Analytics

How it should work
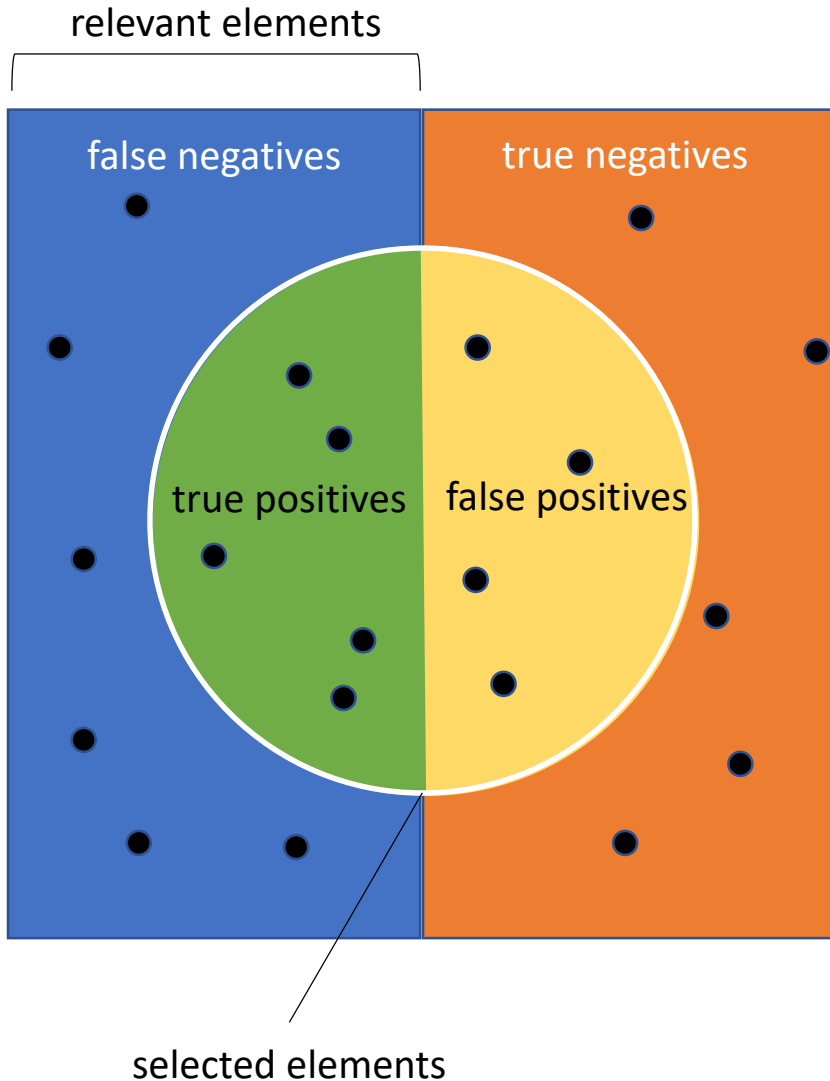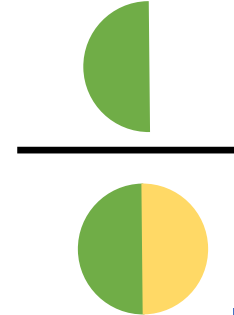
horizon②
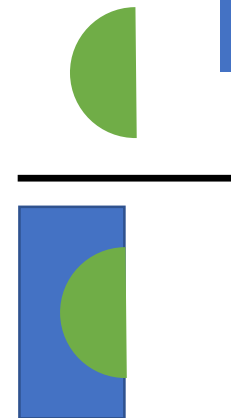
Siloed analytics

- Should be business improving not just call centre focused (helps drive ROI)
- Old fashioned technological approach – open, not ring fenced
  - Contrast Saas platforms with full range of APIs and existing integration
- Useful for non content benchmarking and analysis (eg. AHT/Outcome agent)
- Fundamental Attribution Error
  - Csat generally high with agent and lower with process/outcome
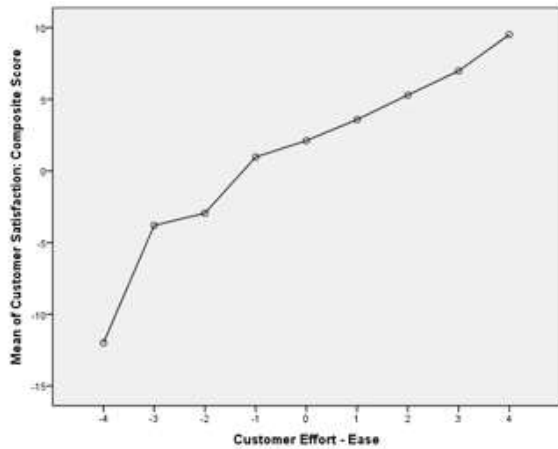
horizon②

The Seven Key Steps of Data Analysis

- Decide on the objectives
- Identify business levers/frameworks
- Data collection
- Data cleaning
- Data modelling
- Grow a data team
- Optimise and repeat

horizon②

Frameworks – understanding customer experience

Rational Brain:

Task Resolution – did I get my job done?
Effort – and how hard was it to get it done?

Irrational Brain:

Judgemental heuristics

System 1

Automatic
Fast
Intuitive
Emotional

System 2

Effortful
Deliberate
Logical
Rational

ENTRY PEAK TROUGH EXIT

horizon②

RoI
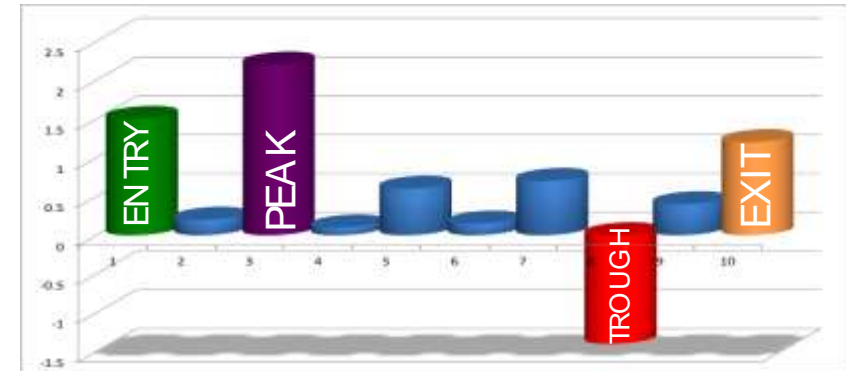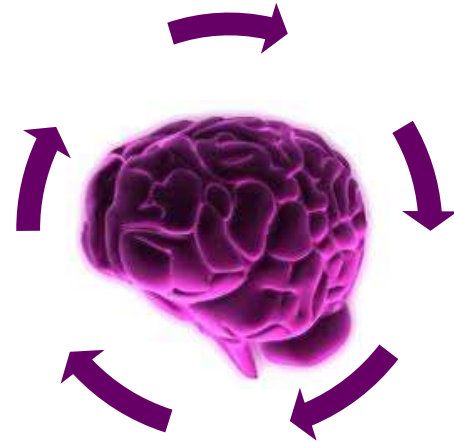
- Sell more, sell to more, cost less (increased Csat etc are 'nice to have')
- Sell more/to more/churn less are harder to justify in my experience
- Demonstrable cost reduction trumps the rest

- Demand deflection/reduction
- AHT reduction
- Support cost reduction (quality/compliance/attrition/TTC)

- 50 seat call centre could easily find €0.9m p.a. savings for an outlay of 40-45% of that or a 6 month payback
- Saas models and RESTful APIs driving implementation times in days/weeks rather than months with reduced professional service fees

20% increase Csat
5% demand reduction
25% efficiency increase in AHT
41% of contact shown to be avoidable

horizon②

Contact categorisation – northern European public transport

- Used Saas analytic platform to apply machine learning to the customer's existing data

- Nearly 50% of the data was being categorised imprecisely.

- This analysis was used to generate three bespoke machine learning models:
  - Fresh topics – to refresh the existing issue tree
  - Sentiment – to capture customer mood at certain points
  - Intent – actionable emotional clues

- Running the same data through the new categorisation model provided startling results. All the 'bucket' categories (50% by volume initially) had disappeared and the tagging was much more relevant and accurate. Of the original 136 categories, 30% were made redundant as they were too broad and 18% retired completely as they were out of date or used infrequently. The 80 replacement categories were all relevant and consistently applied.

horizon[2]

Impact of adding sentiment to accurate categorisation

- Reliable early warning system

- Opportunity for revising customer journey

- Highlighted agent disparities

- Redesign staff coaching plans

- Enables real time next best action for known contact/situation problem areas

horizon ②

Interesting examples of analytics

- Impact of on brand conversations on sales outcomes
- Impact of Agent skills – which is the most important?

- Most* CXOs have never listened to customer calls....

*unqualified assessment!

horizon②