Future Collaborative Approaches to Omni-Channel Analytics

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JOURNEY ANALYTICS

visits website → calls contact center → sales emails information → sales calls back → purchases product → posts about experience

- 82% revenue from journeys with > 3 touches
- 17% post about their experience on social media

LISTEN TO YOUR CUSTOMERS. IMPROVE YOUR BUSINESS.
IMPORTANCE OF METADATA

**Interaction Metadata**
- Customer ID: 1298281
- Agent: Gabriel Nelson
- Department: Sales
- Supervisor: Jay Schmidt
- Date: Oct 15, 2012 – 9:36AM
- Direction: Inbound
- DNIS: 800-555-5595

**Workforce Metadata**
- Agent tenure: Senior
- Service level: 94%
- Shift time: 3.25 hours
- Skill set: Technical Sales

**CRM Data**
- Customer ID: 1298281
- Customer tier: Gold
- Customer ACV: $1,649
- Products: Triple Play
- City: Fort Myers
- Subscribe date: 8/23/2010
- Successful sale: Yes

**Marketing Automation Data**
- Campaign: Bing PPC Mobile
- Geo location: Northeast
- Lead score: 110
ENGAGEMENT OPTIMIZATION

Discover the optimal path to increase speed and rate of positive outcomes
**Engagement Insight “Models”**

- **Language patterns**
  - sales / marketing
  - technical support
  - customer service
  - collections
  - communications
  - utilities
  - retail
  - banking
  - healthcare
  - insurance
  - technology

- **Scores**
  - reasons
  - procedures
  - behaviors
  - outcomes
  - products
  - competitors
  - features
  - agent performance
  - compliance risk
  - customer sentiment
  - net promoter
  - churn risk
  - sales effectiveness
  - efficiency rating
COLLABORATIVE MODEL DEVELOPMENT

- Crowd/team enabled insight model development
- Community enabled insight model sharing
Heuristic Improvements

* Users offer corrections
* System learns from feedback
* Use the constant eye of the users to find and correct transcription and category errors, and feedback into the system
AUTOMATED MODEL CREATION

* Automatic semantic based topic identification & model generation
* Tools to support and simplify
  - Recommendations
  - A/B comparisons
  - Word flow diagram
Based on existing usage and social influence, anticipates what information and insight you are seeking next...

Search “Customer Saves” returned 425 new results in last 24 hours... 32% more than last time

Category “Dissatisfaction” is trending up by 35% with calls that also mention category “Product A”

32 of your Agents have calls with >60% silence, is there a problem?

“Policy Change” is suddenly appearing near most Dissatisfaction mentions
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THANK YOU

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