Customer Focused Analytics in the Contact Center

Workforce Optimization

Traditional Quality
- Record, Store & Playback
- Agent Evaluation
- Reports
- Agent Coaching

WFM Integration
- eLearning

Analytics-Driven WFO
- Scorecards
- Customers Feedback
- Survey
- Data Analytics
- Speech Analytics

Contact Center Operational Effectiveness

Enterprise-wide Customer Centricity

Impact
Key Challenges for 2009

- Requires tools that show you what is happening
- Requires tools that are easy to use and provide immediate impact
- Requires tools that tell you why it is happening
Speech Analytics
Leveraging Customer Interactions

Looking at a typical contact center

25,000
CALLS RECEIVED
A DAY
Leveraging Customer Interactions

Most centers actively listen to <1% of their calls

24,750 CALLS/DAY

IGNORED

ONLY 250 CALLS
EVALUATED DAILY FOR AGENT QUALITY
Speech Analytics automatically surfaces **valuable insights** that help navigate changes in customer behavior and reduce costs/increase satisfaction.
How Speech Analytics Does It

Verint’s Proprietary Technology

Complete Semantic Index

- Automated Trend Analysis
- Visual Suggest
- Automated Root Cause
- Scorecards
- Out-of-the-Box Results
- Category Wizard
- User-Friendly Interface

Show Me What
(Navigate Change in Customer Behavior)

TellMeWhy™
(Contain Costs/Maintain Satisfaction)

Make It Easy
(Do More With Less)
The Value of Speech Analytics

- Gain immediate insight into changes in customer behavior without predefining what to look for
- Cut costs by improving process and reducing need for repeat calls
- Create “focus groups on demand”
- Connect the contact center and the enterprise
- Focus quality monitoring on key business issues
<table>
<thead>
<tr>
<th>Area</th>
<th>Solutions</th>
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| Why are My Customers Calling?| • Identify contact drivers  
                                • Uncover trends and customer needs  
                                • Increase usage and effectiveness of self service channels |
| Customer Complaints          | • Reduce customer defections  
                                • Reduce costly escalations |
| First Contact Resolution     | • Determine repeat call drivers |
| Sales Effectiveness          | • Pinpoint best (and worst) selling circumstances and behaviors  
                                • Improve up-selling/cross-selling capabilities  
                                • Increase closing rates |
| Customer Retention           | • Increase customer loyalty  
                                • Reduce churn |
| Vendor Management            | • Evaluate performance of business partners |
Fortune 500 financial services firm interested in key drivers of call volume.

Repeat calls were a significant % of call volume.
31% of calls were repeat calls
To determine why, customer used “Suggest Root Cause”
Contain Costs/Increase Customer Satisfaction

“Suggest Root Cause” indicated issues with new account welcome kits
Contain Costs/Increase Customer Satisfaction

Which was validated by listening to calls
• Customer determined that 33% of repeat calls were due to back office delays
• 10% of all calls due to back off delays
• Long-term solution was to fix back office issues
• Short-term solution was to set realistic expectations with customers
Data Analytics
What is Data Analytics?

Most contact centers have more KPIs than they know what to do with.

They need a solution that mines the mass amounts of data and distills the insights that matter most to the business.

Data Analytics is like having an army of analysts analyzing every KPI you generate.
How does Data Analytics Work?

CTI Data

Quality Scores

Flags

Screen Events

Customer Feedback

Speech Analytics

Call Scenarios That Are HELPING You

Call Scenarios That Are HURTING You
Data Analytics Supplements Existing Tools

Reports are great for summarizing and drilling down into data.

Scorecards help you track individual performance on a daily basis.
Data analytics provides you with **natural language root cause analysis** behind the metrics.

- **Red Box:**
  Most new agents are scoring low on calls relating to our new product promotion, impacting our total quality scores by 6%

- **Green Box:**
  Our premier group servicing our VIP customers achieve 25% higher customer satisfaction.

- **Red Box:**
  Technical calls on our late shift are taking much longer to resolve and impacting AHT by 15 seconds.
Findings can be easily understood and transform into actionable initiatives.

- **Retrain agents in presenting offers to customers**: Most new agents are scoring low on calls relating to new product promotion, impacting our total quality scores by 6%.

- **Increase technical coaching**: Technical calls on our late shift are taking much longer to resolve and impacting AHT by 15 seconds.

- **Create best practice clips via Content Producer**: Our premier group servicing our VIP customers achieve 25% higher customer satisfaction.
<table>
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<th>Question</th>
<th>Answers</th>
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| What is driving average handle time?          | • Identify handle time drivers  
• Uncover trends and issues  
• Find positive behaviors |
| How can I increase customer satisfaction?     | • Leverage customer feedback data  
• Reduce customer defections |
| How can I improve first contact resolution?   | • Find call scenarios that drive repeat calls |
| How can I automate calibration?               | • Leverage all data as a way of measuring supervisor consistency |
| Who are my best agents?                      | • Mine quality scores to uncover hidden stars |
| What shifts/locations perform best?           | • Pinpoint root cause of problems/positives |
"Verint has been the front-runner in bringing sophisticated speech analytics technologies into contact centers. The advanced features in its Impact 360 Speech Analytics solution provide valuable insight into the drivers and content of calls, giving users deeper insight into customer motivations and agent behaviors.

Verint was one of the first companies to implement emotion detection in its suite to look for decisive, transformational moments in customer calls. Unified in its existing Agent Performance Optimization (WFO) suite, Verint has been able to make speech analytics available to a large, global installed base of contact centers."

"Saddletree Research views the Verint approach to speech analytics as the most comprehensive and efficient offering on the market today...Verint has set the competitive bar"

-- Paul Stockford
Saddletree Research