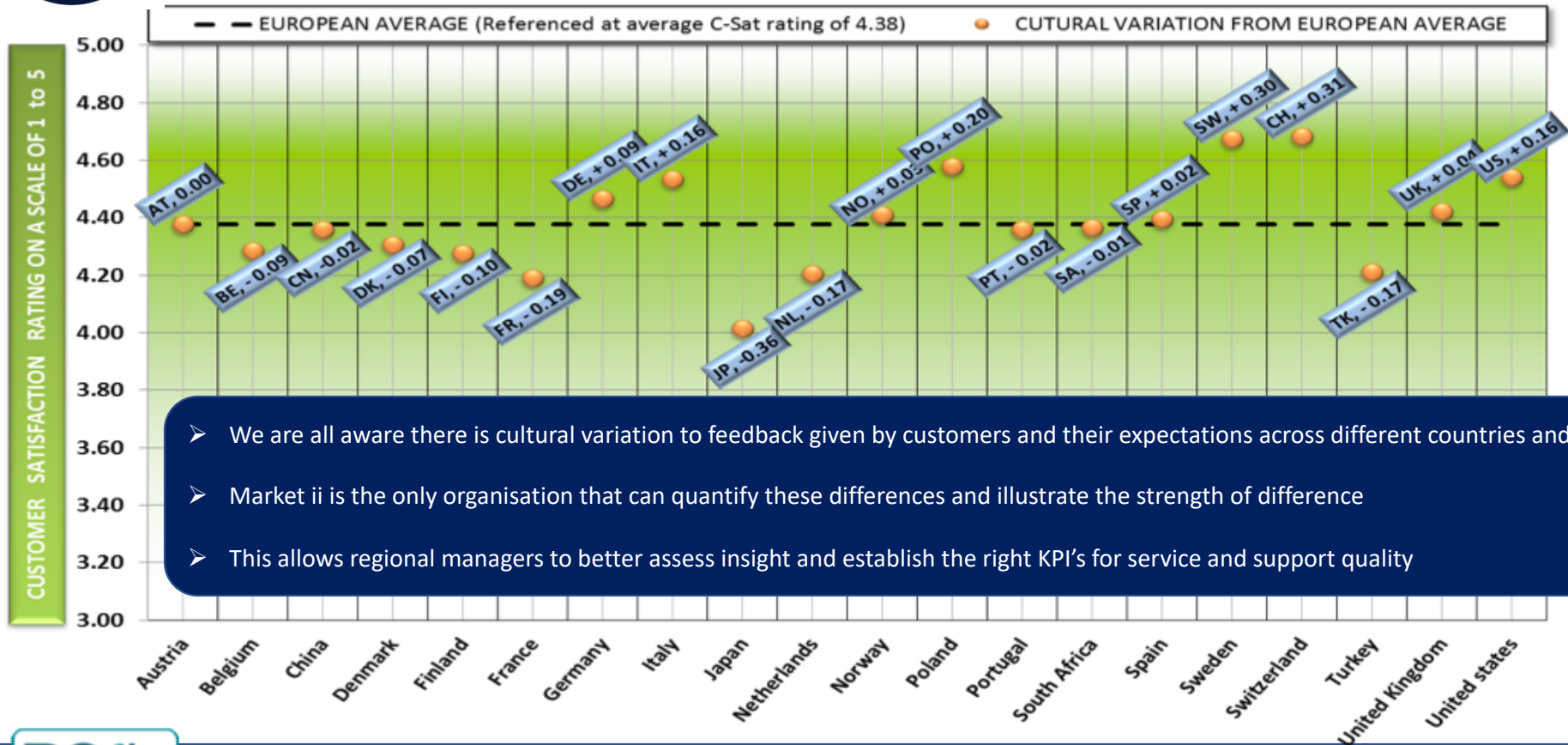
- By working with Market ii we can establish the best Return on Investment scenarios
- Reviewing and analysing historic churn rates against service and support performance we can illustrate how and where improved service delivery will increase NPS to affect reduction in your churn rates as well as increase sales







Cultural variation Analysis



- We are all aware there is cultural variation to feedback given by customers and their expectations across different countries and regions
- Market ii is the only organisation that can quantify these differences and illustrate the strength of difference
- This allows regional managers to better assess insight and establish the right KPI's for service and support quality



Frequency of insight into your organisation



As an integral part of our programs, Market ii run quarterly web ex sessions to review data, understand together the insight being provided by customers and build initiatives to improve and enhance your services and support.

We then run workshops at your location with key personnel to study the results, discuss the insight provided and then plan initiatives.

The workshops are also a prime time to review the ongoing programs, scripts, outputs.



Duncan Heal

CEO / Managing Director

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Listening to Customers Drive Customer Loyalty

BCFL Webcast

January 31, 2018

Colin Taylor, CEO & Chief Chaos Officer

The Taylor Reach Group, Inc.

Contact Centers & Loyalty

- The contact center is where we prove we deserve customer loyalty
- No one reaches out when they have no problem
- The contact center is where we can show our customers we are listening to them
- A well-resolved issue can increase loyalty to be higher than for a customer who never had a problem
- More than 50% of all customer interaction occurs through a contact center (both live and automated)
- More than 60% of problem resolution involves a contact center interaction with a live agent

What Creates Loyalty

- Our perceptions
 - Influenced by marketing/advertising
 - Word of mouth
 - Perception of value
- Our experiences throughout the customer journey
 - Pre-purchase
 - Purchase
 - Service
 - Problem management
 - Problem resolution

Influencing Experiences

- Within the contact center we influence perceptions and show how we value the customer, through;
 - Speed of answer
 - Ease of access (IVR etc.)
 - Knowledge of Agents
 - Professionalism
 - Ownership of issues
 - Empowerment of agents
 - Ability to connect with customers (engage and listen to the customer)
 - Resolution

Designing Your Center to Support Loyalty

- Customer Centricity
- Customer Experience
- Omnichannel

Customer Centricity

- Letting customer define the engagement.
- What channels they want to use.
- What control they can exert over their engagement.
- Engineer problems out as much as possible (proactive notifications/actions.)
- Ability to self-serve when desired
- Recognizing the customer
- Listening and responding.
- Acknowledging their importance.

Are You Company or Customer Centric?

company centric	customer centric
revenue	value
short term	long term
relationship	engagement
message	content
managed expectations	known expectations
proprietary solution	ecosystem
interaction	experience

Customer Centricity Gap Analysis

Measure the experience across all interaction channels

- Experience in the IVR
- Experience with the website
- Experience with mobile/apps
- Experience with the Contact Center (phone, chat, email.)
- Experience with delivery/fulfillment process

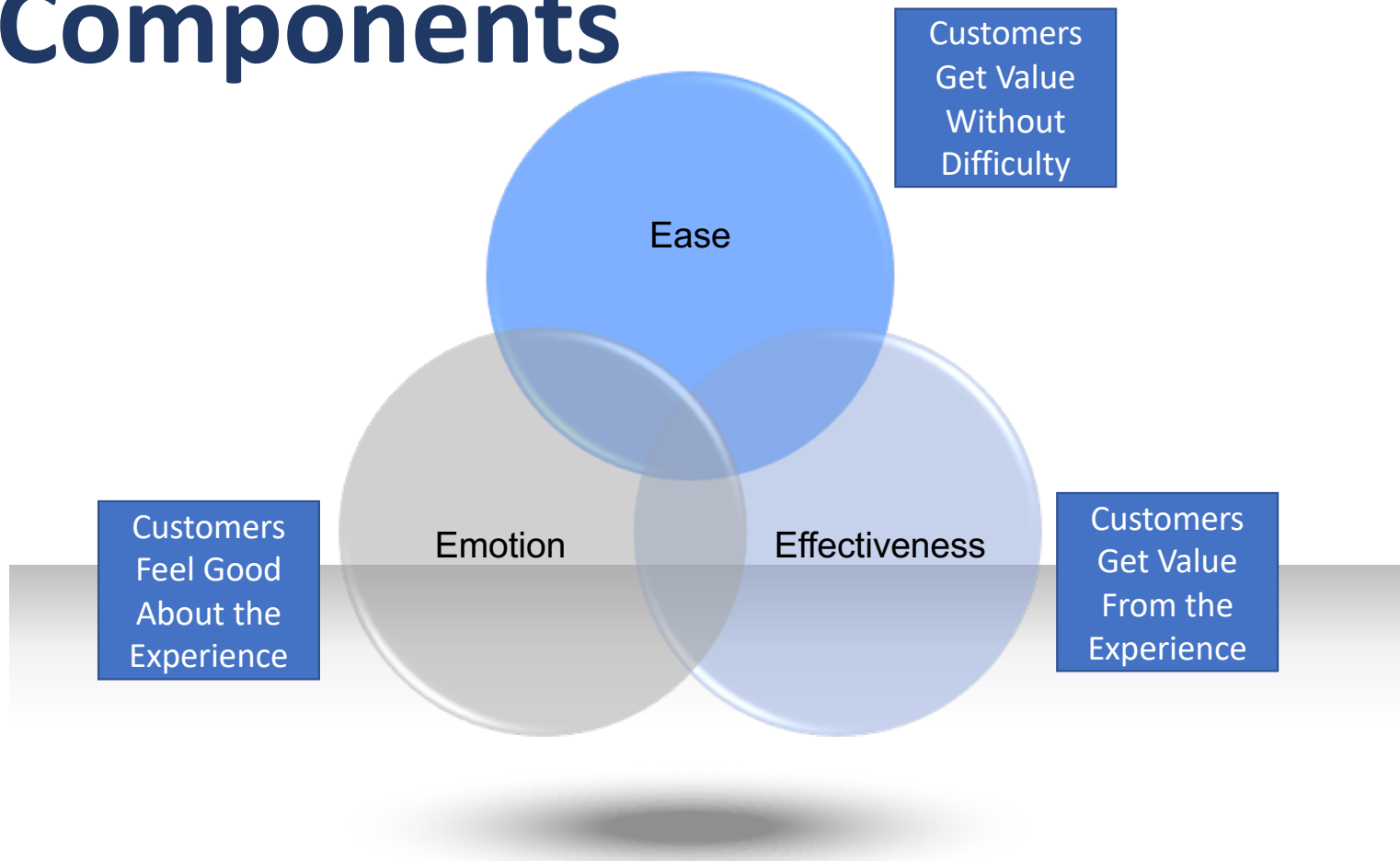
What Is Customer Experience (CX)?

Formal industry definition:

“How customers perceive their interactions with your company.”

- CX includes all channels of communications and interaction

CX Components



Taylor Reach CX Model

Each CX interaction can be viewed across three dimensions, that have the greatest impact on the customers perceptions, opinions and experience:

- Emotional connection.
- Rational connection.
- Customer effort.



Why Improve CX?

- Improve retention & recover potentially lost customers.
- Engage existing customers, improving satisfaction
- Increase cross-sell and up-sell success
- Reduce cost of new customer acquisition.
- Engage employees and reduce staff turnover.
- Reduce the cost of the feedback infrastructure.

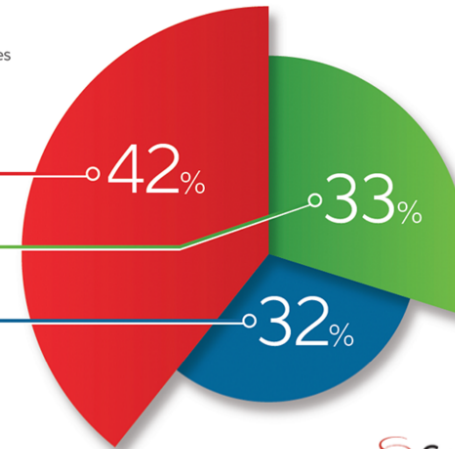
Why Improve Customer Experience

WHY IMPROVE CX?

The top three reasons why businesses proactively manage and invest in customer experience are to:

- 1 IMPROVE CUSTOMER RETENTION
- 2 IMPROVE CUSTOMER SATISFACTION
- 3 INCREASE CROSS-SELLING AND UP-SELLING

Addressing each of these reasons can positively impact bottom line revenue.



Genesys

Gartner reports that by 2016, 89% of marketing leaders expect to compete mostly on the basis of customer experience.

We know intuitively that better service and better experiences improve customer relationships.

CUSTOMER EXPERIENCE DRIVES SALES

In a transaction-based business, sales are driven by good customer experience.

ANNUAL REVENUE INCREASE PER CUSTOMER



SOURCE MEDALLIA ANALYSIS

HBR.ORG

140% increase in sales versus poorest experience

Over 400% tenure increase versus poorest experience

CUSTOMER EXPERIENCE DRIVES MEMBERSHIP

In a subscription-based business, membership is driven by good customer experience.

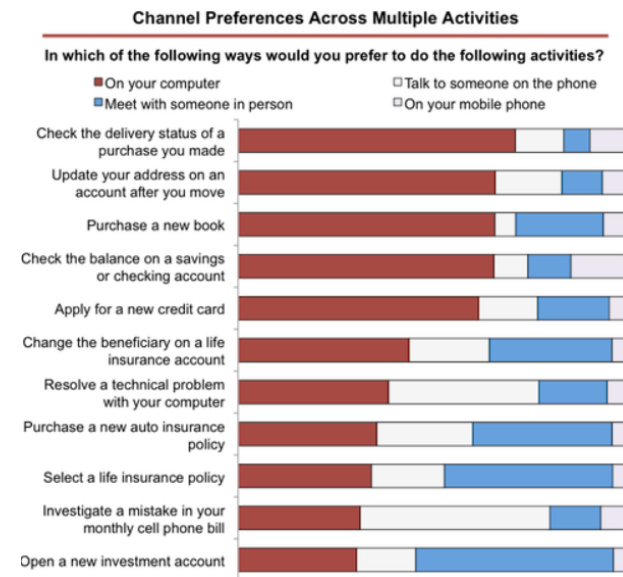
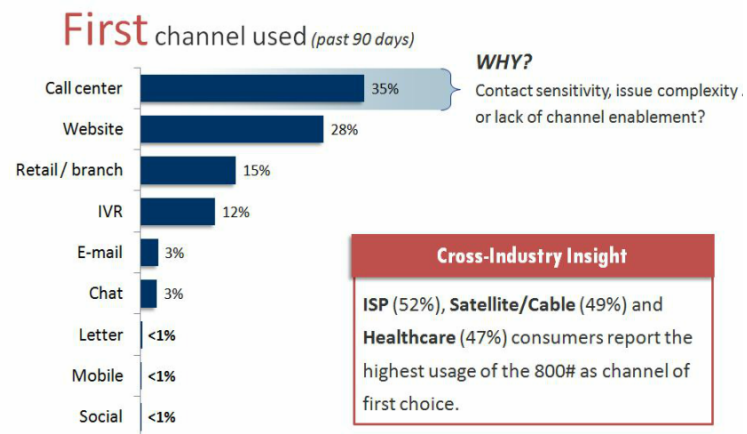
PREDICTED FUTURE MEMBERSHIP (YEARS)



SOURCE MEDALLIA ANALYSIS

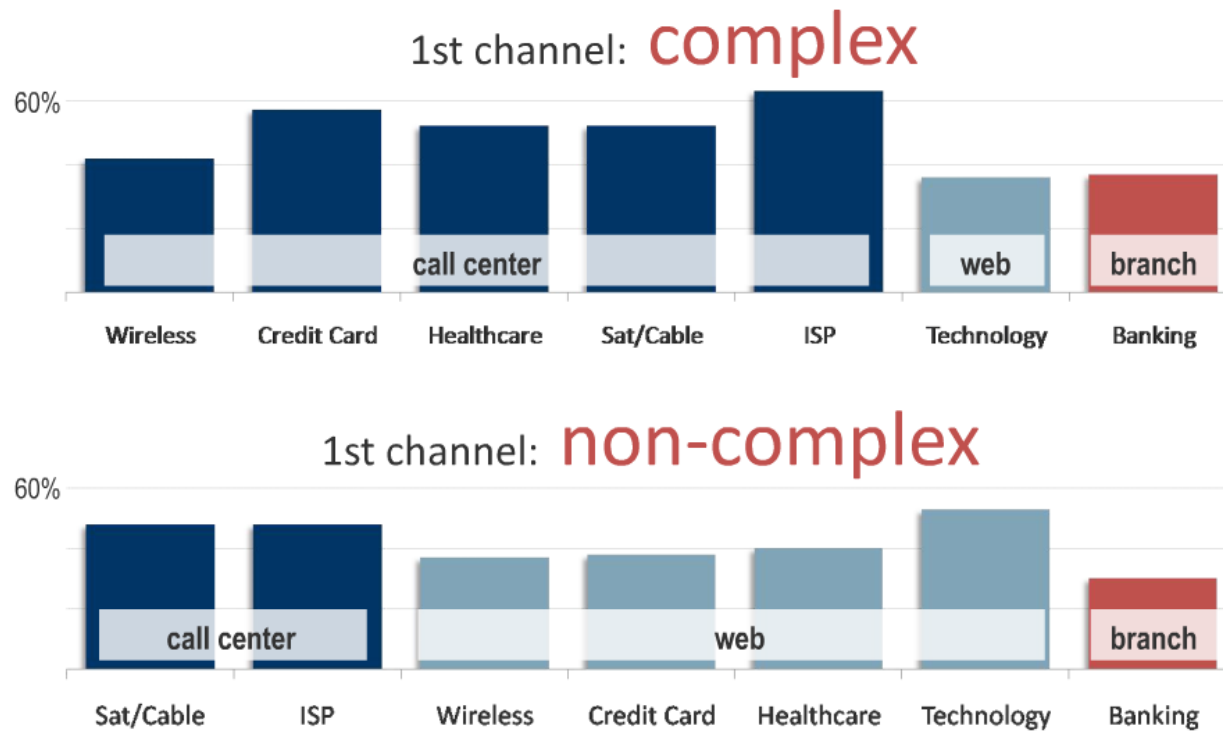
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The Role Of The Contact Center In Overall CX

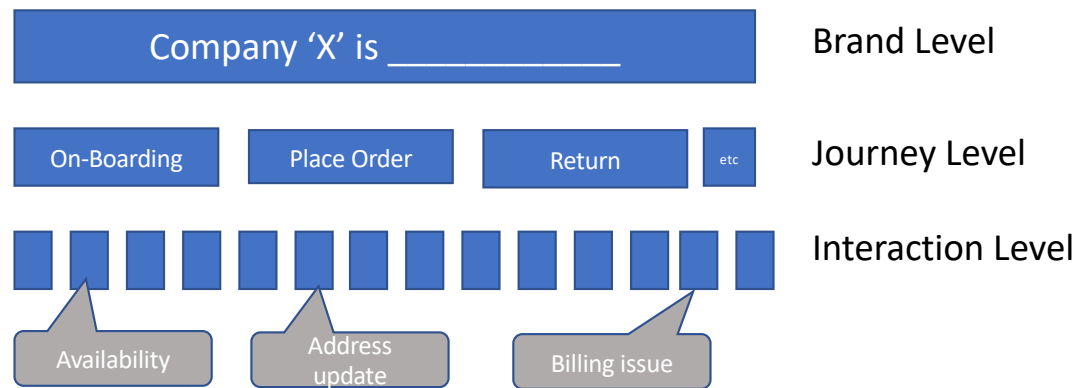


- More than 50% of all consumer interactions take place through a contact center

Perception of Easy vs Complex Determines Channel Preference



Levels of CX Perception



Multi-Channel vs Omni-Channel

Multi-Channel is the use of multiple channels (calls, chat, email, web, etc.) to provide service to customers. In practice these conversations occur in discrete channels. These discrete channels can lead to mis-communication.

Omni-Channel employs all of these channels, but rather than separate and discrete communication channels, Omni-Channel provides seamless switching between channels with real-time awareness and knowledge of the actions in any channel

Omni-Channel, CX and Loyalty

- 86% of consumers are willing to pay more for an upgraded experience.
- 84% of consumers are frustrated when the agent does not have information.
- 56% of customer just want the right answer, but 64% of customers do not trust the information given and 44% of customers confirm that they have received the wrong answer.
- Customer frustration leads to the following: 13% tell 15 or more people if they're unhappy. Conversely, 72% of consumers will share a positive experience with 6 or more people.
- 67% of consumers cite bad experiences as reason for churn.
- 85% of customer churn due to poor service was preventable. 11% of customer churn could be prevented by simple company outreach and 67% of customer churn is preventable if the customer issue was resolved at the first engagement.

Omni-Channel, CX and Loyalty

- 62% of companies view customer experience delivered by the contact centers as a competitive differentiator
- 58% of callers have visited the web before calling.
- 34% of callers are on the web while talking to a rep.
- 44% of millennials surveyed expect their experience to be consistent across all devices.
- 60% said that they expect the same experience across all customer touch points.
- < 3% of companies deploying (deployed) omni-channel.
- 97% of companies say they are investing in omni-channel.
- 89% of customers get frustrated because they need to repeat their issues to multiple representatives
- 67% of customers don't care what channel is used.

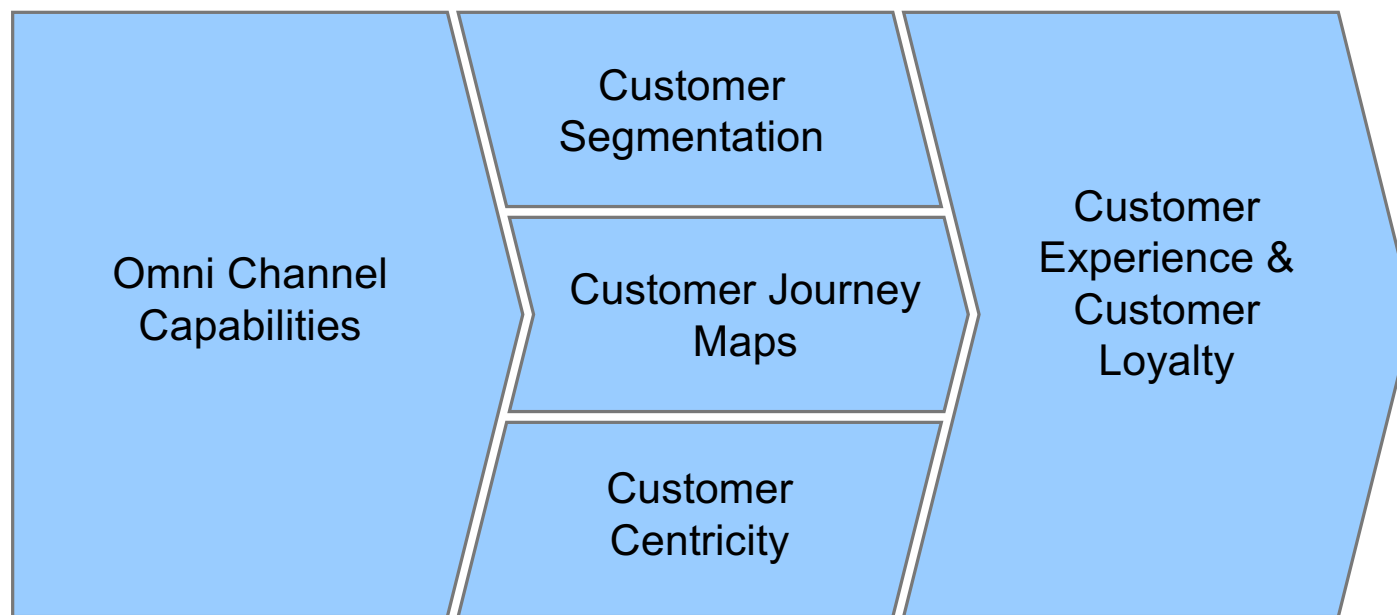
Using Omni-Channel to Build Customer Experience (CX) and Loyalty

- Omni-Channel can deliver consistent service regardless of channel of interaction, while eliminating multichannel communication gaps
- Omni-Channel can support differentiated service for different customer segments and different customer journeys
- Omni-Channel can be a highly effective tool to support CX, customer centricity, customer satisfaction, retention and loyalty.

Omni-Channel & Customer Centricity

- More consistent experiences and interactions,
- Superior understanding and appreciation of the customer POV and issues or concerns
- More detailed and applicable notes in CRM informs better recognition and future actions

The Loyalty Value Chain



Questions



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The Taylor Reach Group, Inc.

- We are a call/contact center and customer experience consultancy, established in 2003 with offices in New York, Toronto, Atlanta, Bangalore, Beijing, Hong Kong, and Sydney.
- All Taylor Reach team members have between 20 to 40 years of 'hands-on' operational and executive management contact center experience.
- Taylor Reach clients include Fortune 500, Global 1000 and SMB organizations across all verticals.

Thank You!

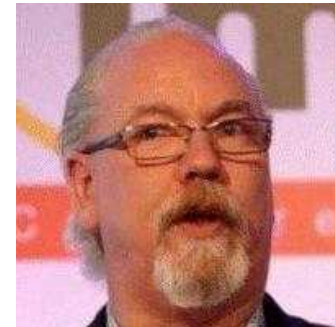
Q&A



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