Understanding Caller Interactions to Deliver Better Customer Experiences with End-to-End Call Analytics

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The Challenge: Visibility into the Voice Channel

• The voice channel remains the top choice for customers wanting to resolve complex issues

  56% of people favor the phone as the channel for customer service  
  — Ovum 2010

  We found that a staggering 57% of inbound calls come from customers who first attempted to resolve their issue on the company's website.  
  — Harvard Business Review, 2010

• Studies show that customers who have a bad voice customer experience are likely to take their business elsewhere

• In spite of its importance, insight into customer experience in the voice channel remains poor
The End-to-End Caller Experience

End-to-End Caller Experience = IVR + Transfer + Agent(s) Interactions

What key insights are customer focused companies looking for?

- Why are callers leaving the IVR?
- Are calls being transferred to the right agents?
- Are callers getting a seamless end-to-end experience?
- Is something happening with the product or market that is generating calls?

Why?
So that they can:

- Reduce transfers
- Maximize call automation (IVR)
- Improve Agent Efficiency
- Optimize customer satisfaction
Capturing the End-to-End Experience

Callers → TFN Provider Network → IVR → Call Center
Capturing the End-to-End Experience

Analysis of whole call recordings to understand the end-to-end caller interaction (IVR + Transfer + Agent)

- No dependency on logs, no need for data cleanup
- No need for up-front CAPEX
- End-to-end view of the call (IVR + agent) without complex integration
- Support from experts to derive meaningful insight and recommendations
Gain Big Picture Insight from the Dashboard

Key Metrics (Call Volume, IVR Containment, Routing Accuracy) by Call Reason

Daily Trending of Call Statistics and IVR Performance Metrics

Frequency of Repeated Info Request
Identify potential mis-routes by comparing reason for call in the IVR and agent.

Drill-down into Misroutes from IVR to Agent
Advanced Search to Find the Most Relevant Calls

Filter/Search Options

Advanced Text Search Patterns

List of Matched Calls

Matched Text Highlights

Advanced Text Search Patterns

Search History

Mouse over source links for details
Jump Quickly to Interesting Parts of Call Audio / Transcript

- Color-coding to distinguish IVR vs. Caller vs. Agent
- Audio Playback Controls
- Transcript synchronized with Audio Playback
- Text Search w/ Highlights
Visualize the IVR Call Flow
(Generated from Call Recordings)

- List of IVR States
- IVR Call Flow Graph
- Criteria for Pruning the Graph
**Example**

### Typical Challenges:
- Low self service in the IVR
- Frequent mis-routes (callers getting to the wrong agent)
- High transfer rates IVR-to-agents and agent-to-agent
- Little visibility into customer experience

### Example Findings
- Sub-optimal disambiguation in the IVR results in mis-routes and multiple transfers
- Business rules embedded in IVR create unnecessary transfers
- Calls are dropped because of network issues
- Caller identification phase is repeated in the IVR and agent transfer

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### Sample Analysis

<table>
<thead>
<tr>
<th>Description</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Calls/Year</td>
<td>9,500,000</td>
</tr>
<tr>
<td>Average agent call length (Minutes)</td>
<td>6.00</td>
</tr>
<tr>
<td>Additional agent time due to misroutes (Min)</td>
<td>1.50</td>
</tr>
<tr>
<td>Fully loaded cost per agent minute</td>
<td>$1.04</td>
</tr>
<tr>
<td>Automated call cost</td>
<td>$0.25</td>
</tr>
<tr>
<td>% Misroutes</td>
<td>10%</td>
</tr>
<tr>
<td>3% increase in automation</td>
<td>$1,707,150</td>
</tr>
<tr>
<td>Reduction in misroutes by 50%</td>
<td>$741,000</td>
</tr>
<tr>
<td><strong>Total yearly savings</strong></td>
<td><strong>$2,448,150</strong></td>
</tr>
</tbody>
</table>