



Customers Tell You
What They Expect
From You.

Be Listening

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The Simple Value of Automated Interaction Analytics



Analysing 100% of Customer Conversations, not simply surveys results or small, random call sampling“

Customers today choose the channel or channels they believe will lead them to the path of minimal customer effort



“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.

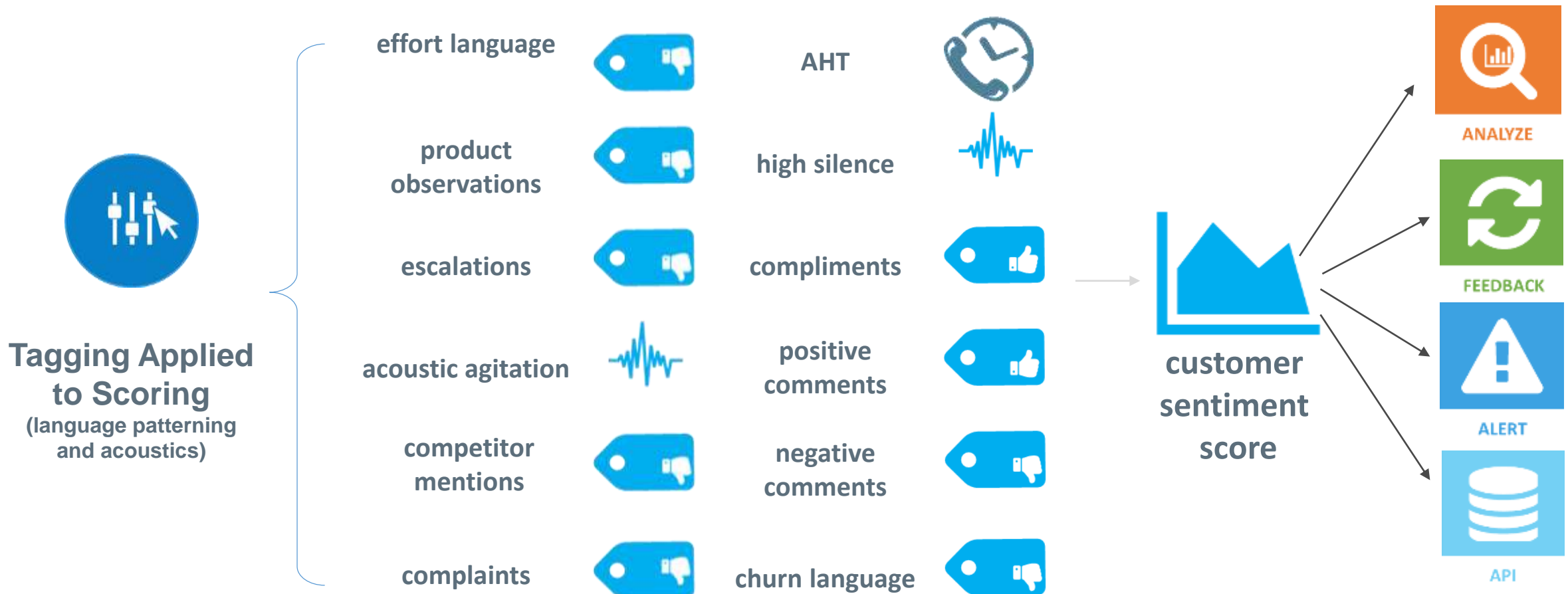
Why are customers contacting you?

The vast number of customer contacts, regardless of channel or channels used are typically driven by one or more of the common catalyst such as product, service, service or the like.



Truly Measuring Voice of the Customer in your Contact Center

Interaction Analytics evaluates and score key trends and metrics such as customer sentiment



The CX Improvement Continuum

1. CX Survey Results –
Response rates Statistical validity – Emotion tempering
2. Engagement Analytics – 100% interactions analysed
‘In moment emotion evaluation,
Real root cause established at scale,
Operational Closed Loop available in hours
3. Align and calibrate Analytics to Survey results ensuring consistency
AND/OR
Discover behaviours/engagement elements to be included in your CX survey
4. Undisputable drivers for CX Program refinement



Multi-Channel Customer Journey Mapping

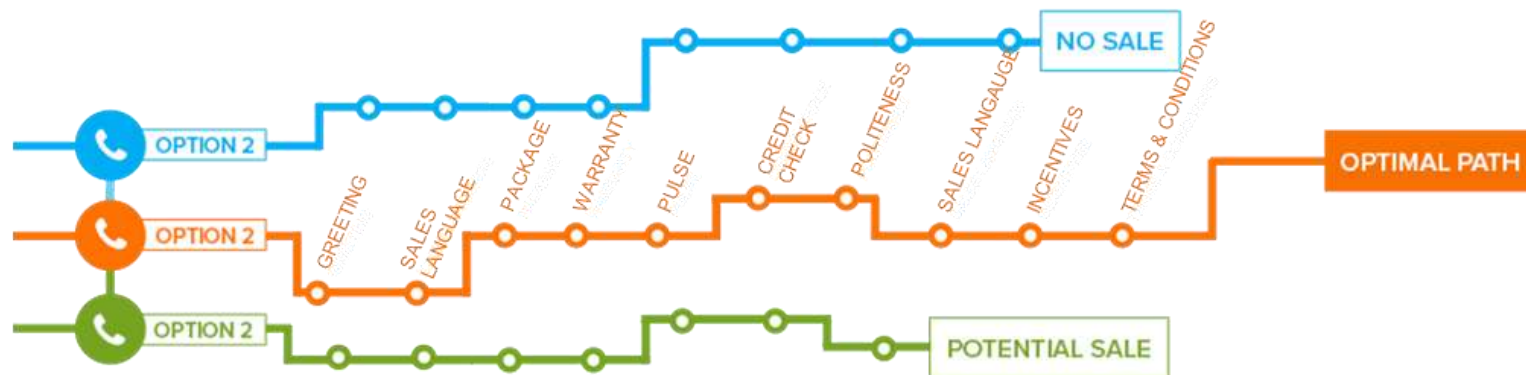
CUSTOMER SATISFACTION SCORE



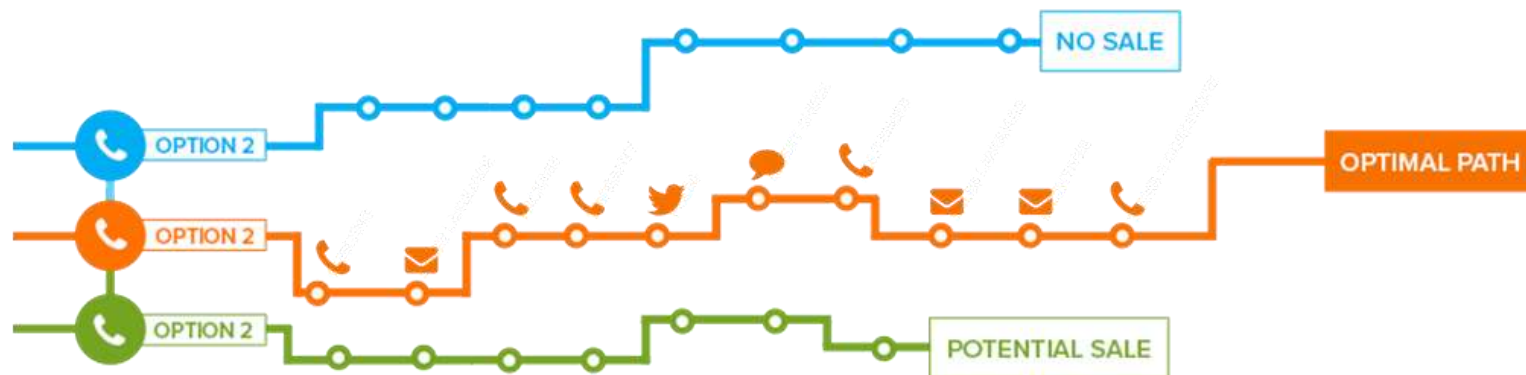
Contact Type	Date / Time	Agent	Duration	Pct Silence	Score
Email	09/23/2015 12:30AM	Binx Bolling	3m12s	43%	74%
Call	09/25/2015 4:41AM	Willie Stark	5m48s	23%	61%
Social Media	09/27/2015 8:51AM	Eugene Henderson	11m02s	45%	74%
Chat	09/29/2015 1:02PM	Molly Bloom	7m33s	64%	63%
Call	10/01/2015 5:12PM	Rabbit Angstrom	8m26s	21%	100%
Call	10/03/2015 9:23PM	Atticus Finch	4m58s	44%	78%

ENGAGEMENT OPTIMIZATION EXPLAINED

Discovering the optimal path to increased speed and rate of positive outcomes



Both within a contact and across the journey



How Interaction Analytics help improve CX/CSAT results

- Analyze all interactions, not just a 1% < sampling
- Root Cause Analysis - Discover the Drivers for Contacts
- Provides ideal agent performance scoring and feedback system
- Track & trend customer sentiment
- Customer Journey insights
- Validate or refute CRM and Survey Data

“Customer loyalty is the result of consistently positive emotional experience, physical attribute-based satisfaction and perceived value of an experience, which includes the product or services.”

The Intuitive Customer
Colin Shaw & Ryan Hamilton