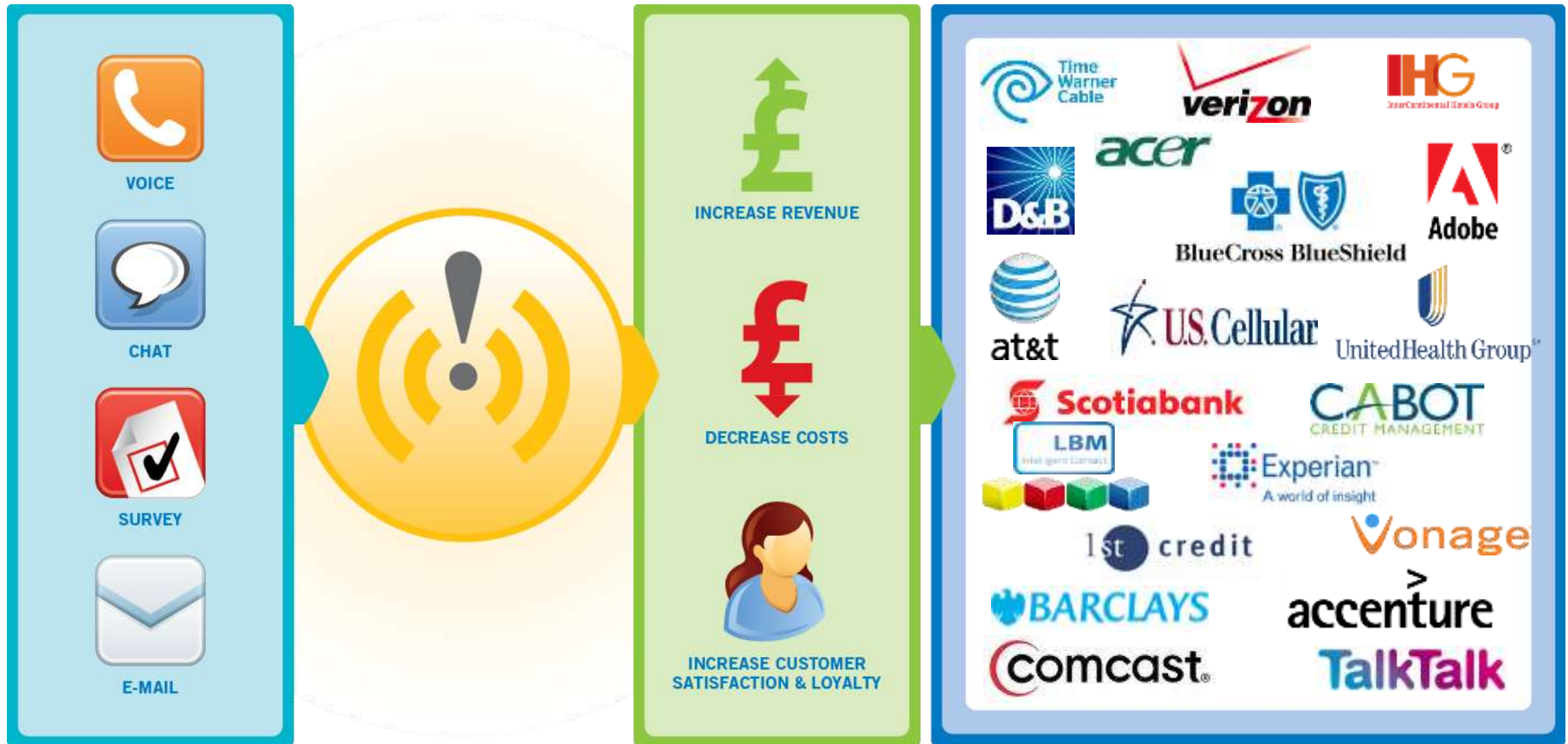




Interaction Analytics

- Speech
- Text
- QM
- And a whole lot more

Nexidia analyses customer interactions, identifies critical areas for improvement and drives business transformation.



Analytics is a Business Process and a Journey



Narrative

Uses samples and anecdotal information to understand what's going on.

Example: "Some customers are calling about a missing modem rebate form".

Advantage: Fast for early discovery. Stories that point you in the right direction.

Empirical

Uses quantified data to understand what's going on.

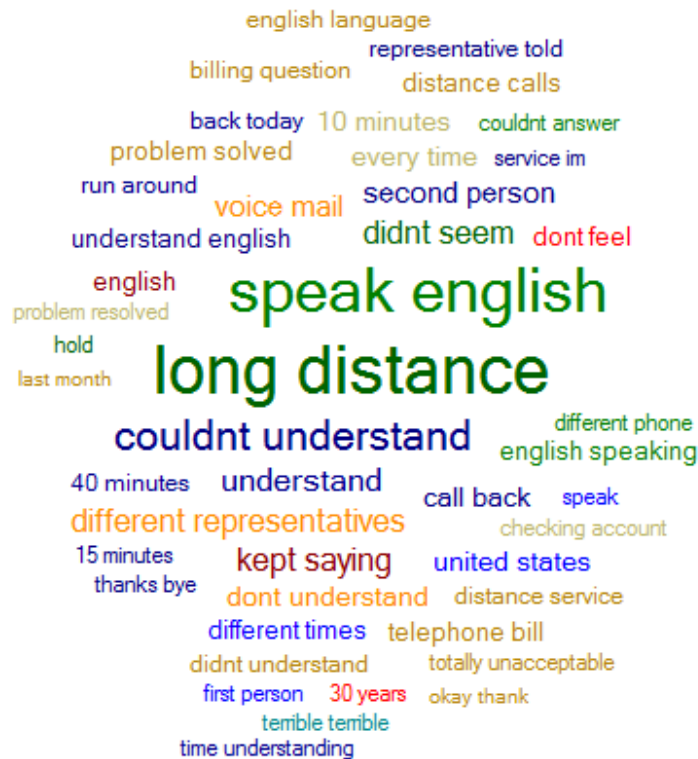
Example: "28% of calls were about a missing modem rebate form. The AHT for these calls was 37% higher than the norm".

Calls can be segmented to see only the agents with high AHT.

Advantage: Quantified data for root cause analysis. Statistics that drive change.

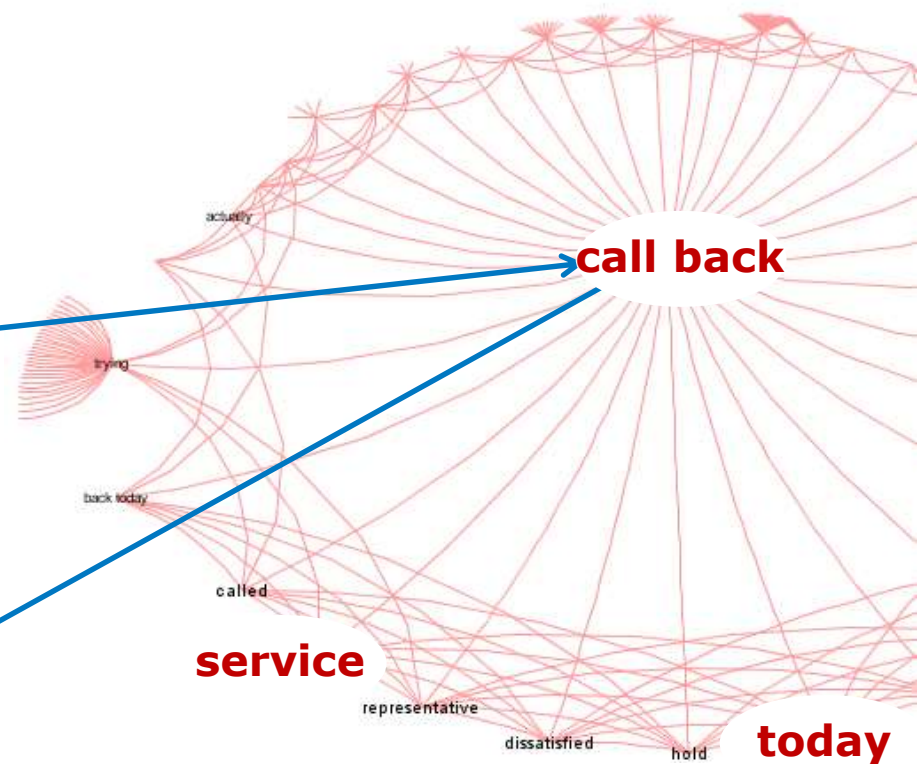
Business needs both; Nexidia Does Both

Gaining Momentum




Losing Momentum





*"I've had to **call back** several times and my internet **service** is still not working. I want this fixed **today**."*

Search


"Call Back" or "Internet Service" or "Today" 




Save as Query

Search Results

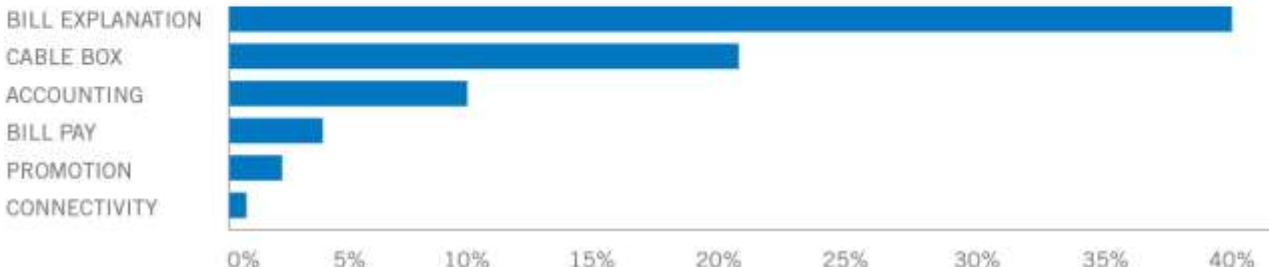
ID	Date	Agent Name
1459	04.12.12	Rob Black
9600	06.18.12	Susan Woodruff
6598	05.25.12	Thomas Wells
2568	04.30.12	Julie Morris
1895	03.14.12	Kristen Moore
3671	01.25.12	Bill Waters

File 2568



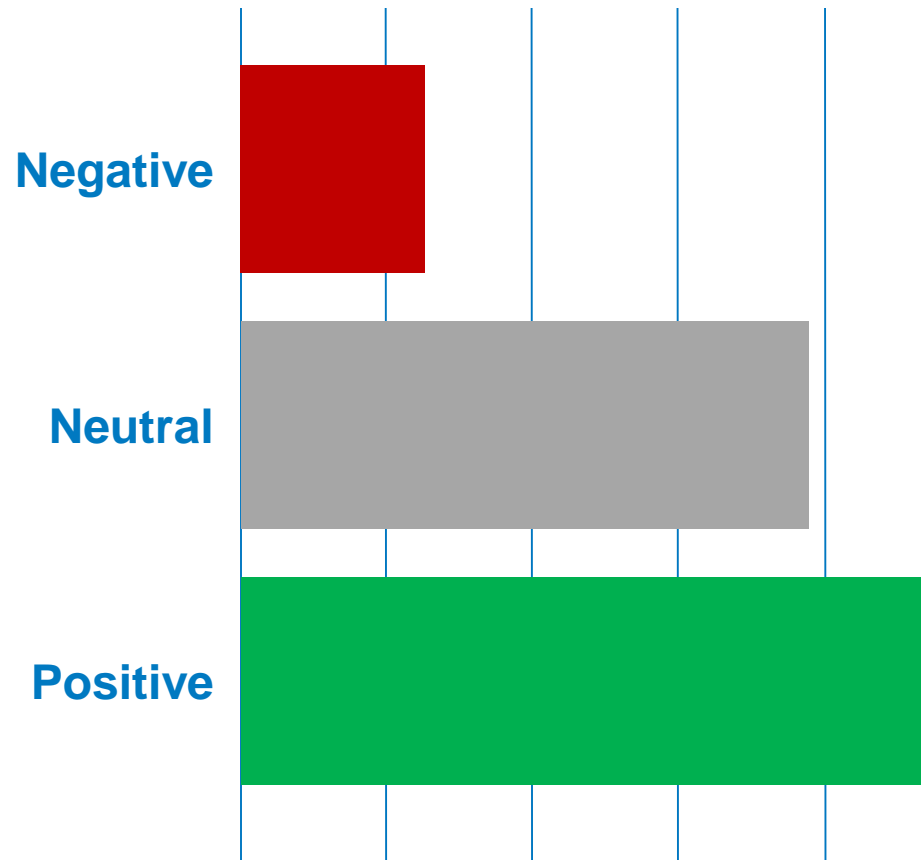
Starts At	Query Term	Score
00:03	 Call Back	98.93
02:03	 Internet Service	98.93
04:22	 Today	70.65

Interaction Drivers



Interaction Driver	Percentage
BILL EXPLANATION	40%
CABLE BOX	21%
ACCOUNTING	10%
BILL PAY	4%
PROMOTION	2%
CONNECTIVITY	1%

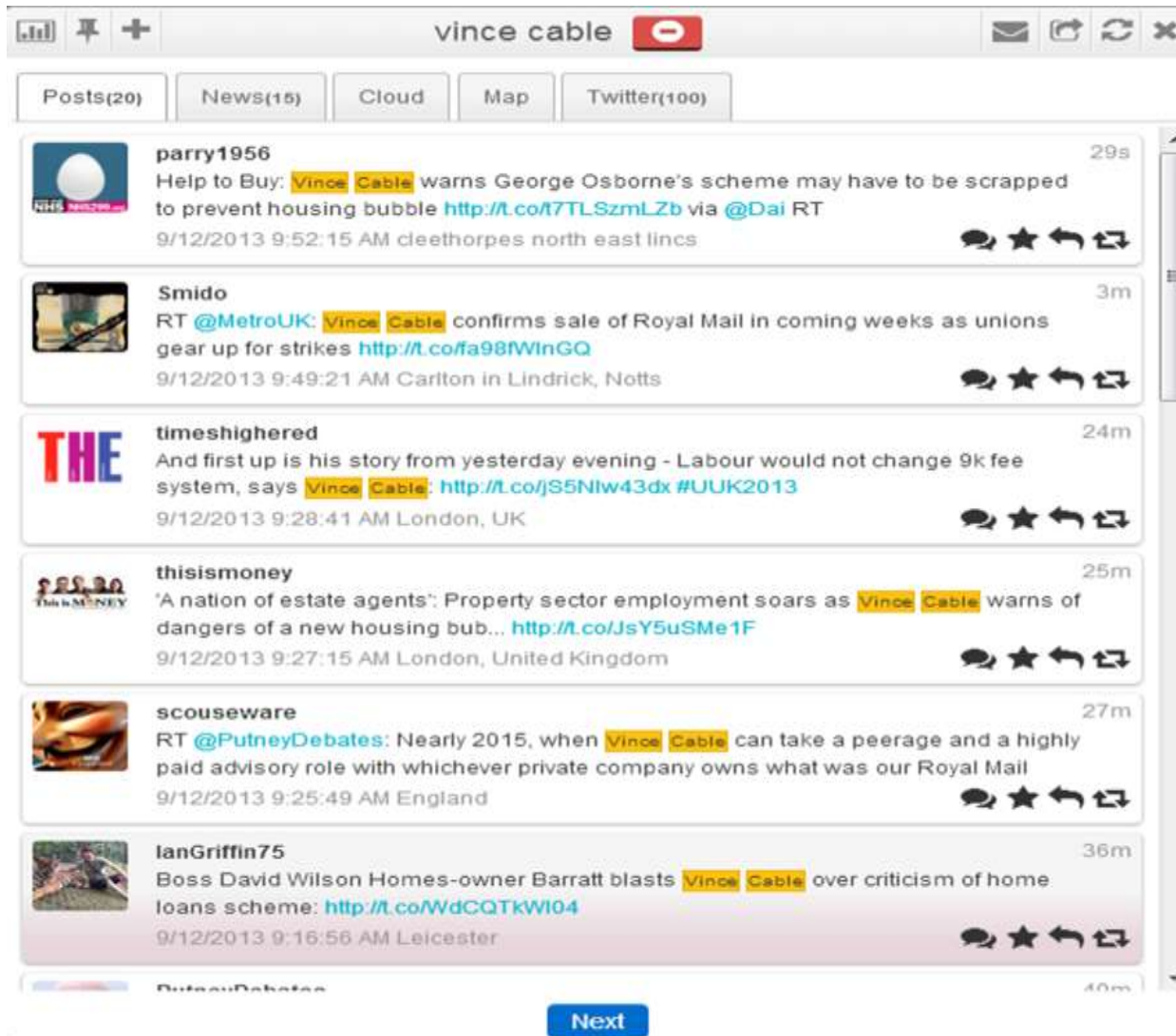
Billing Queue Chats



Social Media Channels



Social Media Channels



The screenshot shows a Twitter search interface for the query "vince cable". The search results are displayed in a list of tweets. Each tweet includes the user's profile picture, name, and the text of the tweet. The tweets are dated from September 12, 2013, and include various links and mentions. The interface also shows navigation options like "Next" and "Previous" at the bottom.

vince cable

Posts(20) News(15) Cloud Map Twitter(100)

parry1956 29s
Help to Buy: **Vince Cable** warns George Osborne's scheme may have to be scrapped to prevent housing bubble <http://t.co/l7TTLszmLZb> via @Dai RT
9/12/2013 9:52:15 AM cleethorpes north east lincs

Smido 3m
RT @MetroUK: **Vince Cable** confirms sale of Royal Mail in coming weeks as unions gear up for strikes <http://t.co/fa98fWinGQ>
9/12/2013 9:49:21 AM Carlton in Lindrick, Notts

timeshighered 24m
And first up is his story from yesterday evening - Labour would not change 9k fee system, says **Vince Cable**: <http://t.co/JS5Nlw43dx> #UUK2013
9/12/2013 9:28:41 AM London, UK

thisismoney 25m
'A nation of estate agents': Property sector employment soars as **Vince Cable** warns of dangers of a new housing bub... <http://t.co/JsY5uSMe1F>
9/12/2013 9:27:15 AM London, United Kingdom

scouseware 27m
RT @PutneyDebates: Nearly 2015, when **Vince Cable** can take a peerage and a highly paid advisory role with whichever private company owns what was our Royal Mail
9/12/2013 9:25:49 AM England

IanGriffin75 36m
Boss David Wilson Homes-owner Barratt blasts **Vince Cable** over criticism of home loans scheme: <http://t.co/WdCQTKWl04>
9/12/2013 9:16:56 AM Leicester

PutneyDebates 40m

Next

Cost Reduction:

- Develop empirical data which will support business change – no longer rely on the narrative
- Drive down repeat callers and reduce call volumes with greater call reason insight
- Improve first call resolution through call driver analysis and tracking key call behaviours

Revenue Increase

- Support sales effectiveness through targeted coaching – focus on upsell and cross sell opportunities

Customer Insight

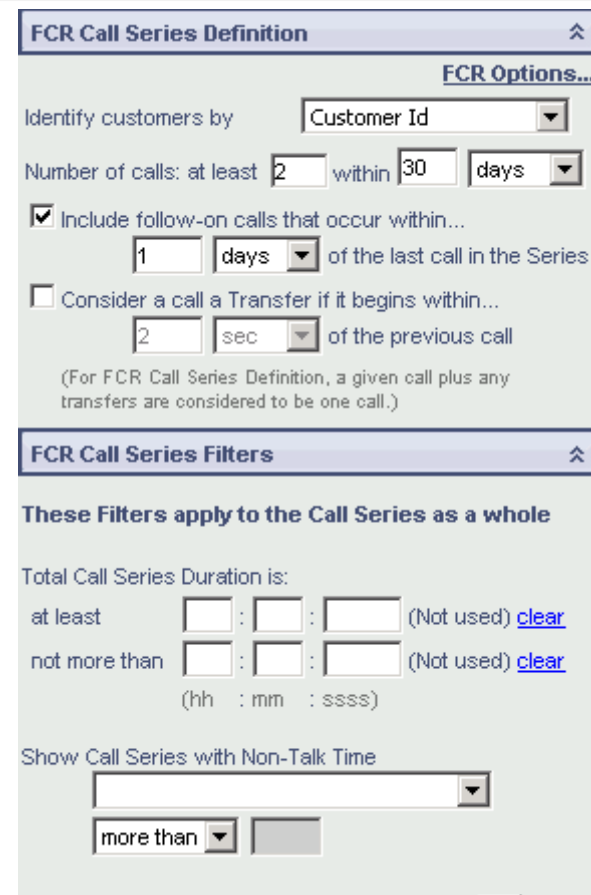
- Improve customer satisfaction by building a deeper understanding of what your customer is experiencing

Performance Management

- Link P & Q to Strategic goals
- Provide QM team with ability to analyse 100% of calls – drilled down to agent level
- Create targeted coaching programmes – focus training on those that need it

The tool can flexibly show Multiple Call Resolution

- Looking at Customer ID with at least 2 calls in a month, and only looking at non-travel agent calls
- We've found 11 series of Repeat Calls, totalling 23 calls
 - Bearing in mind we only have 3 days' worth of calls, and most don't have customer identifier
- Great way of identifying causes of repeat calls, either agent/process



FCR Call Series Definition ⤴

FCR Options...

Identify customers by ⌵

Number of calls: at least within ⌵ days ⌵

Include follow-on calls that occur within...
 ⌵ days ⌵ of the last call in the Series

Consider a call a Transfer if it begins within...
 ⌵ sec ⌵ of the previous call

(For FCR Call Series Definition, a given call plus any transfers are considered to be one call.)

FCR Call Series Filters ⤴

These Filters apply to the Call Series as a whole

Total Call Series Duration is:

at least : : (Not used) [clear](#)

not more than : : (Not used) [clear](#)

(hh : mm : ssss)

Show Call Series with Non-Talk Time

⌵

⌵

CUSTOMER INTERACTIONS FROM ACROSS THE ENTERPRISE

SERVICE PROBLEM



BILL QUESTION



REBATE ISSUE



100% OF CUSTOMER INTERACTIONS AVAILABLE FOR TARGETED COACHING

ANALYSTS

SUPERVISORS



WHAT SUPERVISORS NEED

- Access to specific calls, by agent, aligned with specific initiatives
- Better tools for coaching

WHAT NEXIDIA DELIVERS

- Tie agent performance to corporate goals and objectives
- Surfaces calls with issues that require coaching



Information to the Right People at the Right Time

ANALYSTS

SUPERVISORS



WHAT ANALYSTS NEED

- Categorise interactions
- Determine root cause
- Access actual customer interactions

WHAT NEXIDIA DELIVERS

- Discover root cause of issues
- Develop recommendations
- Create coaching initiatives to address problems



The screenshot shows the 'Report Data' section of the Nexidia software. It features a table with the following columns: Call ID, Call Duration, Start Date, End Date, Agent Name, and Supervisor Name. The table contains 11 rows of data. Below the table, there is a 'Details' section for a specific call, showing a waveform and a list of 'Spoken Phrases' with their corresponding 'Query Times' and 'Scores'.

Call ID	Call Duration	Start Date	End Date	Agent Name	Supervisor Name
305437	00:31:00	10/12/11 9:54:0	10/12/11 8:45:0	Charles Hayes	Michael Nelson
302166	00:11:36	10/12/11 12:29:53	10/12/11 12:40:13	Charles Hayes	Michael Nelson
312812	00:31:12	10/12/11 7:14:0	10/12/11 7:45:0	Charles Hayes	Michael Nelson
312644	00:18:59	10/12/11 8:20:0	10/12/11 8:49:0	Charles Hayes	Michael Nelson
302136	00:08:33	10/12/11 7:16:0	10/12/11 7:25:0	Charles Hayes	Michael Nelson
406132	00:11:17	10/12/11 5:29:00	10/12/11 5:42:0	Charles Hayes	Michael Nelson
307421	00:31:39	10/12/11 3:54:0	10/12/11 5:45:0	Charles Hayes	Michael Nelson
475240	00:28:52	10/12/11 2:14:0	10/12/11 2:45:0	Charles Hayes	Michael Nelson
346241	00:31:04	10/12/11 12:14:6	10/12/11 12:45:0	Charles Hayes	Michael Nelson
302596	1:11:17	10/12/11 8:20:0	10/12/11 9:43:0	Charles Hayes	Michael Nelson
303823	00:31:55	10/12/11 8:14:0	10/12/11 8:45:0	Charles Hayes	Michael Nelson

The Nexidia Advantage



Dictionary independence

Multi - Channel

Sentiment Analysis

Highly scalable,
accurate and fast

**WORLD LEADING
TECHNOLOGY &
ANALYTICS
APPLICATIONS**

**ANALYTICS
METHODOLOGY**

Quantitative Analytics

Managed Services
Analytic Approach

Speed to Insight

Multiple, verifiable,
high quality client
references

Real-life, documented
applications of
Nexidia solution

Proven ROI

**PROVEN
RESULTS**

ENGAGEMENT MODEL

Risk Mitigated Business
Model

Hosted option – Minimal
Technology Investment

Outcomes-Based
Services Approach

Introducing Speech and Text Analytics Training Workshops



Who should attend?

This is a free of charge one-day introductory workshop organised by *The Professional Planning Forum* in association with Nexidia into how an interaction analytics solution can deliver tangible business benefit from your customer interactions, regardless of channel. This management training workshop is ideal if:

- *You are looking to implement or evaluate interaction analytics*
- *You are new to the topic and would like to find out how it can help your business.*
- *You are looking to create a business case to support the deployment of an interaction analytics solution.*
- *You are looking to expand your analysts role to include:* • *Uncovering the issues impacting the business*
- *Performing a root-cause analysis to determine the best actions to take to resolve the issues*
- *Monitor the impact of the changes.*

What will you take away?

This valuable interactive workshop will help you:

- *Identify the best areas in which to apply interaction analytics solutions to your business issues*
- *Determine the steps you need to take in order to achieve this*
- *Understand how to effectively communicate the business benefits of implementing an interaction analytics solution to all necessary stakeholders, and gain their support*
- *Discover how to shape your current analysis programme by using our analytics framework*
- *Make an informed choice about the technology you need and how to source it*

Upcoming dates

26th Sept 2013, Wales (Cardiff)

16th Oct 2013, Leeds

23rd Oct 2013, London

To book your place (s) send an email to: zmian@nexidia.com