Callminer® Eureka
Intelligence from Customer Interactions

FORRESTER®
NEW WAVE LEADER 2018
AI-Fueled Speech Analytics Solutions

Real Time Coaching to Improve Agent Effectiveness

Why Insightful Data and Timing Matter

Use speech and text analytics to monitor agent performance in real time and ***use insights for targeted agent coaching*** to improve the company's performance.

Providing timely and specific feedback is crucial to your agent's success, especially regarding behavioral opportunities that can impact the customer experience (i.e., active listening, empathy, tone).

The greatest challenge to managing performance and quality is reported to be caused by ***not having sufficient time to analyze and use data***, with 76% of respondents stating that this was a problem in some form, and 38% stating that it is a major problem for them.

The Value of Highly Engaged Agents

- ❑ Efficient contact centre operations (reduced cost)
  - ❑ Higher service levels/call throughput
  - ❑ Optimises average handle time
  - ❑ Increased first call resolution
- ❑ A better customer experience = more promoters
- ❑ Increased sales or collections revenue
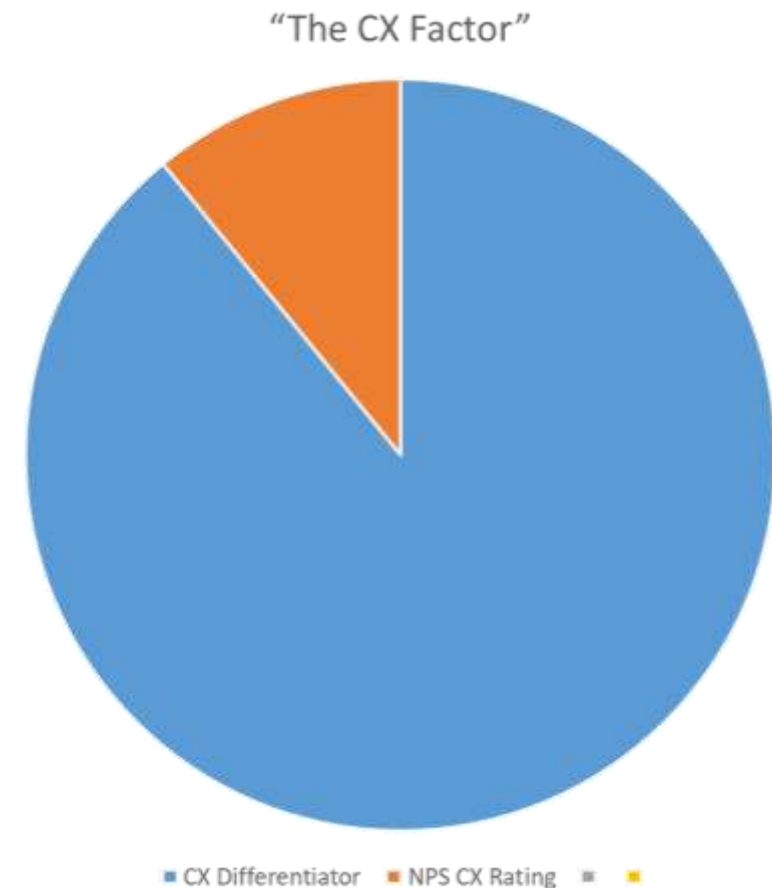- ❑ Less risk, compliance or otherwise

Agent Feedback and Coaching is Crucial to CX

- ❑ Ease of resolution (customer effort)
- ❑ Agent knowledge
- ❑ Ease of contact (choice and accessibility)

BUT...

- ❑ Almost 9/10 Companies see CX as a competitive differentiator
- ❑ Only 10.9% have a promoter-level CX rating

"The CX Factor"

■ CX Differentiator ■ NPS CX Rating ■   ■

Dimension Data 2018 Global Contact Centre Benchmarking Report

Coaching Styles Are Important Too
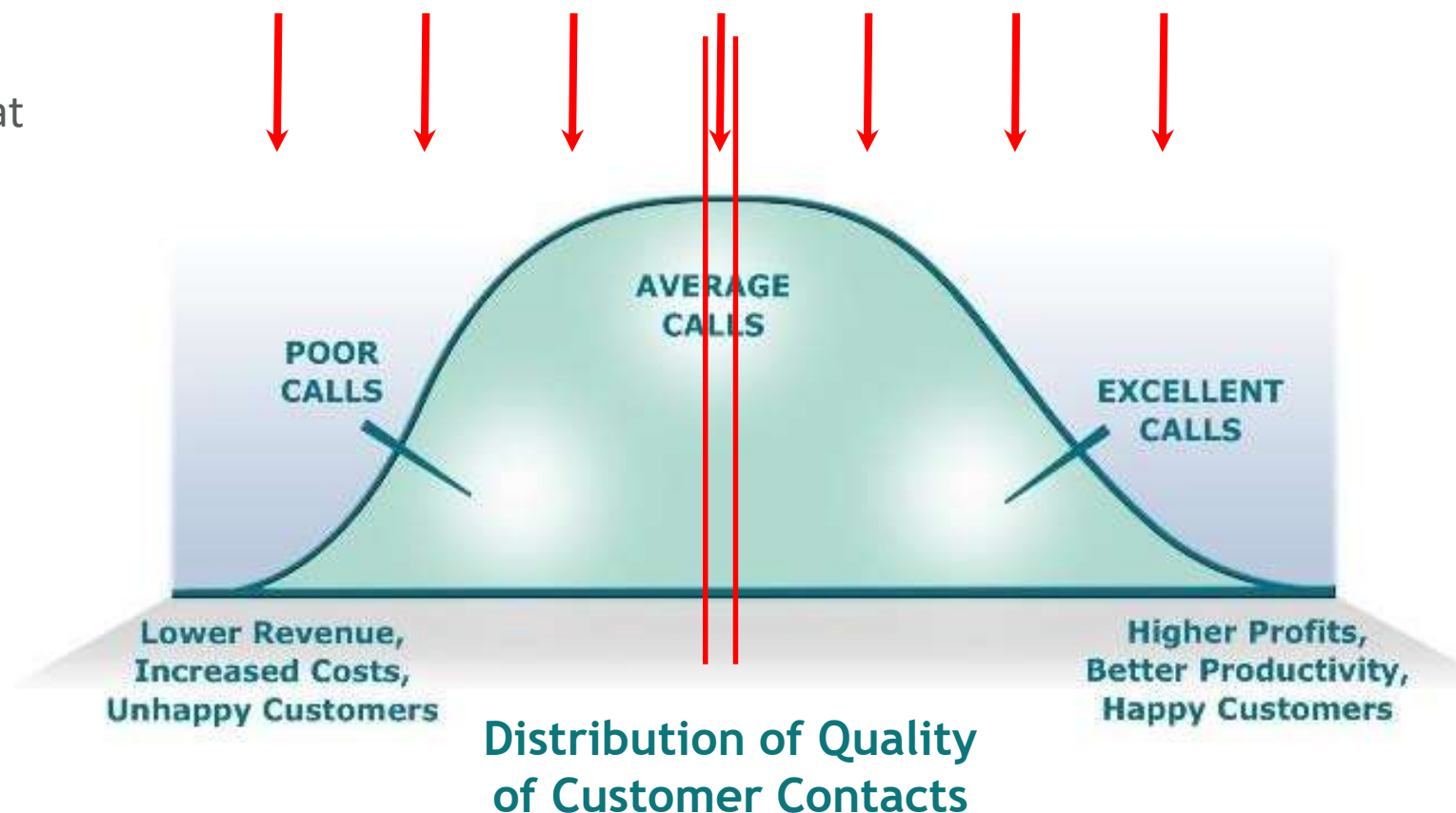
There are 4 distinct Coaching profiles:

- ❏ **Teacher Managers** coach employees on the basis of their own knowledge and experience
- ❏ **Always-on Managers** provide continual coaching – they appear to be the most dedicated to their job
- ❏ **Connector Managers** give targeted feedback spending more time assessing skills, needs, and interests
- ❏ **Cheerleader Managers** take a hands-off approach, delivering positive feedback

Harvard Business Review

Managers Can't Be Great Coaches All by Themselves 6/2018

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Coach Agents from the Calls That Matter

Random Call Monitoring and Surveys of small % of contacts can miss a lot

- Low Customer Sat
- Compliance risk
- High AHT
- Holds, Transfers
- Silence/Dead Air
- Repeat calls
- Anger

AVERAGE CALLS

POOR CALLS

EXCELLENT CALLS

Lower Revenue, Increased Costs, Unhappy Customers

Higher Profits, Better Productivity, Happy Customers

Distribution of Quality of Customer Contacts

- High Customer Sat
- High quality
- High efficiency
- Sale achieved

How it Works

Interactions

Omni-channel interaction acquisition
(with metadata)

AI Powered Transcript

Transcription & acoustic measurements
(redacted)

Categorization & Tagging

Semi-supervised ML-driven contact classification
(language patterning)

Predictive Scoring

Weighted rules-based automated scoring

Insights

Agent performance & CX Insights

Coaching in the Call Center

Old Way *no Speech Analytics*

Manual review & surveys don't suffice
– labour intensive, doesn't scale

- ❑ <1% interactions monitored/surveyed
- ❑ 30-45 day event/issue reaction time
- ❑ Large human resource investment
- ❑ Agent & customer attrition
- ❑ Intelligence missed

New Way *with Speech Analytics*

Customer engagement analytics (speech analytics) overwhelmingly reduces the effort needed to automate the QA process and extract actionable business insights

- ❑ 100% interactions monitored/surveyed
- ❑ Real-time event/issue reaction time
- ❑ Automated through analytics
- ❑ Agent & customer retention
- ❑ Intelligence revealed

Automating QA Provides Immediate, Fair and Relevant Agent Coaching

❑ Quickly identify CSAT impacting behaviors at the agent, team and organisation level

❑ Deliver a fair, non-subjective and universally applied scoring system

❑ Provide near real time targeting coaching opportunities to quickly address issues causing customer dissatisfaction activity

❑ Self performance feedback (Agent and peers)

❑ Allows you gauge feedback success on next day's activity

Actionable Insight Delivered to the Agent Desktop

Initiate workflow conversation

Highlight appropriate part of the conversation

Assign the task to agent

Customer Case Study

❑ Customer Profile:

– Leading insurance and financial services provider

– High volumes of quotes, claims and policy sales

– Offers insurance via phone and internet

– Millions of customers; 10,000+ employees

– Committed to delivering customer excellence on every call or interaction

Customer Case Study

❑ Approach/Solution/Results

– 12.5m calls, 13 billion words

– 12 x Risk coverage

– 76% efficiency saving on finding calls

– Improved sales rate (10000 extra customer saves a year)

– Significant new business sales

Visit Our Website and Learn More About Customer Engagement Analytics
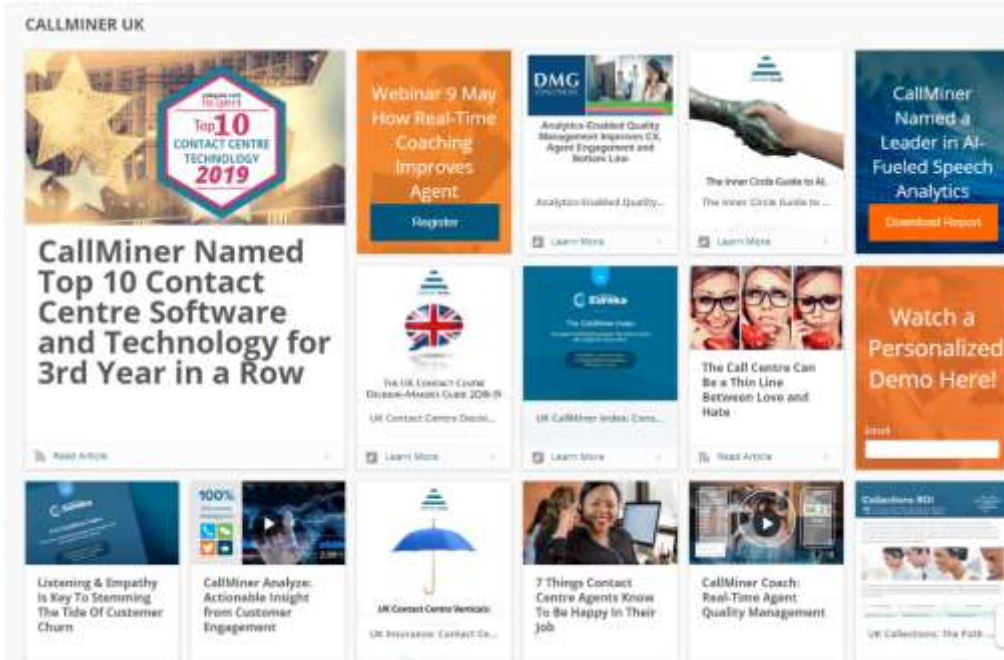
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