



NEXIDIA

The Best Ways to Handle Web Chat

OCTOBER 2017



Converting LIVECHAT into actionable insights



**SALES
EFFECTIVENESS**



**CHURN /
RETENTION**



**COST
MANAGEMENT**



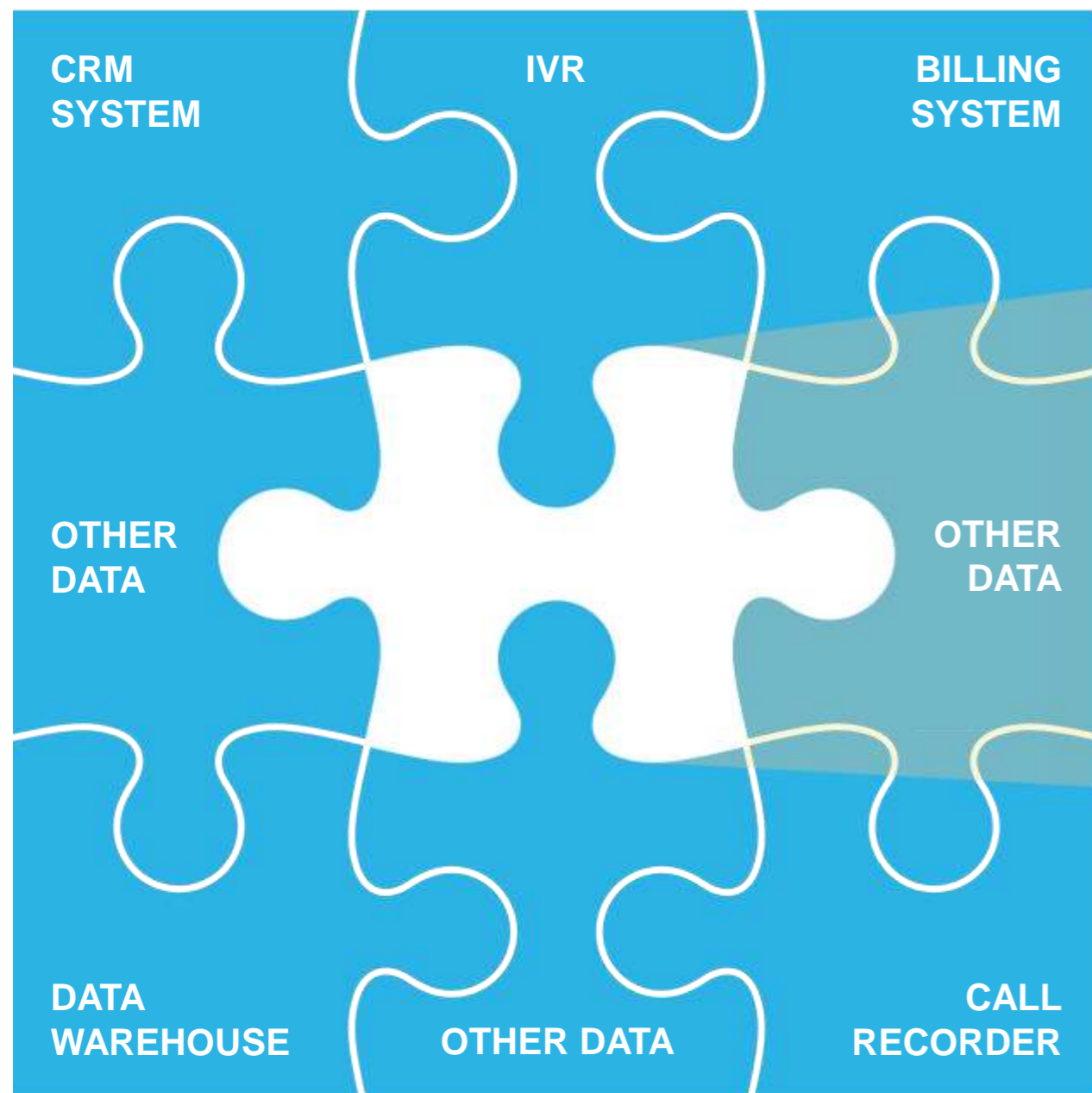
**CUSTOMER
SATISFACTION**

The Missing Insight from LIVECHAT

KEY BUSINESS CHALLENGES TO SOLVE



TRADITIONAL DATA SOURCES



BEHAVIOURAL EVENTS FROM CUSTOMER INTERACTIONS



Phases of Interaction Analytics for LIVECHAT



ORGANISE

- **Automatically identify** business topics
- **Uncover relationships** between topics and across channels
- **Analyse sentiment**, social media, and emerging trends
- **Categorise interactions** based on unified and coherent multichannel business logic
- Enhance analysis with **operational data**
- Create reporting and views that drive **business analysis across all interaction types**



ANALYSE

- Drive analysis to the **root-cause(s)** of business issues
- Use predictive models to **anticipate customer behavior** and outcomes
- Map each **customer's journey** across all interaction channels
- Model **customer satisfaction and customer effort** versus business and agent efficiency
- Measure everything with relevant **metrics and KPIs** spanning every interaction type



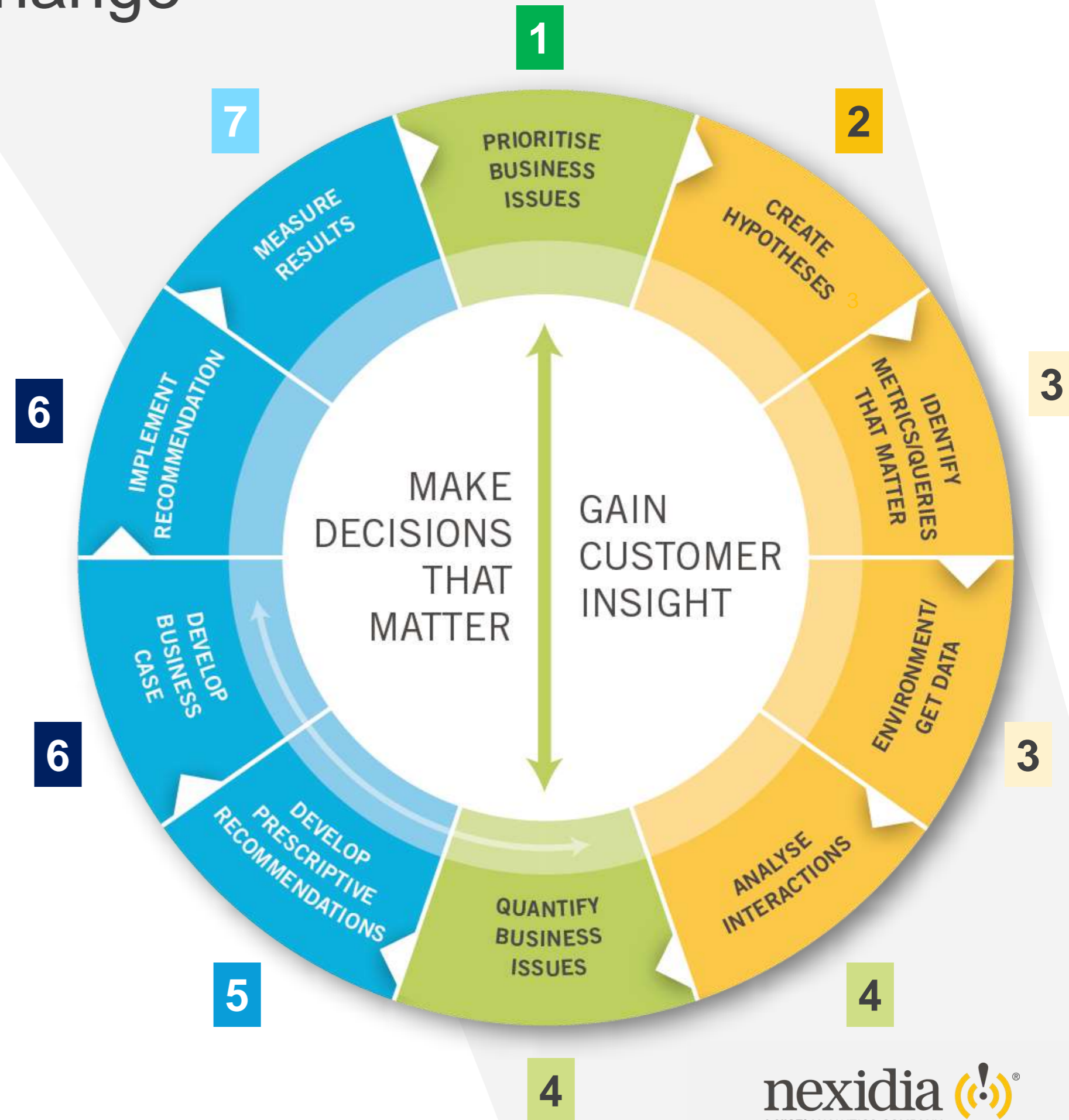
OPERATIONALISE

- Execute **transformation** programs
- Monitor **performance** in real-time
- Manage **sales and marketing** campaigns
- Manage **agent and business performance**

The Process of Transformational Change

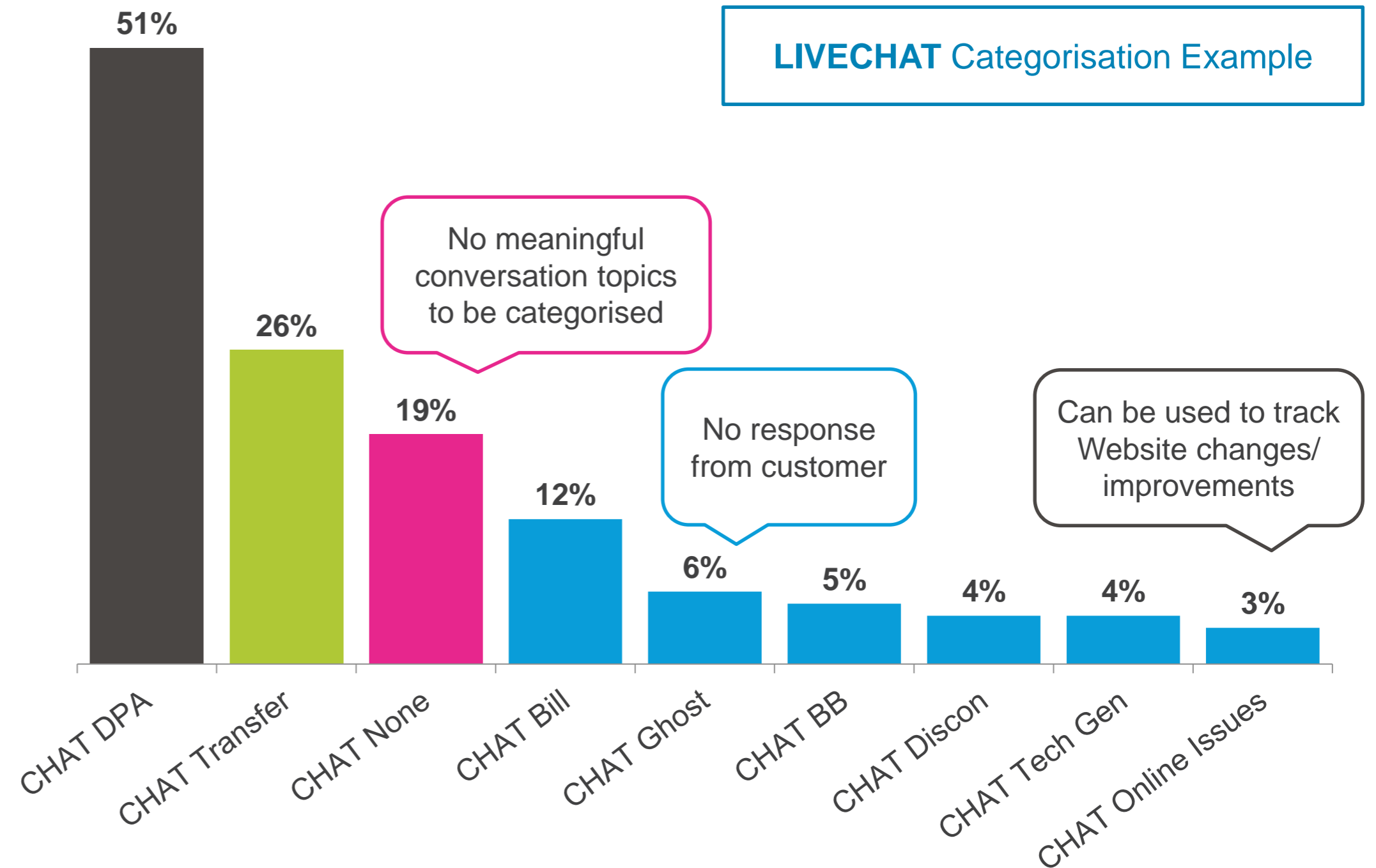
Best Practices

1. Start with a business objective and question
2. Formulate hypotheses (problem statement)
3. Connect issues with data
4. Analyse and quantify
5. Make recommendations
6. Make changes (regardless of size) – every win counts!
7. Spend time and energy to measure results



LIVECHAT Insight using Nexidia

- Creation of a new data point using the LIVECHAT conversation
- Analyse 100% of LIVECHAT
- Ability to analyse 'interactions journeys' across different channels
- LIVECHAT categorisation can highlight immediate opportunities



LIVECHAT Example in Nexidia

- Free text SEARCH to find examples (think of searching on Google)
- Structured Queries to categorise LIVECHAT
- Can be simple or as complex to meet your intent
- Takes into account spelling errors
- Repeatable – reuse existing Queries built to view trend over a period.

LIVECHAT interaction

Structured Queries

The screenshot displays a live chat interface with a conversation on the left and a structured query panel on the right. The chat messages are as follows:

- Customer 22:53:03: I am a [redacted] on the [redacted] broadband package. Can you tell me when the fibre optic broadband will be available to me. Thanks.
- Agent 22:54:54: Hi. [redacted] Good Evening. I hope you are doing well. I understand that you'd like to know if your area has Fibre. I'll be happy to help you and put you on the right track. Just to set your expectations, you will need to pass the security questions first and then I will transfer you to [redacted] Team to know if you have Fibre in your area.
- Customer 22:55:29: Ok. No problem.
- Agent 22:55:55: OK, may I have your home phone number and full name so I can access your account?
- Customer 22:56:37: [redacted]
- Agent 22:58:55: Thank you. I just need to take some details so I can open your account. Please can you reply with your first line of address including the post code and email address?
- Customer 22:59:57: [redacted]
- Customer 23:00:12: [redacted]
- Agent: Great! That matches our records. Not to worry, they will be able to see our conversation. Would there be

The structured query panel on the right has a table with the following columns: STARTS AT, QUERY/TERM, and SCORE. The queries listed are:

- C_Transfer
- C_DPA_Home Phone Nu...
- C_DPA_Address
- C_DPA_Pass
- C_Upgrade Services

Two red circles highlight the vertical scroll bar and the horizontal scroll bar of the structured query panel.

General tips for implementing LIVECHAT

- Define a 'service' vision for LIVECHAT
- Establish Senior Stakeholder 'buy in' and sponsorship
- Build a cross functional team to support delivery
- Governance Model with clearly defined operating model, roles & responsibilities
- Establish regular 'delivery forums' with appropriate attendees
- If LIVECHAT is for call deflection; realise the benefit first before redeploying Agents
- Email deflection to LIVECHAT requires greater Agent resources at the start
- LIVECHAT Agent productivity should be high on the agenda from the onset
- Don't be surprised if overall contact volumes increase following introduction of LIVECHAT
- Benefits tracking is paramount – measure of success and highlights areas to improve

Where is LIVECHAT heading?

- CHAT Messenger (similar to WhatsApp)
- Rise of AI (i.e. IBM Watson) through CHATBOT deployment in LIVECHAT
- Have yet to see a blended LIVECHAT operation with CALLS – will this ever happen?

Select Nexidia Clients



Thank You

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