



Build Customers for Life

WEBCAST SERIES

CX Analytics is the New Driver in Customer Loyalty

Presented by



Featured Speakers



Hamza Bin Ikram, Chief
Client Analyst, Market*i*



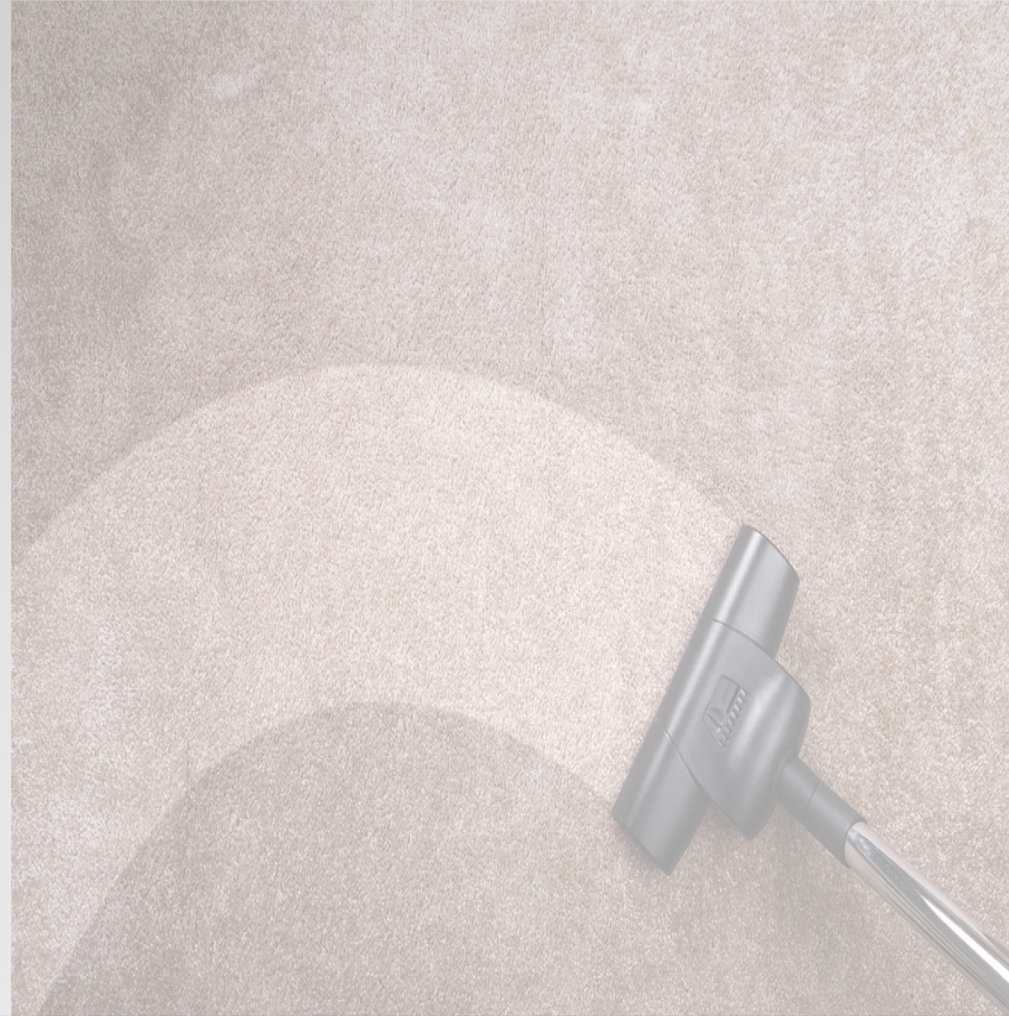
Brian LaRoche, Director,
Outreach Marketing,
CallMiner Eureka



Peg Ayers, Senior Consultant,
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.






Driving Customer Loyalty through Contact Center CX Analytics

CRMI Webinar
June 7, 2018

Peg Ayers, MBA, CCXP, Senior Consultant
The Taylor Reach Group, Inc.



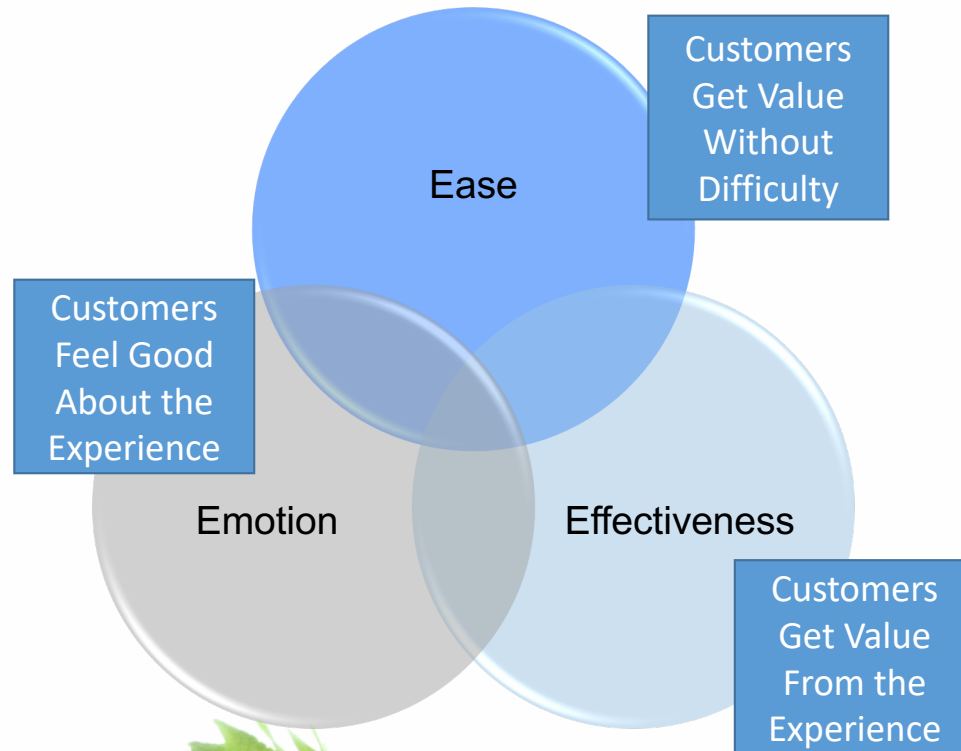
Front Lines of Loyalty

- Customers contact us with issues and problems
- Nobody gets in touch just to say “good job!”
- Our most loyal customers are those for whom we’ve solved problems

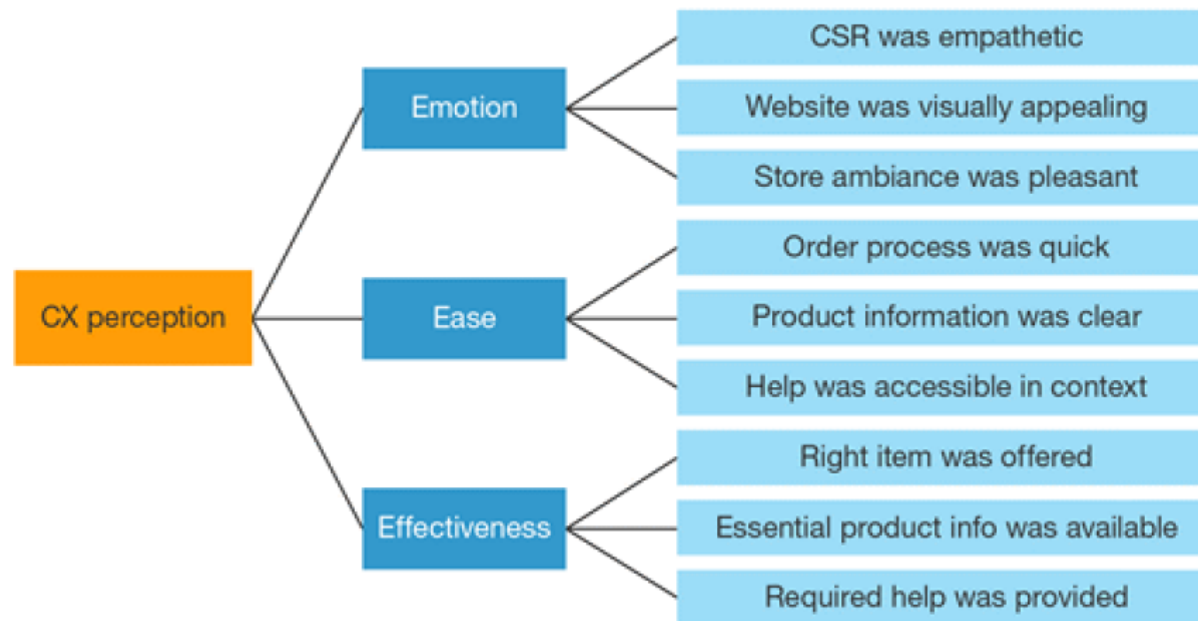
Our contact center staff can make or break customer loyalty



CX Components



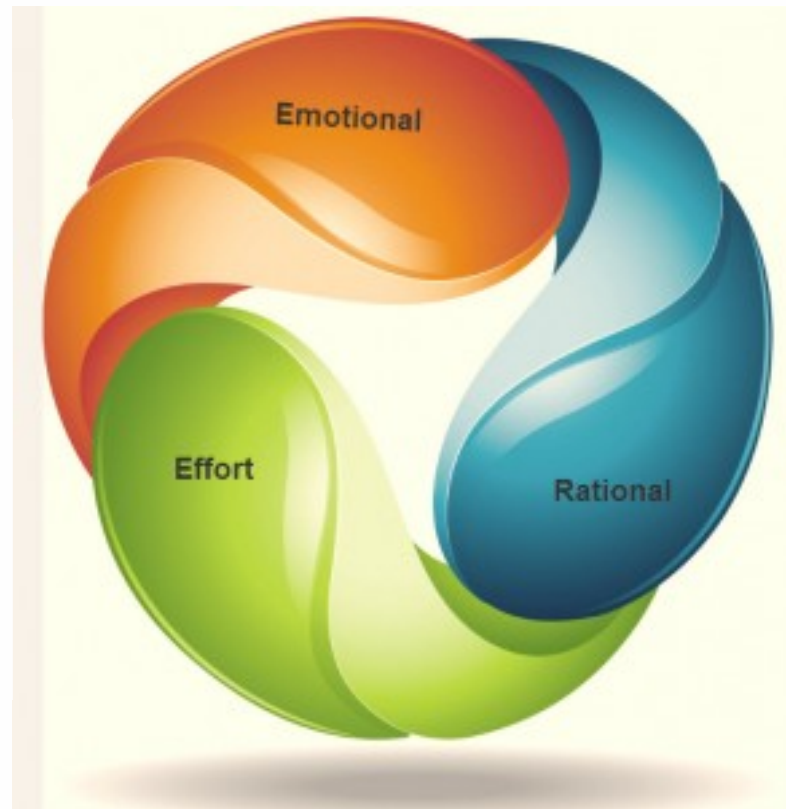
Elements of CX Perception



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.



Best CX Metrics

	NPS	CXi	CSat	CES
Shows brand alignment	✓			
Focused on customer's feelings and perceptions		✓	✓	✓
Reactive and focused on aggregate view of many events			✓	
Specific to moment of truth		✓		✓
Internal focused	✓			
Drives internal and external goals		✓	✓	✓
Provides feedback on elements of customer's experience		✓	✓	✓
Gives indication of improvement areas		✓	✓	✓
Aligns to customer experience cycle and customer journey		✓		✓
Relates easily to other CX metrics		✓		✓



Quality Assurance

- Simplicity is paramount
- Feedback is Actionable
- Coach with recordings
- Use for process improvement



Nuts and Bolts

- SL-Service Level
- AHT-Average Handle Time
- Hold Time
- Employee Attrition



Thank you!

The Taylor Reach Group, Inc.

www.thetaylorreachgroup.com

Email:

info@thetaylorreachgroup.com

Phone:

647.428.5811 x102



MOST CUSTOMER AWARDS
FOR BEST USE OF
SPEECH ANALYTICS

CRMI Building Customers for Life

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



Brian LaRoche
Marketing Director





The Simple Value of Automated Interaction Analytics



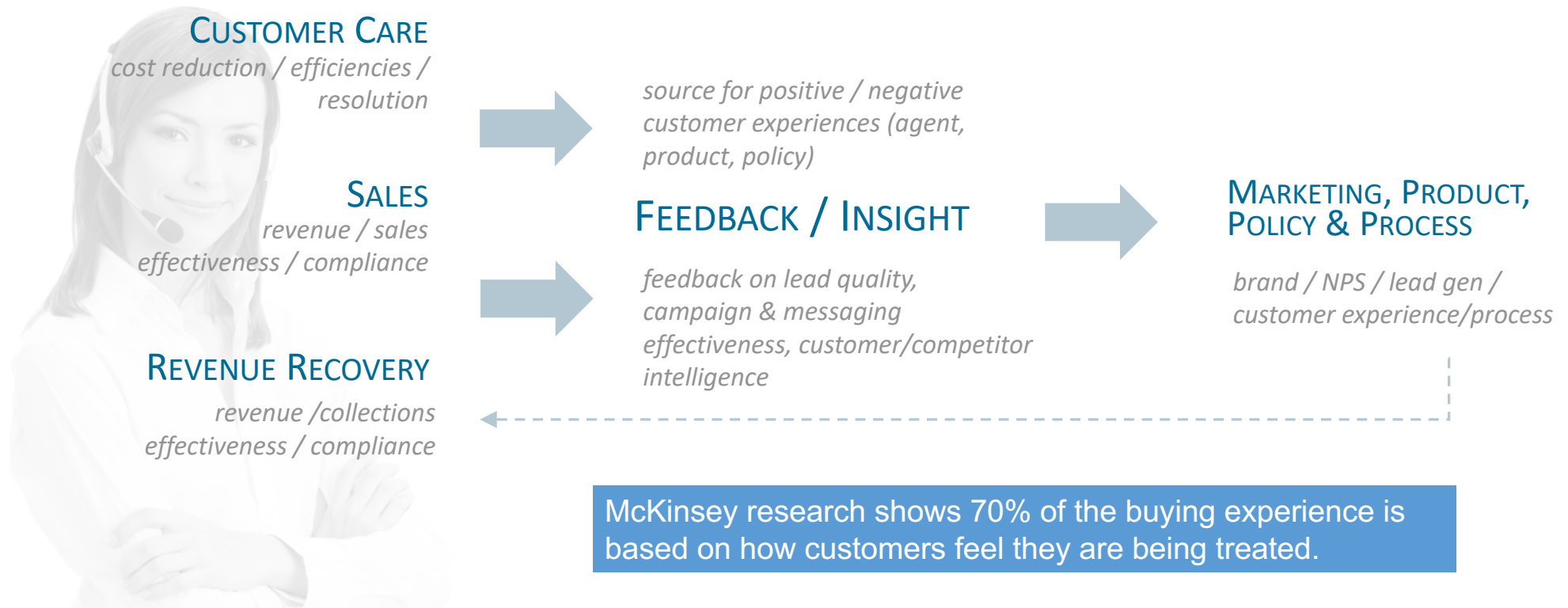
"If you can't measure it, you can't improve it."

Peter Drucker

Proprietary & Confidential, CallMiner Inc.



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





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.



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

Why are customers contacting you?

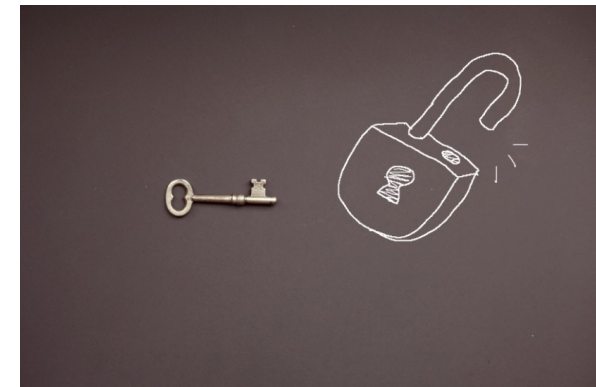
Leveraging Interaction Analytics to assess, trend and predict these drivers allows contact centers the critical insights to make appropriate course corrections to improve products, channels, services, processes, efficiencies and most importantly, **OUTCOMES**.





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





Customer Interactions



Audio Capture

Interaction Metadata

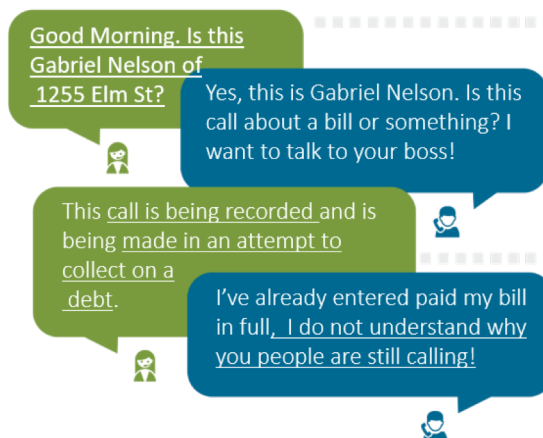
Customer ID: 1298281
Call ID: 394802
Collector: Gabriel Nelson
Account: Marine Bank
Supervisor: Jay Gatsby
Date: Aug 27, 2015 – 9:36AM
Direction: Inbound

CRM Data

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

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

Automated scoring

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

Top Rank Compliance Risk

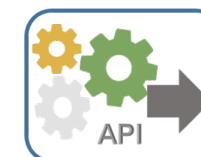
"Your Compliance Risk score is the lowest on the team. Keep it up!"

FEEDBACK

Search, Trend, Discover,
Compare, Report

**ANALYZE**

Automated Quality and
Performance Management

**EXPORT**

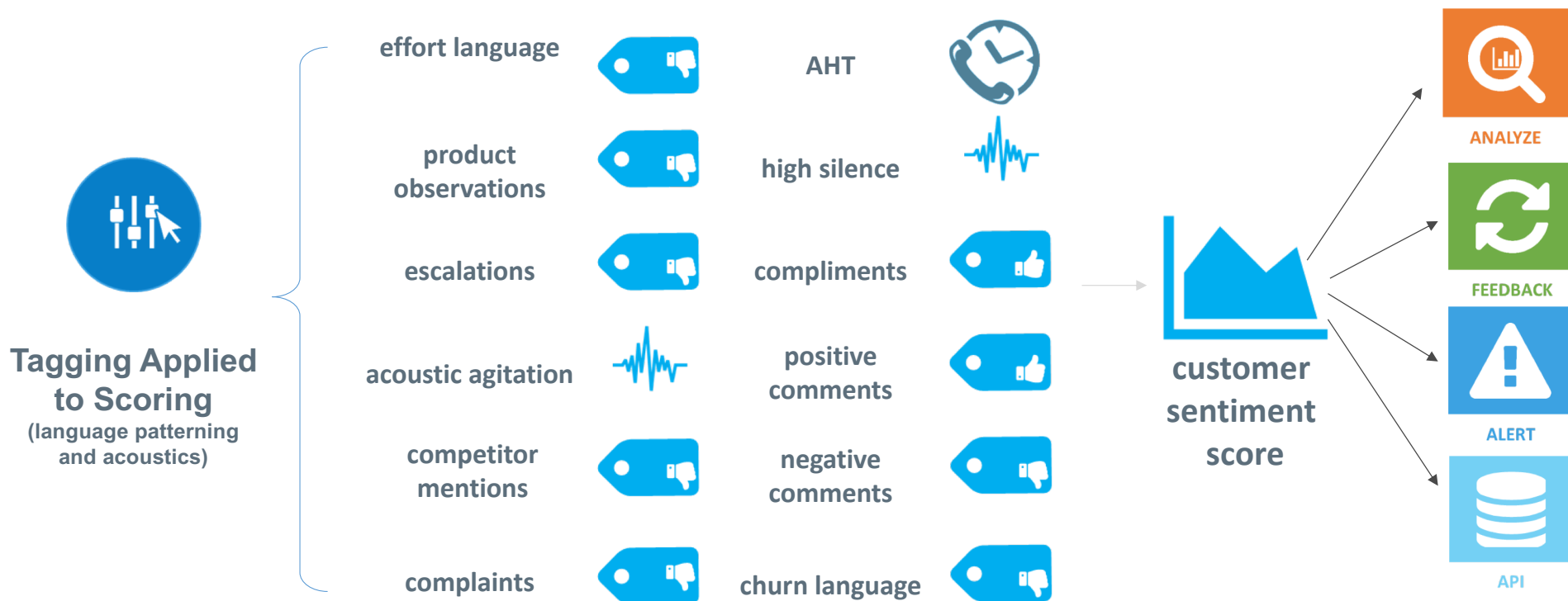
3rd Party Applications such as
CM Systems Gamification,
Tableau, etc.

Proprietary & Confidential, CallMiner Inc.



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)

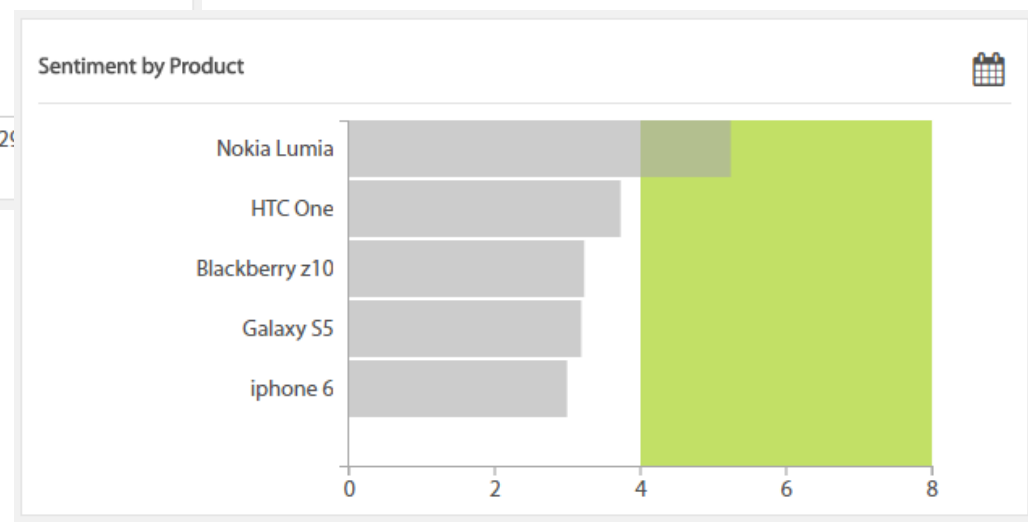
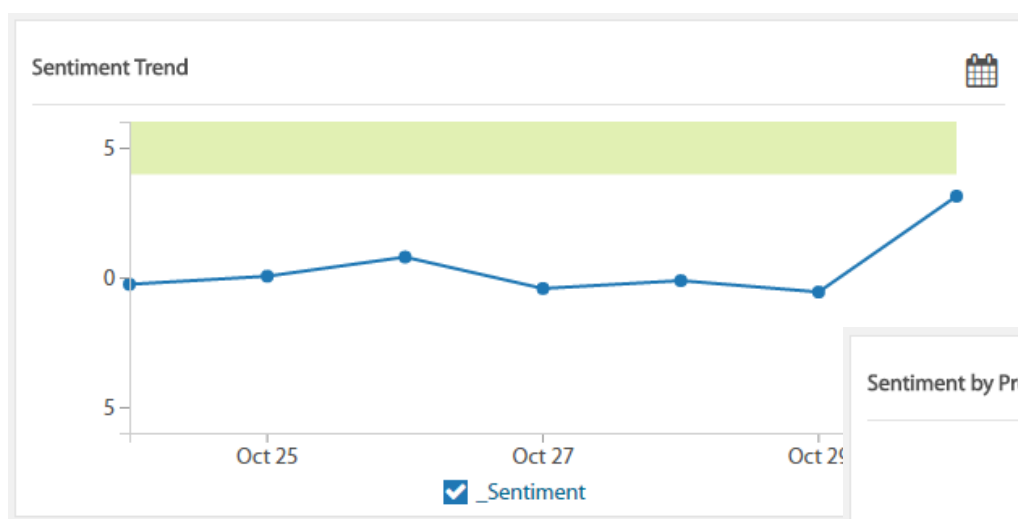


Analyzing Results at the Product Detail Level

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



Take free a **CX Audit** with  **Eureka** CallMiner



 www.callminer.com/demo



*A no cost, “Proof of Concept”
CX Audit of your customer
interactions- Your Audio
Recordings and Metadata
through our Contact
Analytics Platform*



Thanks !



Brian LaRoche
Marketing Director



Phone (781) 547-4052

email: brian.laroche@callminer.com

Websites:

www.callminer.com

www.engagementoptimization.com



How to turn your customer feedback into customer insight



Market ii background
























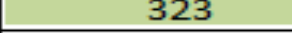


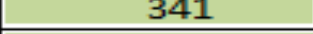


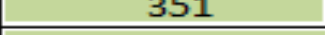


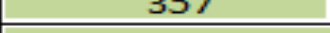


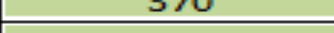


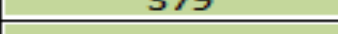


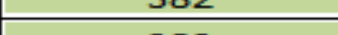


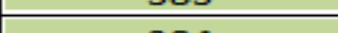


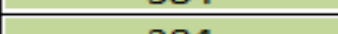


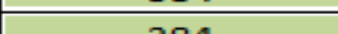





- Help organisations understand how to provide exemplary service quality
- Develop programs to increase customer loyalty and market share
- Use insight to improve operational effectiveness
- Clients in Technology, Medical, Financial, Retail and others
- 50,000 survey calls and 25,000 email/web surveys 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

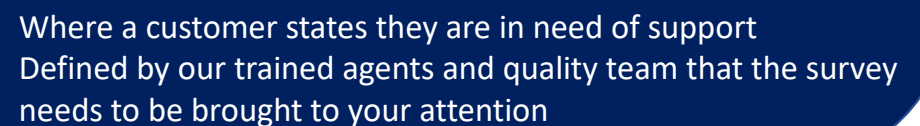


<i>Customer interactions</i>	<i>90% (+/-10%)</i>	<i>95%(+/-10%)</i>	<i>95%(+/-5%)</i>
50	 29	 34	 45
100	 41	 50	 80
250	 54	 70	 152
500	 60	 81	 218
750	 63	 86	 255
1,000	 64	 88	 278
1,500	 65	 91	 306
2,000	 66	 92	 323
3,000	 67	 94	 341
4,000	 67	 94	 351
5,000	 67	 95	 357
10,000	 68	 96	 370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



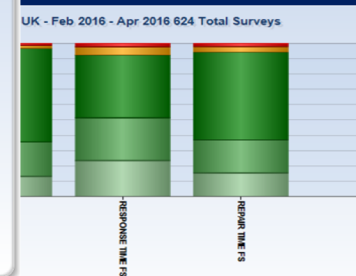
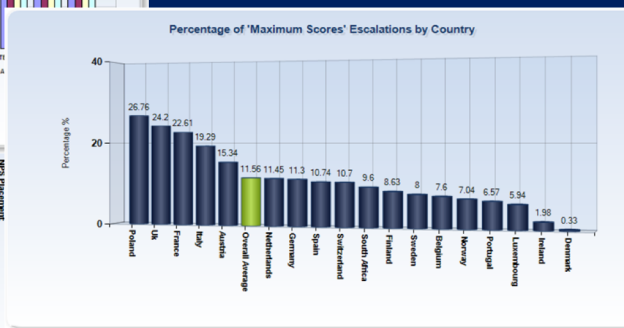
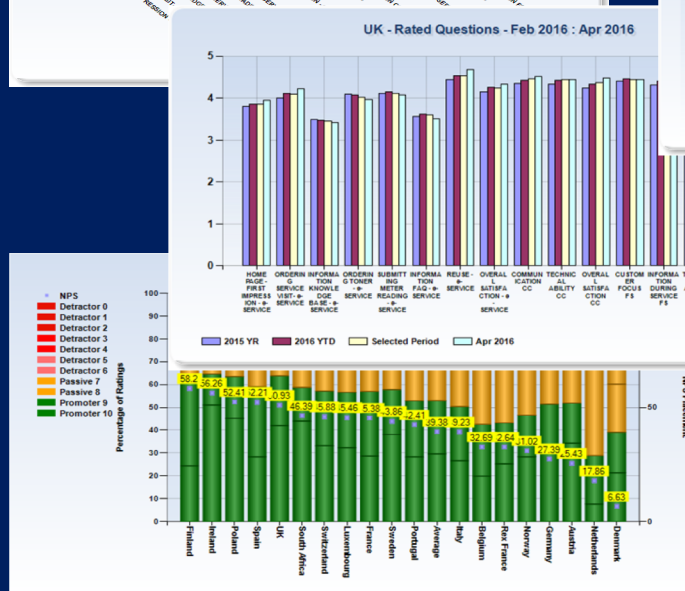
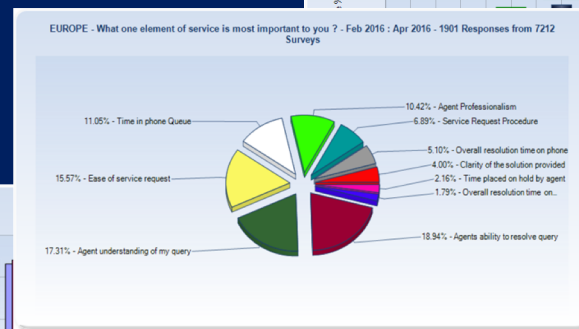
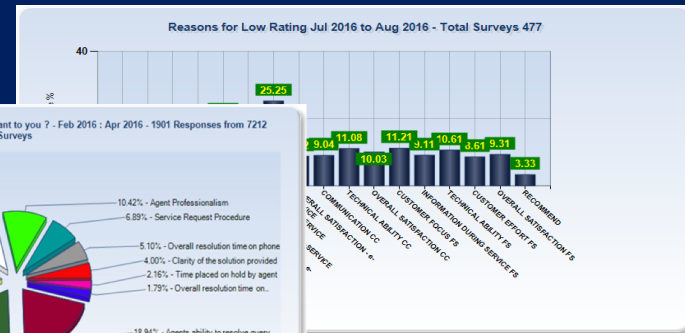
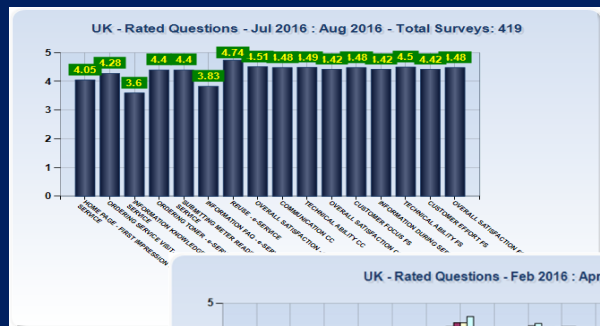
How well is your data segmented ?



[illegible]

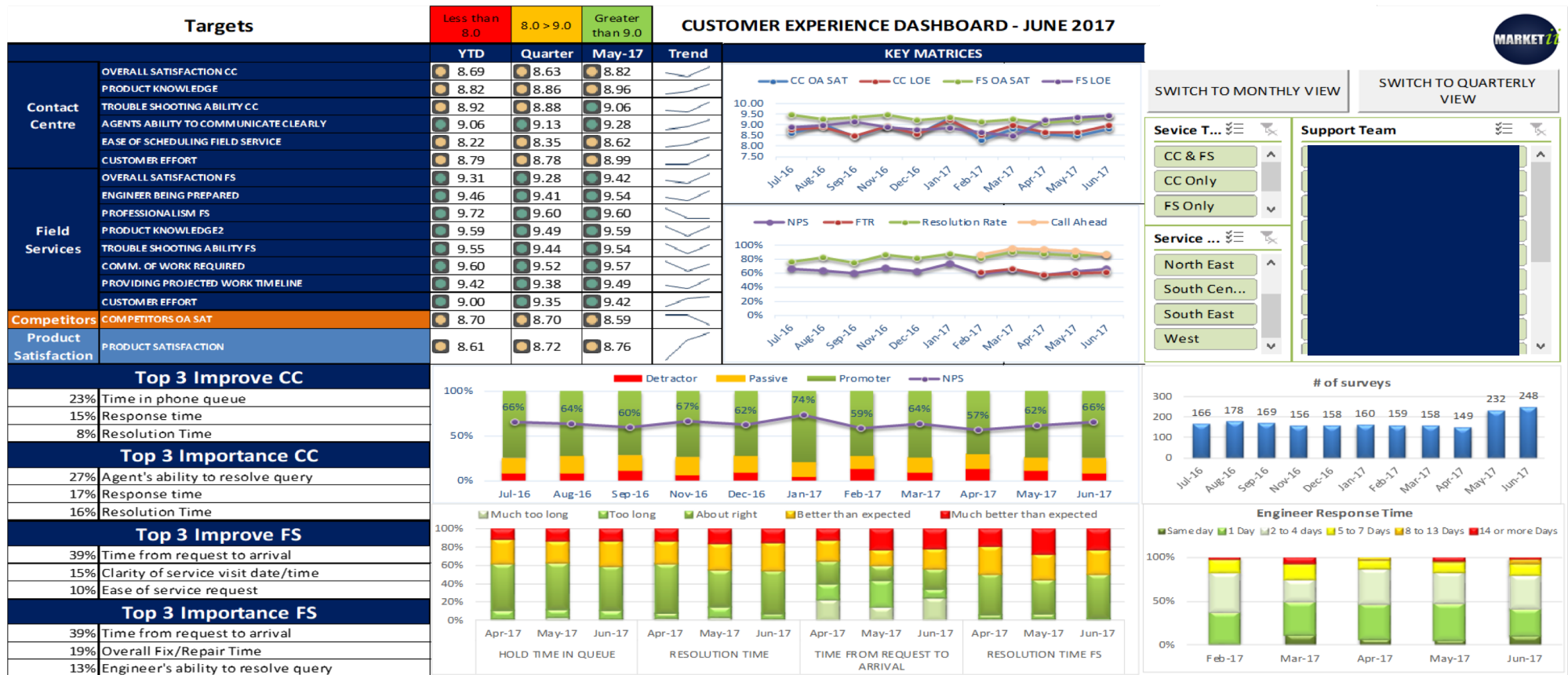


Basic report production





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

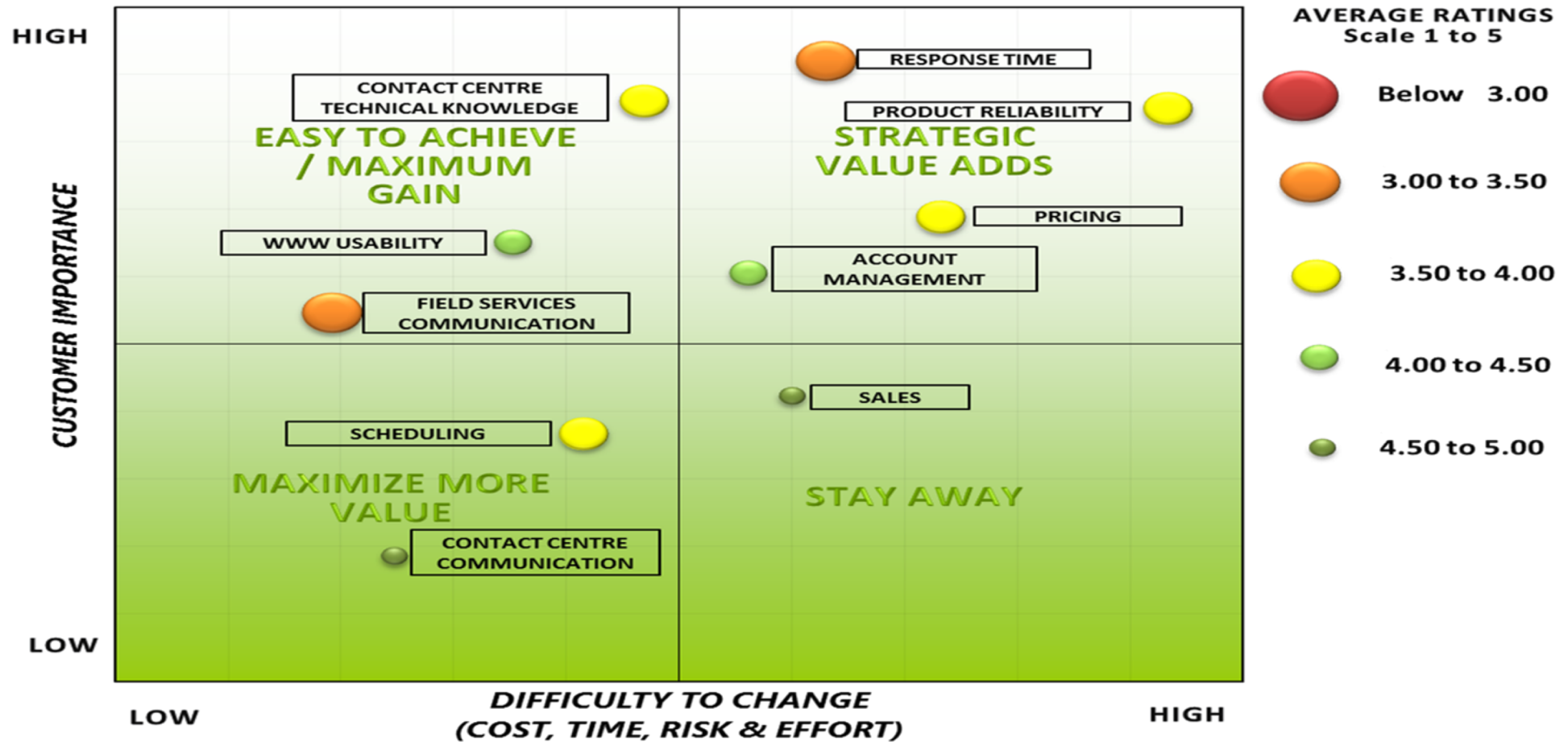
Relative Importance Analysis (Ordered Logit): NPS Spread by Zscore

	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;

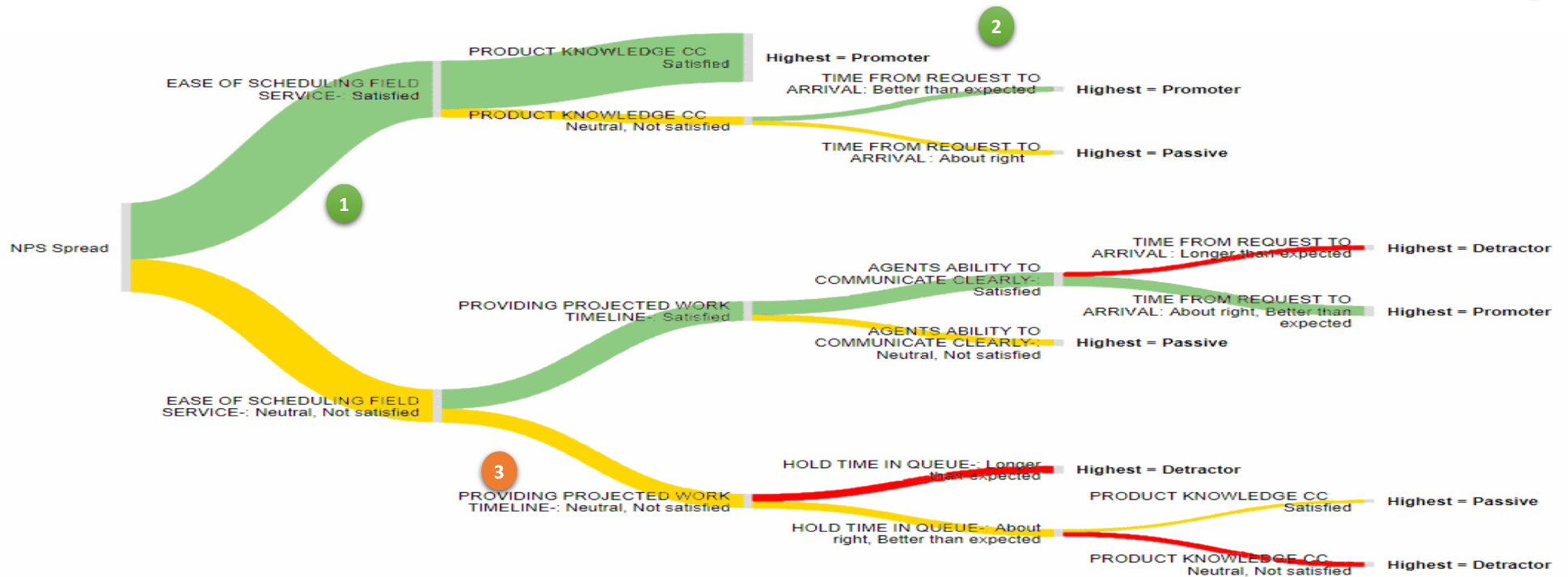


Strategic Priority Matrix





Path Analysis and Predictive modelling



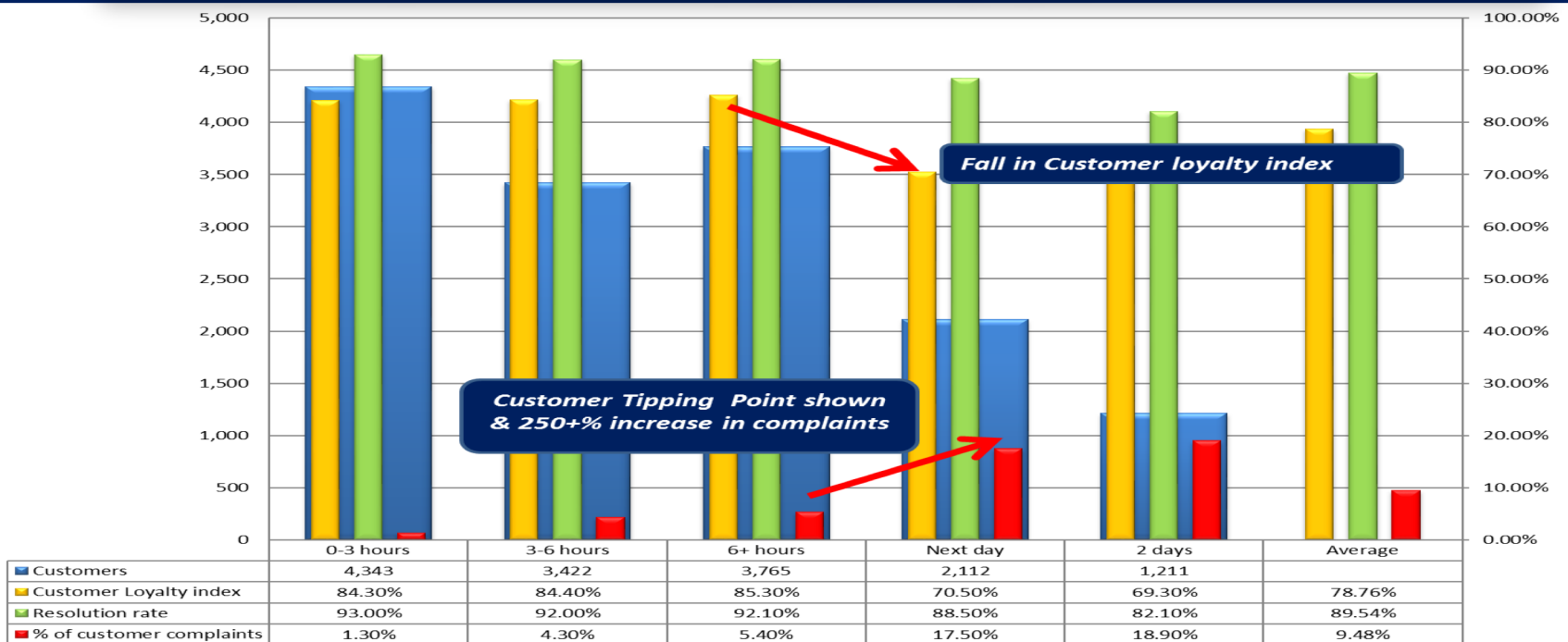
- 1. **Ease of Scheduling Service** seen as most influential element to NPN
- 2. Where customers are satisfied with this then Product Knowledge at CC is seen as next biggest influence which when done well give **Promoters**.
- 3. Where Ease of Scheduling FS followed by Projected work timelines is not 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

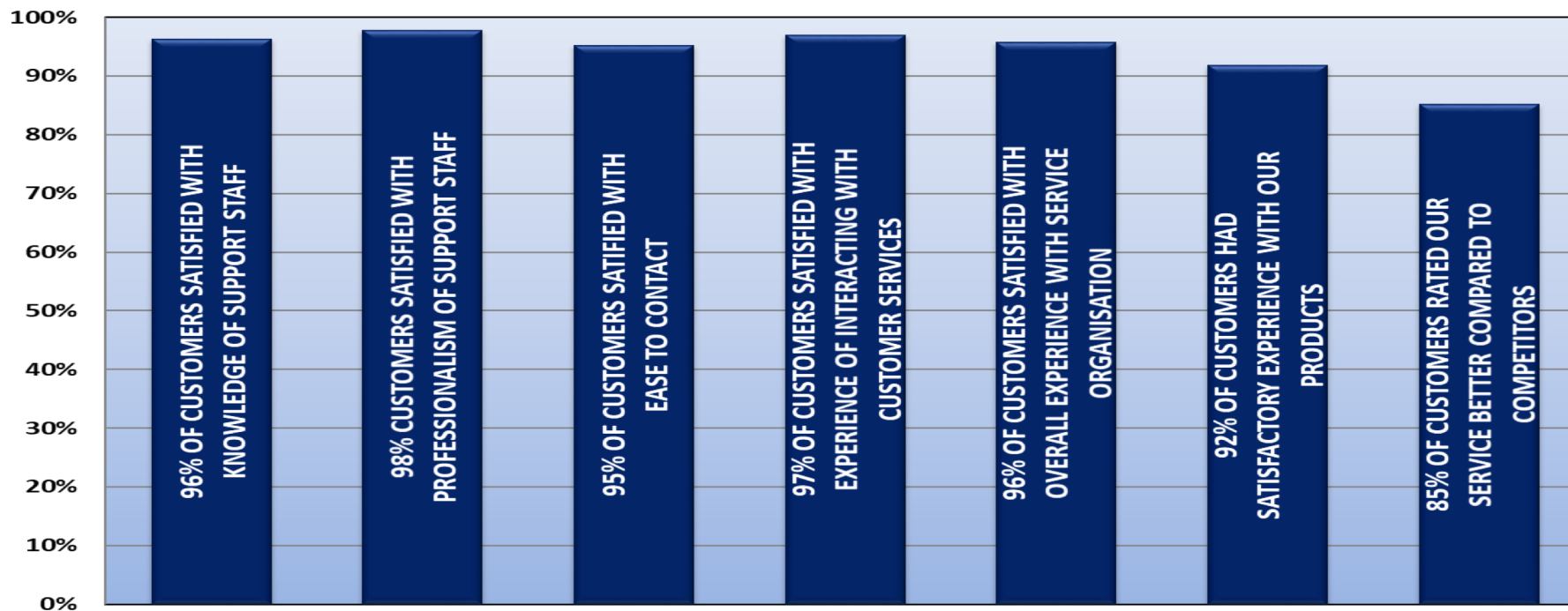




Use insight to retain and win more business



- 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





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.

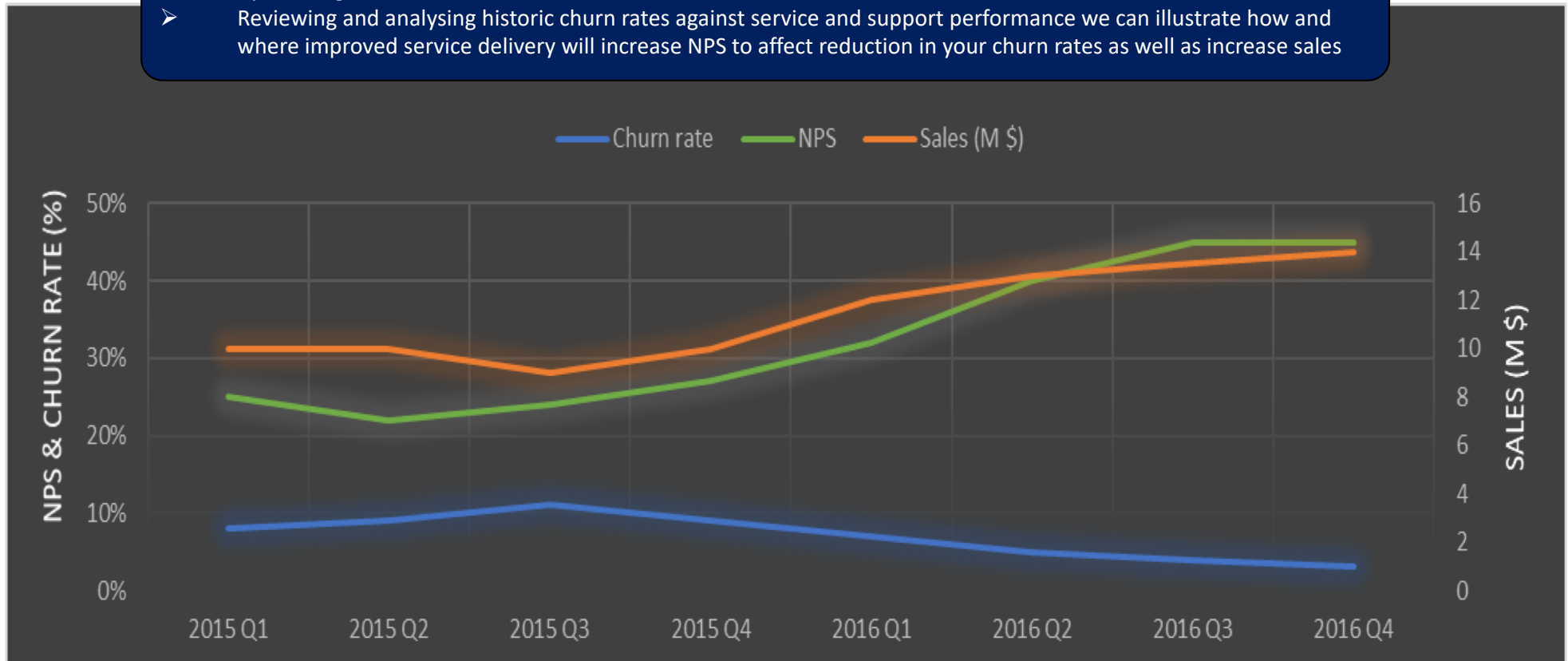
Life cycle Stages	Sales & Marketing Contracts	Implementation / Installation / Go live	Ongoing Client Services & Support	Invoicing & Billing	Account / Relationship Management	Intentions / Outcomes
TOUCH POINTS & SCORE CARD	Marketing	Advice & Consultation	Issue handling	Reporting	Concern / Commitment	Loyalty
	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	1	1	1	1	1
	2	2	2	2	2	2
	3	3	3	3	3	3
AREA HIGHLIGHTED AS MOST IMPORTANT TO CLIENT	1	1	1	1	1	1
	2	2	2	2	2	2
	3	3	3	3	3	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



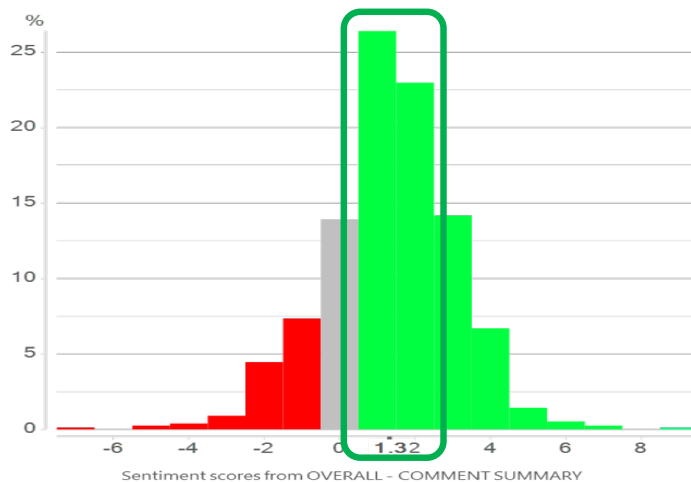


Key Sentiment Analysis



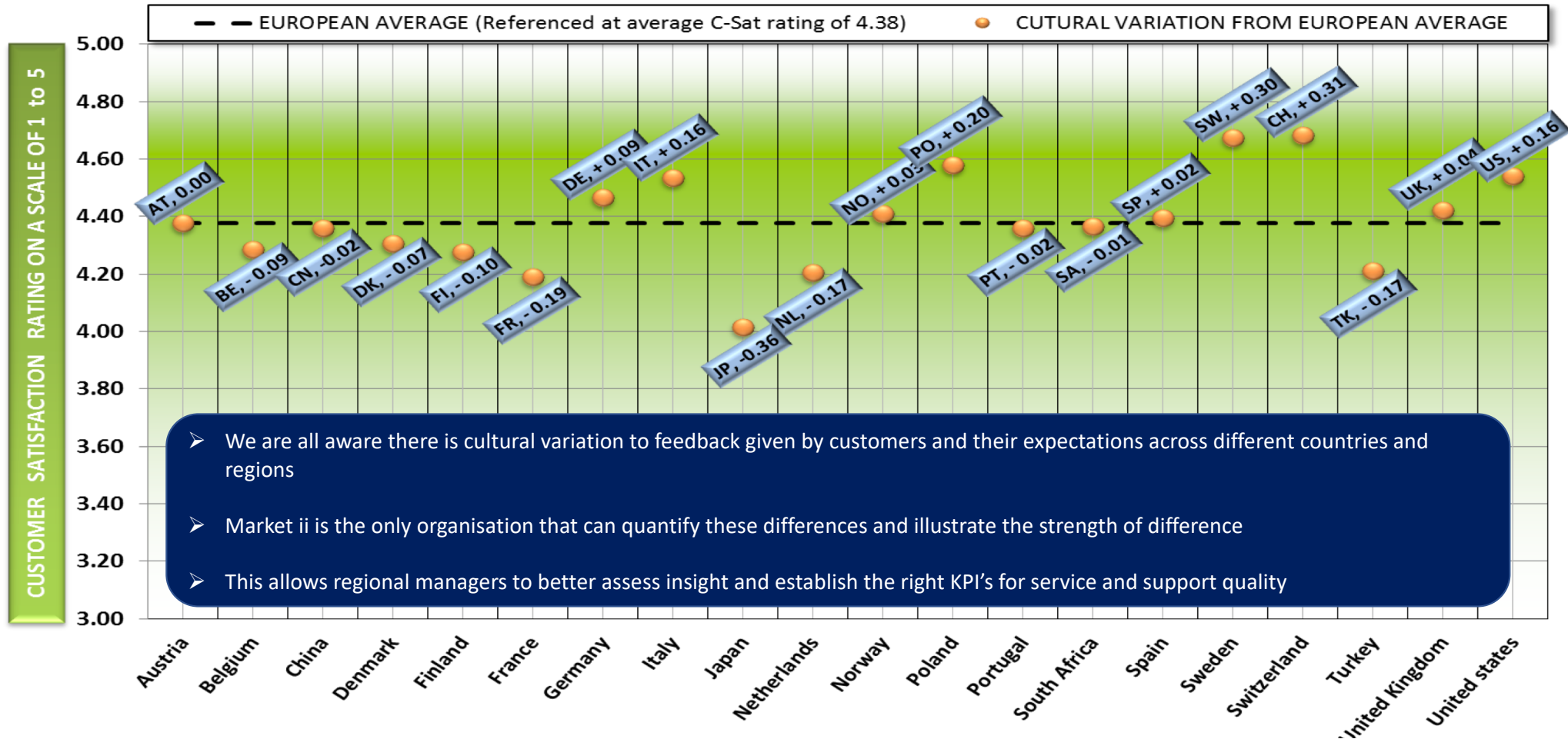
- Sentiments analysis is based on frequency of positive/negative words/phrases that appear in customer comments in either support feedback surveys, social media, chat support, email, text, etc.
- Most efficient way to quantify customer sentiments in big data
- Below example shows an average score of 1.32 with majority of customer comments ranging between a sentiment score of 1 and 2

- Word cloud help synthesise the large bank of customer comments
- Understand the key words, phrases and pattern in customer comments
- Below example shows GOOD SERVICE as most dominant words, however, PROBLEM and ISSUE also appear in high frequency.
- Further cleansing and turning words into phrases will better help understand the patterns





Cultural variation Analysis





Frequency of insight into your organisation



An illustration showing six people sitting at a long table, viewed from behind. Above them is a large lightbulb with a brain inside, connected by dashed lines to various business icons: a cloud, an envelope, a paper plane, a coin, a magnifying glass, a refresh arrow, a speech bubble, a laptop, a calculator, a gear, a checkmark, a document, a clock, and a bar chart.

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.



Hamza Bin Ikram

Chief Client Analyst
hbikram@marketii.com
www.marketii.com
0044 203 947 6018

Duncan Heal

CEO / Managing Director
dheal@marketii.com
www.marketii.com
01144 - 7720 391 779

Thank You!

Q&A



Hamza Bin Ikram, Chief
Client Analyst, Market*i*



Brian LaRoche, Director,
Outreach Marketing,
CallMiner Eureka



Peg Ayers, Senior Consultant,
Taylor Reach Group

Learn More About The CX Playbook Strategy

Contact: Bill Moore
VP, CRMI
bmoore@omegascoreboard.com
800-711-5196

