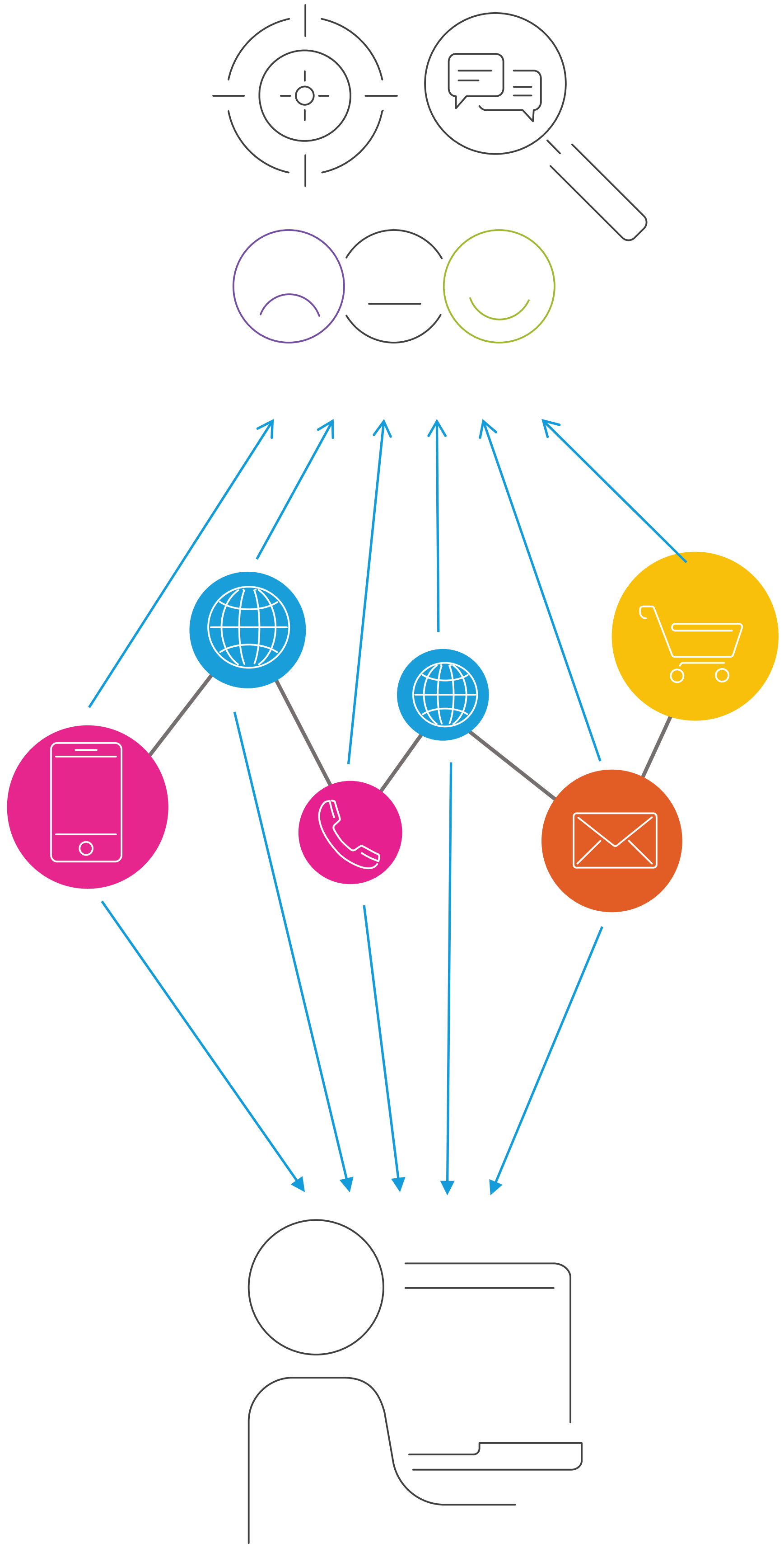
NICE · nexidia

ANALYTICS MASTERCLASS

Call Centre Helper Webinar
2nd May 2019



A structured approach to Analytics

GENERATE INSIGHT

- Discovery of new issues
- Trend and correlation
- Sentiment and Context
- Engagement across all channels
- Points of high effort
- Root-cause

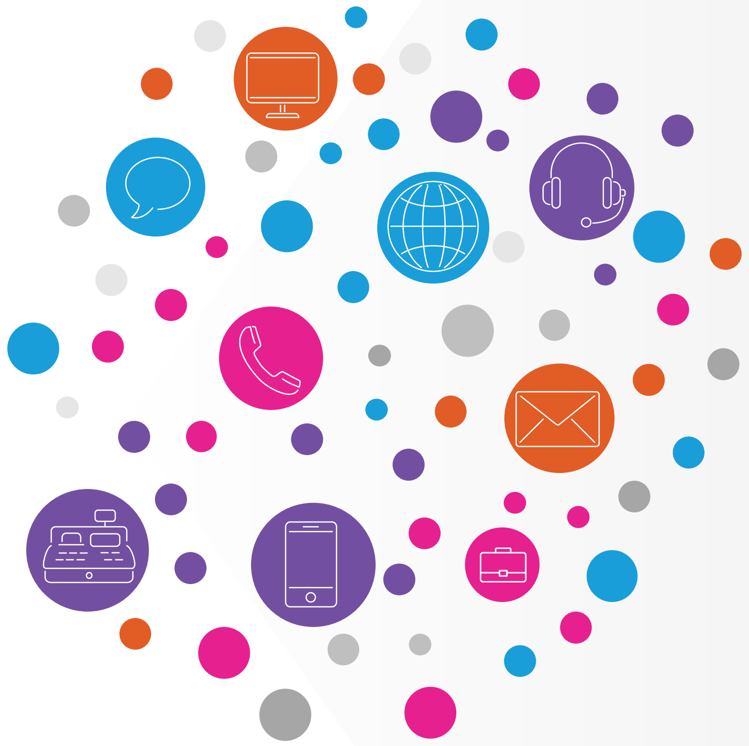
PREDICT INTENT

- Predict churn
- Predict satisfaction
- Predict channel deflection
- Predict customer need
- Predict Complaints

OPERATIONALISE

- Optimise the experience within each touchpoint
- Eliminate repeat interactions
- Address customer needs in real time
- Increase up-sell and cross-sell conversions

RAW CUSTOMER SERVICE DATA

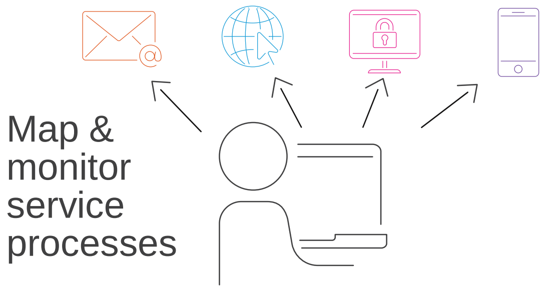


INTERACTION ANALYTICS

Context
Sentiment & behavior
Intent

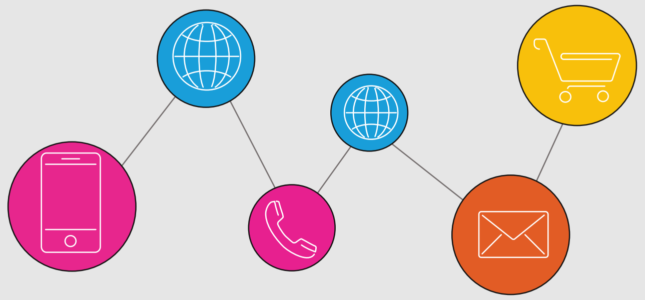
- Discovery
- Root cause analysis
- Predictive modeling
- Performance metrics
- Event triggers

DESKTOP ANALYTICS


Map & monitor service processes

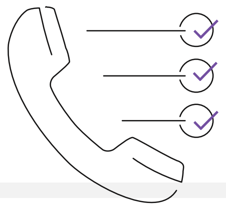
- Measure skill vs. will
- True process cycle time
- First touch resolution

JOURNEY ANALYTICS



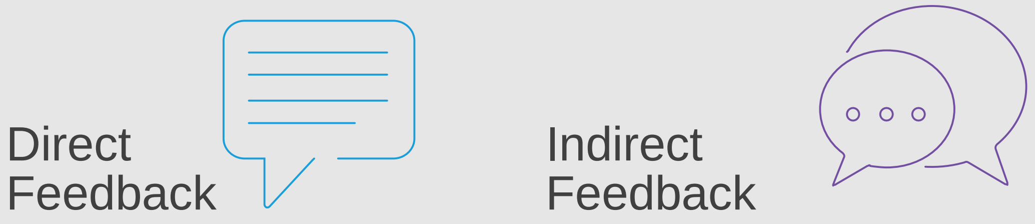
Multi-channel picture of your individual and overall customers’ journeys

IVR OPTIMIZATION



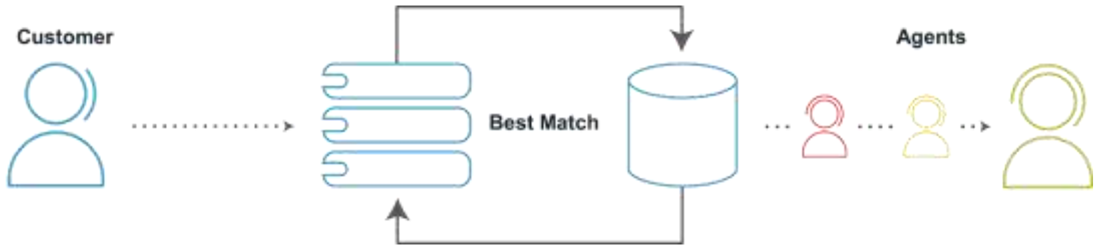
Optimize IVR experience by identifying choke points or bottlenecks to increase overall containment

VOICE OF THE CUSTOMER ANALYTICS


Direct Feedback
Indirect Feedback

Role-specific charts, reports, alerts and dashboards deliver business-critical insights

PREDICTIVE BEHAVIORAL ROUTING


Customer
Best Match
Agents

Pairs customers with agents best equipped to handle their **personality style**

The Phases of Interaction Analytics

ORGANISE

ANALYSE

OPERATIONALISE

ROUTE

1 - How does it work?

2 - What is the Business Case/ ROI? And How long does it take to implement?

What is the Business Case/ ROI? And How long does it take to implement?

Customer Interaction Analytics for Business Transformation

SALES EFFECTIVENESS

CHURN / RETENTION

COST MANAGEMENT

CUSTOMER SATISFACTION

TRAVEL & HOSPITALITY – $80M REVENUE BOOST

- Agents coached to book nearby hotel
- MAS Team predicted $19m increased revenues
- Realised Revenues increase of $ 80m

COMMUNICATIONS – 18M RETAINED CUSTOMERS

- Predictive modelling of customer churn
- 30% improvement in ability to spot churners
- Redesign of inbound and outbound retention programme
- $10M+ Savings

RETAIL HEALTHCARE – $213K SAVINGS

- Tracking, Quantifying and eliminating defects
- 20% Improvement in call time
- 15% improvement in FCR

FINANCIAL SERVICES – $540K SAVINGS

- Analysis of “customer effort” and relation to C-Sat
- Long Hold Times due to agents missing information
- Training meant hold times went down and CSAT went up
- $ 540K in Annual Savings

Converting unstructured data
into actionable insights

jetBlue
Marriott
American Airlines
IHG InterContinental Hotels Group
UNITED
Disney
COMCAST
verizon
T-Mobile
BARCLAYS
JOHN PAUL
AMERICAN EXPRESS
EURO INFORMATION

1 - How does it work?

2 - What is the Business Case/ ROI? And How long does it take to implement?

3 - Are there any interesting examples of Analytics?

Are there any interesting examples of Analytics?

Common Initial Use Cases:

Use Case	Primary Value	Analytic Focus	Operational focus
Transfer Reduction	Cost reduction	Determining transfer drivers (misroutes, process directives, behaviors) and how to obviate them.	Agent Behavior; Process & Technology
Long Call Reduction	Cost reduction	Understanding reasons for long calls and determining which can be shortened	Agent behaviour
Non-Talk-Time Reduction	Cost reduction	Determining patterns in silent time (certain call types, agents, etc.) across calls and addressing root causes.	Agent Behavior; Training & Technology
Authentication Efficiency	Cost reduction, compliance	Understanding agent adherence to standards in authentication (under- or over-verifying)	Agent Behaviour
QA Automation	Cost reduction	Determining QA elements that were simple to validate using speech analytics	Process
Inbound Call Reduction	Cost reduction	Determining opportunities to automate actions to prevent calls	Technology & Customer Communication
Customer Retention	Revenue enhancement	Determining customer markers for cancellation and intervening before cancellation occurs	Outbound customer contact
Unnecessary Field Service Dispatch	Cost reduction	Determining adherence to best practices to diagnose problems before ordering field service	Agent Behaviour
Improve Sales Effectiveness	Revenue enhancement	Determining best practices differentiating most effective and least effective agents related to selling	Agent Behaviour, & Process

1 - How does it work?

2 - What is the Business Case/ ROI? And How long does it take to implement?

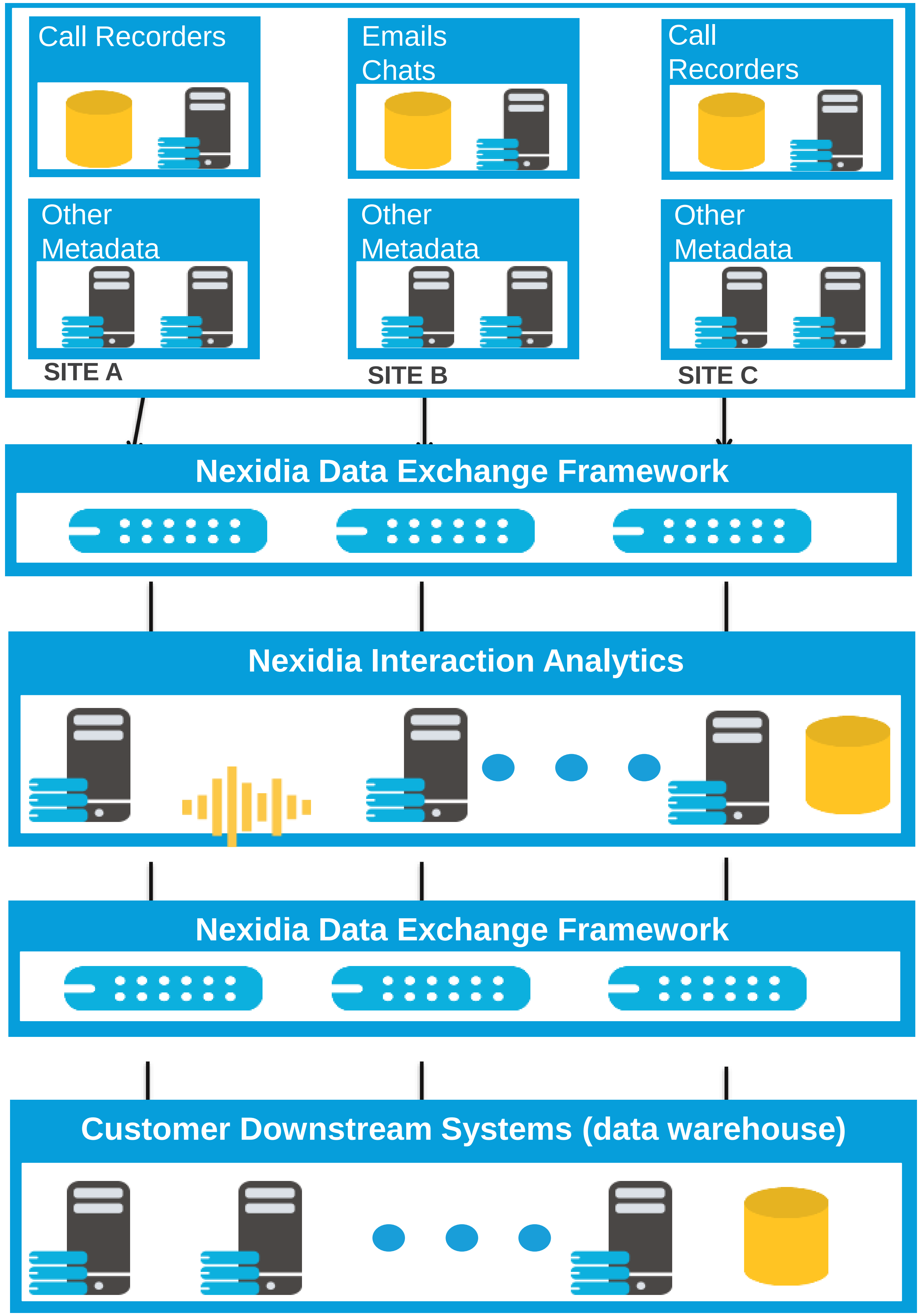
3 - Are there any interesting examples of Analytics?

4 - How do you bring in other data sets, such as the customer billing system, lifetime value

How do you bring in other data sets, such as the customer billing system, lifetime value

Nexidia Data Exchange Framework

- Full featured, purpose-built, distributed workflow engine designed from the ground up by Nexidia
- Bundled with Nexidia Interaction Analytics
- Moves and transforms audio files, text interactions and related metadata throughout the Customer/Nexidia ecosystem
- Securely extracts information from diverse, geographically distributed data sources into the Nexidia system
- Pushes structured data and analytics results from Nexidia data warehouse to downstream systems/databases for new Big Data dimension
- May be used as a standalone factory
  - E.g. rapidly calculating propensity to churn data from audio


Call Recorders
Emails
Chats
Call Recorders
Other Metadata
Other Metadata
Other Metadata
SITE A
SITE B
SITE C
Nexidia Data Exchange Framework
Nexidia Interaction Analytics
Nexidia Data Exchange Framework
Customer Downstream Systems (data warehouse)

1 - How does it work?

2 - What is the Business Case/ ROI? And How long does it take to implement?

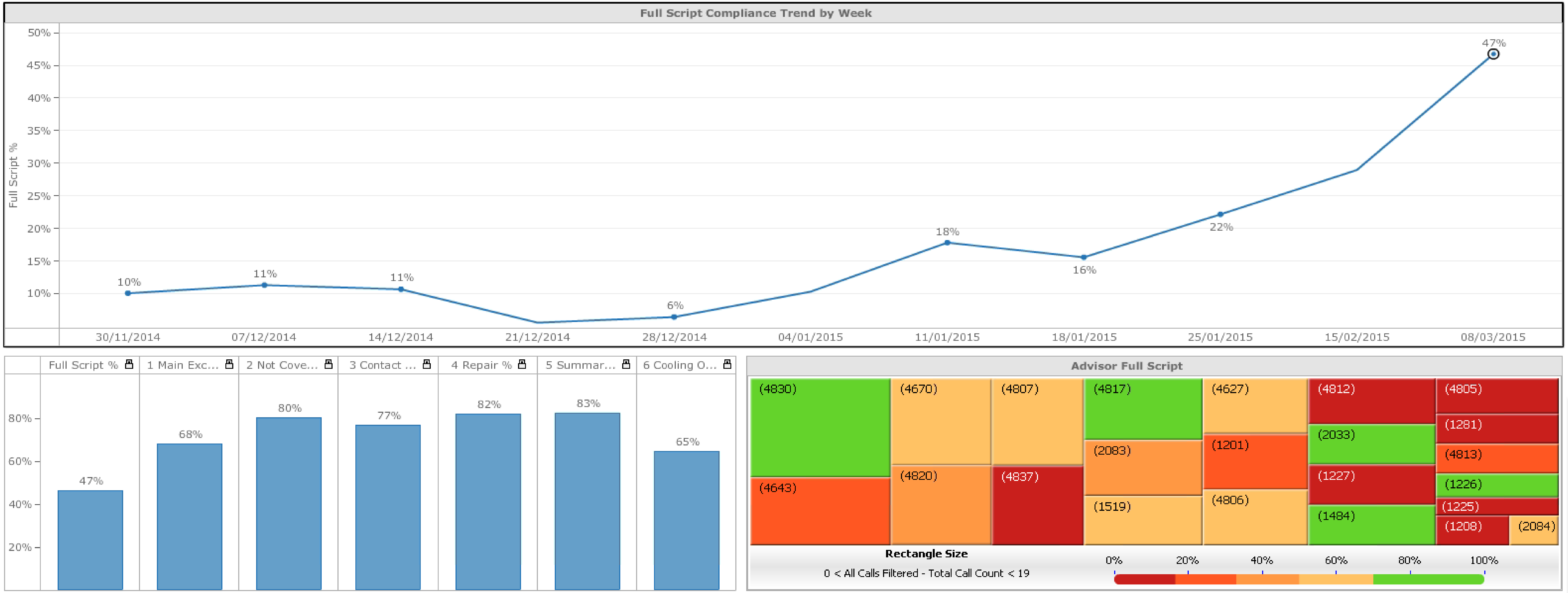
3 - Are there any interesting examples of Analytics?

5 - How do you bring in other data sets, such as the customer billing system, lifetime value

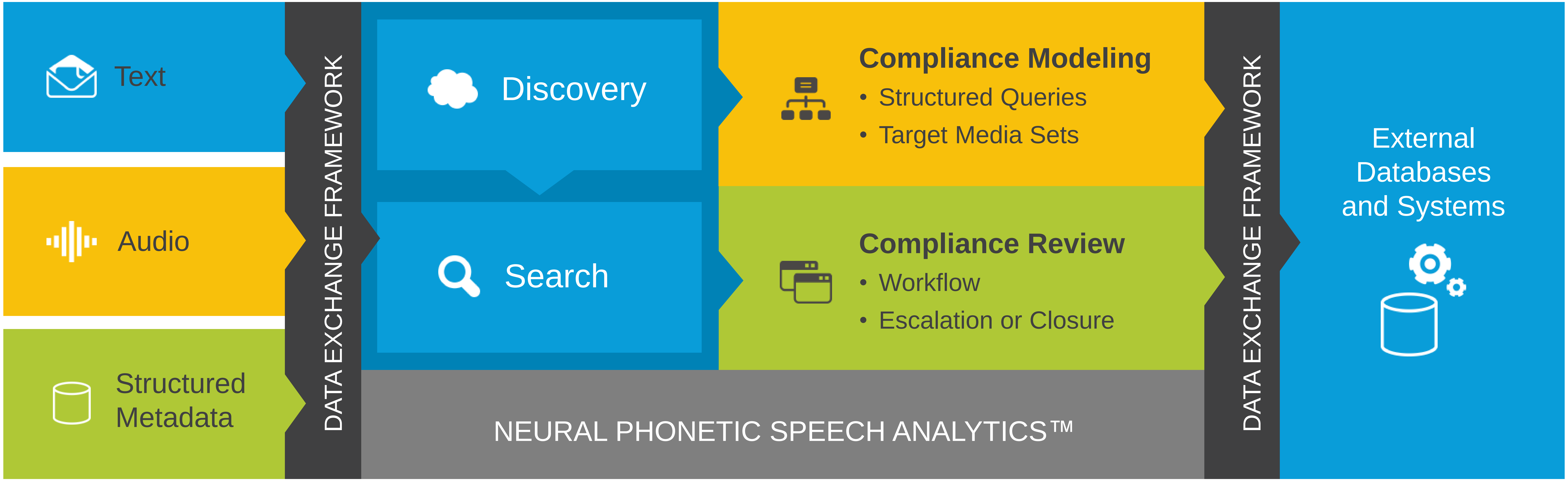
5 - Can you use it for Compliance purposes?

Can you use it for Compliance purposes?

Compliance Executive Dashboard


Full Script Compliance Trend by Week
Full Script %
50%
45%
40%
35%
30%
25%
20%
15%
10%
10%
11%
11%
6%
18%
16%
22%
47%
30/11/2014
07/12/2014
14/12/2014
21/12/2014
28/12/2014
04/01/2015
11/01/2015
18/01/2015
25/01/2015
15/02/2015
08/03/2015
Full Script %
1 Main Exc...
2 Not Cove...
3 Contact ...
4 Repair %
5 Summar...
6 Cooling O...
80%
60%
40%
20%
47%
68%
80%
77%
82%
83%
65%
Advisor Full Script
(4830)
(4643)
(4670)
(4820)
(4807)
(4837)
(4817)
(2083)
(1519)
(4627)
(1201)
(4806)
(4812)
(2033)
(1227)
(1484)
(4805)
(1281)
(4813)
(1226)
(1225)
(1208)
(2084)
Rectangle Size
0 < All Calls Filtered - Total Call Count < 19
0%
20%
40%
60%
80%
100%

Review Management Process Flow



Text

Audio

Structured Metadata

DATA EXCHANGE FRAMEWORK

Discovery

Search

Compliance Modeling
- Structured Queries
- Target Media Sets

Compliance Review
- Workflow
- Escalation or Closure

NEURAL PHONETIC SPEECH ANALYTICS™

DATA EXCHANGE FRAMEWORK

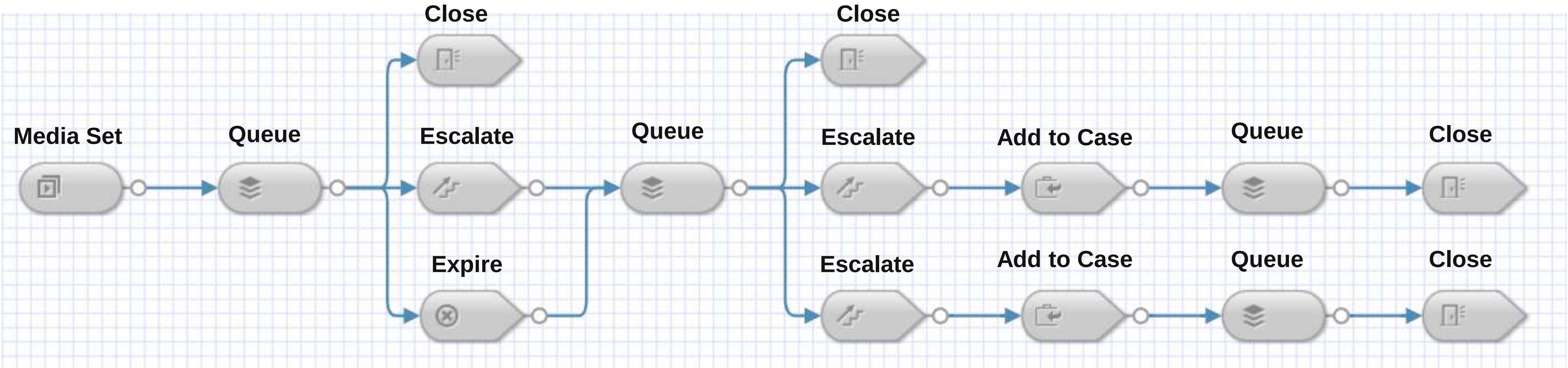
External Databases and Systems

Creating a Workflow Lab

Create a Workflow

- Do not save or activate the workflow
- Understand the options for each component and the connectivity rules

Sample:


Close
Close
Media Set
Queue
Escalate
Queue
Escalate
Add to Case
Queue
Close
Expire
Escalate
Add to Case
Queue
Close

1 - How does it work?

2 - What is the Business Case/ ROI? And How long does it take to implement?

3 - Are there any interesting examples of Analytics?

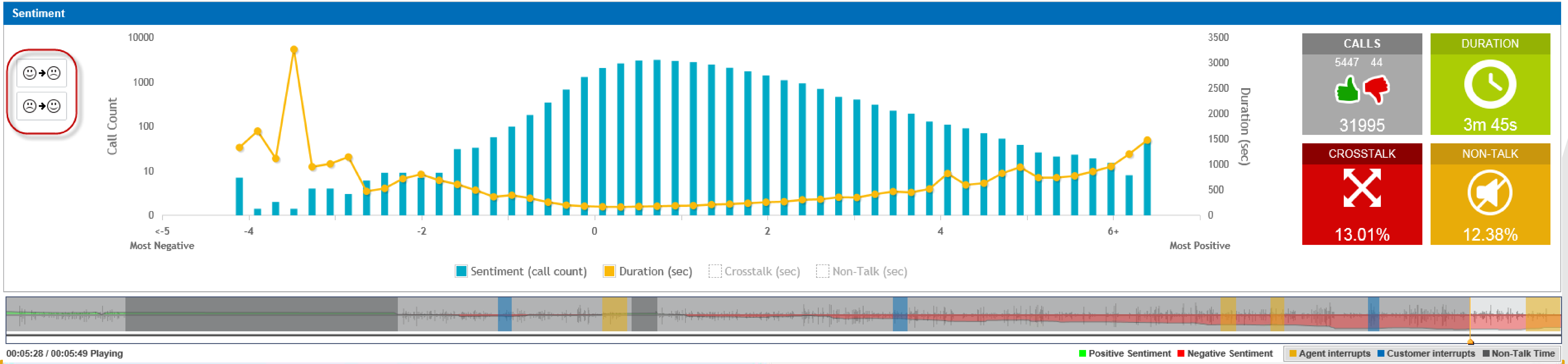
4 - How do you bring in other data sets, such as the customer billing system, lifetime value

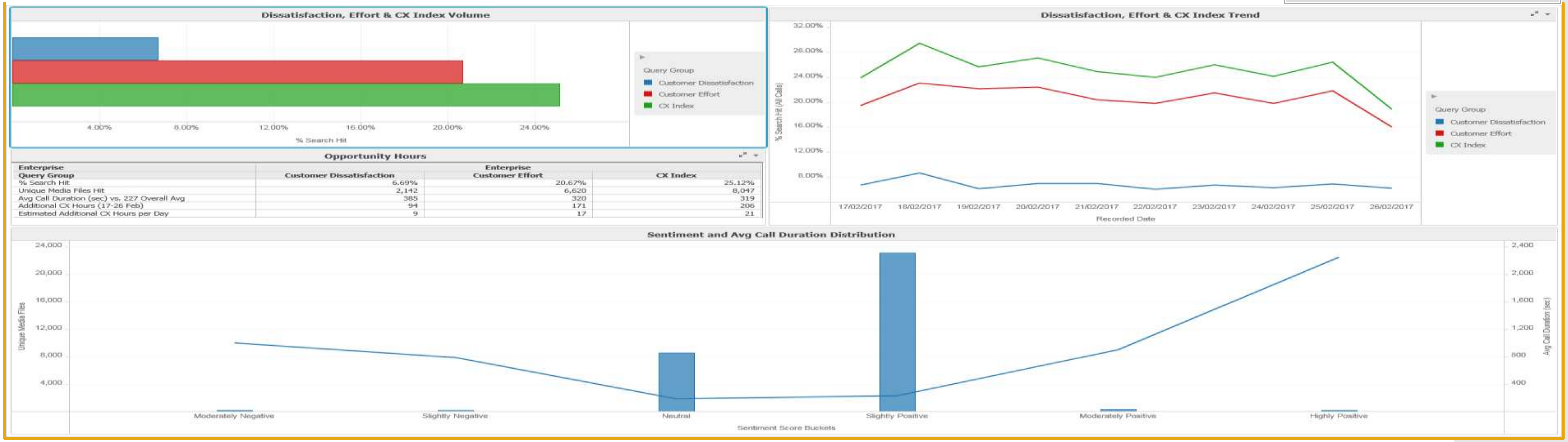
5 - Can you use it for Compliance purposes?

6 - How can you measure customer Satisfaction or Dissatisfaction?

How can you measure customer Satisfaction or Dissatisfaction?

Customer Satisfaction and Sentiment

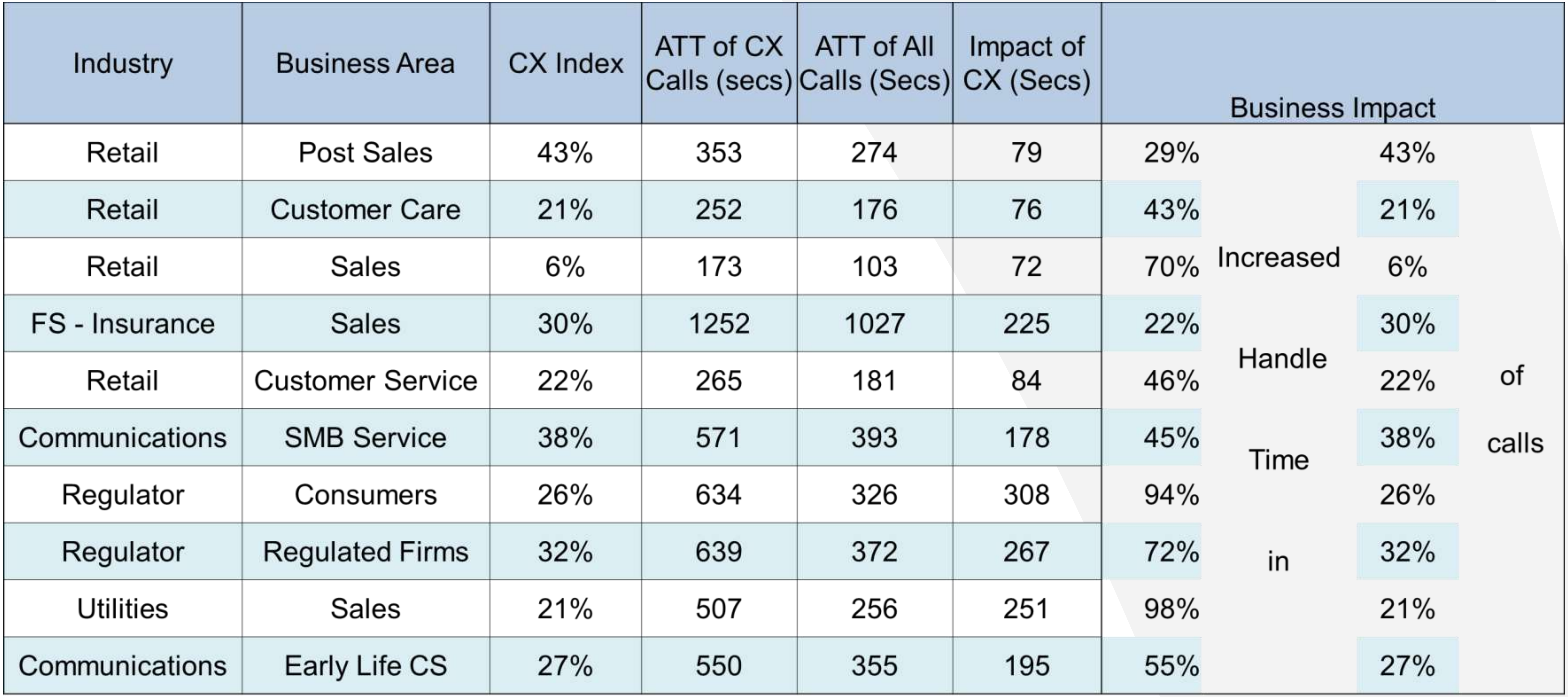

Sentiment
☺➔☹
☹➔☺
Call Count
10000
1000
100
10
0
<-5
Most Negative
-4
-2
0
2
4
6+
Most Positive
3500
3000
2500
2000
1500
1000
500
0
Duration (sec)
Sentiment (call count)
Duration (sec)
Crosstalk (sec)
Non-Talk (sec)
CALLS
5447 44
31995
DURATION
3m 45s
CROSSTALK
13.01%
NON-TALK
12.38%
00:05:28 / 00:05:49 Playing
Positive Sentiment
Negative Sentiment
Agent interrupts
Customer interrupts
Non-Talk Time


Dissatisfaction, Effort & CX Index Volume
Query Group
Customer Dissatisfaction
Customer Effort
CX Index
4.00%
8.00%
12.00%
16.00%
20.00%
24.00%
% Search Hit
Dissatisfaction, Effort & CX Index Trend
32.00%
28.00%
24.00%
20.00%
16.00%
12.00%
8.00%
% Search Hit (All Calls)
17/02/2017
18/02/2017
19/02/2017
20/02/2017
21/02/2017
22/02/2017
23/02/2017
24/02/2017
25/02/2017
26/02/2017
Recorded Date
Query Group
Customer Dissatisfaction
Customer Effort
CX Index
Sentiment and Avg Call Duration Distribution
24,000
20,000
16,000
12,000
8,000
4,000
Unique Media Files
2,400
2,000
1,600
1,200
800
400
Avg Call Duration (sec)
Moderately Negative
Slightly Negative
Neutral
Slightly Positive
Moderately Positive
Highly Positive
Sentiment Score Buckets

Opportunity Hours

Enterprise Query Group	Customer Dissatisfaction	Enterprise Customer Effort	CX Index
% Search Hit	6.69%	20.67%	25.12%
Unique Media Files Hit	2,142	6,620	8,047
Avg Call Duration (sec) vs. 227 Overall Avg	385	320	319
Additional CX Hours (17-26 Feb)	94	171	206
Estimated Additional CX Hours per Day	9	17	21

CX INDEX Benchmarking



Industry	Business Area	CX Index	ATT of CX Calls (secs)	ATT of All Calls (Secs)	Impact of CX (Secs)	Business Impact			
Retail	Post Sales	43%	353	274	79	29%	Increased Handle Time in	43%	of calls
Retail	Customer Care	21%	252	176	76	43%		21%	
Retail	Sales	6%	173	103	72	70%		6%	
FS - Insurance	Sales	30%	1252	1027	225	22%		30%	
Retail	Customer Service	22%	265	181	84	46%		22%	
Communications	SMB Service	38%	571	393	178	45%		38%	
Regulator	Consumers	26%	634	326	308	94%		26%	
Regulator	Regulated Firms	32%	639	372	267	72%		32%	
Utilities	Sales	21%	507	256	251	98%		21%	
Communications	Early Life CS	27%	550	355	195	55%		27%	

1 - How does it work?

2 - What is the Business Case/ ROI? And How long does it take to implement?

3 - Are there any interesting examples of Analytics?

4 - How do you bring in other data sets, such as the customer billing system, lifetime value

5 - Can you use it for Compliance purposes?

6 - How can you measure customer Satisfaction or Dissatisfaction?

7 - Can Analytics be used for Contact Routing?

Can Analytics be used for Contact Routing?

NICE Nexidia Predictive Behavioral Routing pairs customers with agents best equipped to handle their personality style.

The result is more **productive and positive call outcomes**, leading to **better business results.**

KPIs	Improvements
Average Handle Time	↓
Customer Satisfaction & NPS	↑
First Contact Resolution	↑
Sales Effectiveness	↑
Customer Churn	↓

Personality Insights Lead to New Understanding of Behavior

ORGANIZER

Logical, responsible, and organized

- Service means: efficient and accurate problem-solving
- Influenced by: facts and logic
- Their language: linear, factual, and data-oriented

ORIGINAL

Creative, spontaneous, and playful

- Service means: easy and supportive problem-solving
- Influenced by: emphasize your product is cool or easy to use
- Their language: casual, slang, and expressive

CONNECTOR

Warm, sensitive, and caring

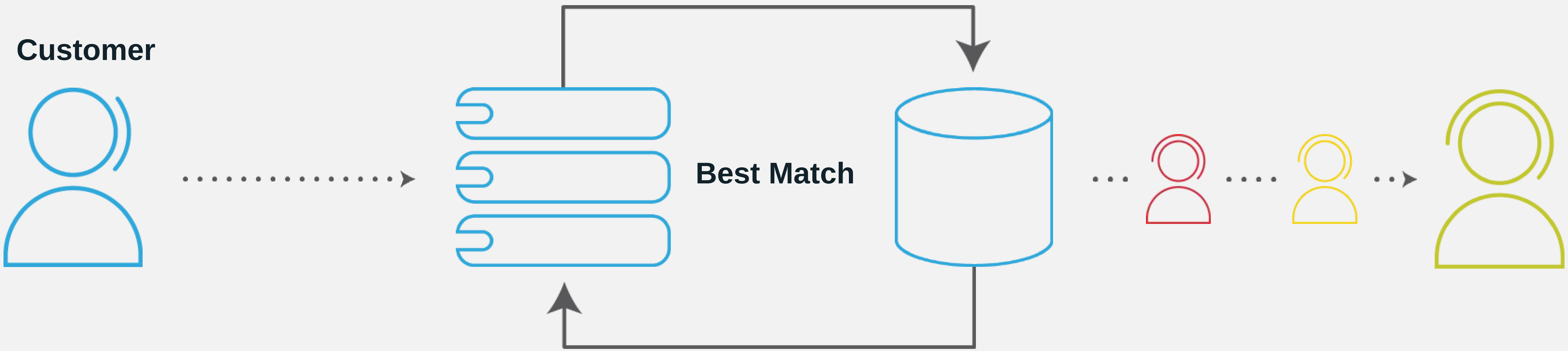
- Service means: caring and supportive problem-solving
- Influenced by: showing them you care about them personally
- Their language: “we,” feeling states, and people

ADVISOR

Dedicated, observant, and conscientious

- Service means: commitment and respectful problem-solving
- Influenced by: quality and integrity of product or organization
- Their language: formal, respectful, and values-driven

Our Contact Center customer experience with PBR…



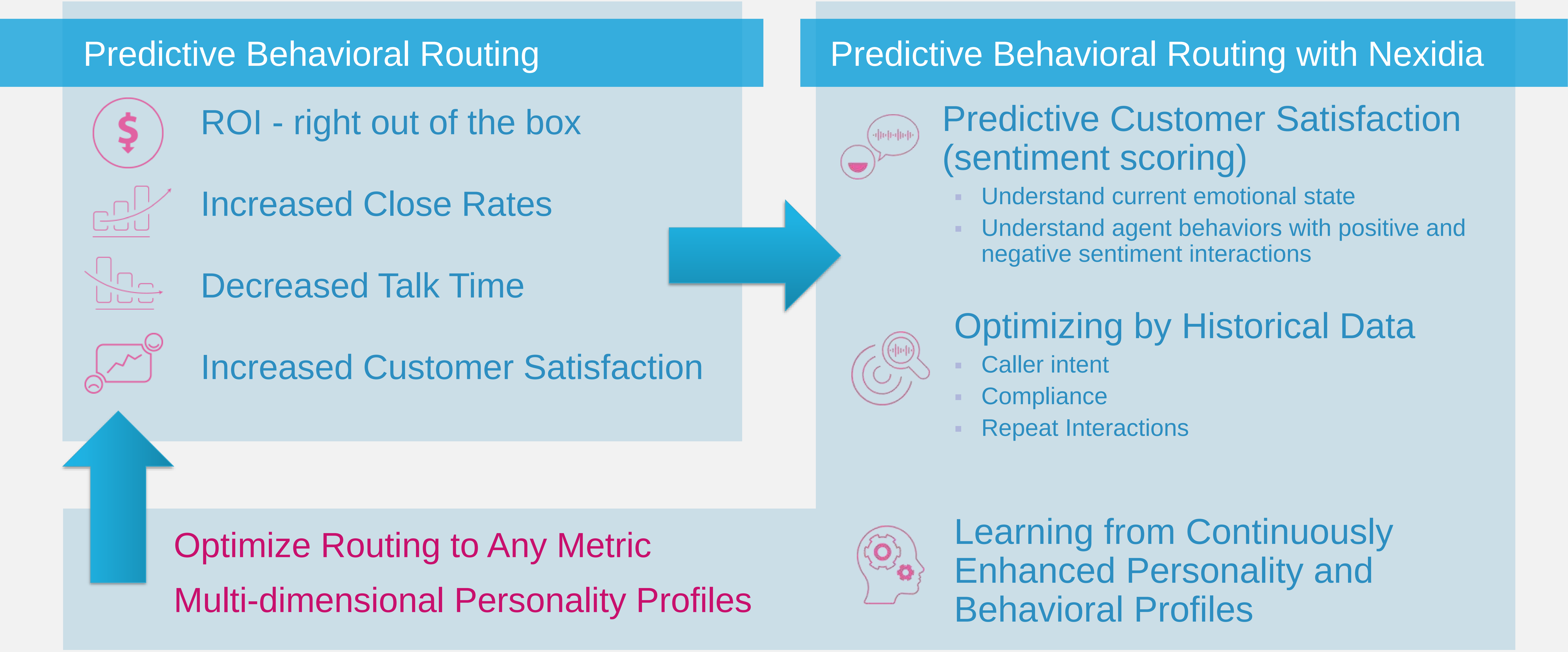
Organizational priorities determine ideal agent-customer match

Experience **tailored** to the **customer's personality**

History of agent and customer behavior **continuously improves** future matches

Routing **automated** in an **artificially intelligent system** requiring no manual maintenance

Outcomes-Based Routing, Powered by Nexidia Analytics



Predictive Behavioral Routing

- ROI - right out of the box
- Increased Close Rates
- Decreased Talk Time
- Increased Customer Satisfaction

Optimize Routing to Any Metric

Multi-dimensional Personality Profiles

Predictive Behavioral Routing with Nexidia

Predictive Customer Satisfaction (sentiment scoring)

- Understand current emotional state
- Understand agent behaviors with positive and negative sentiment interactions

Optimizing by Historical Data

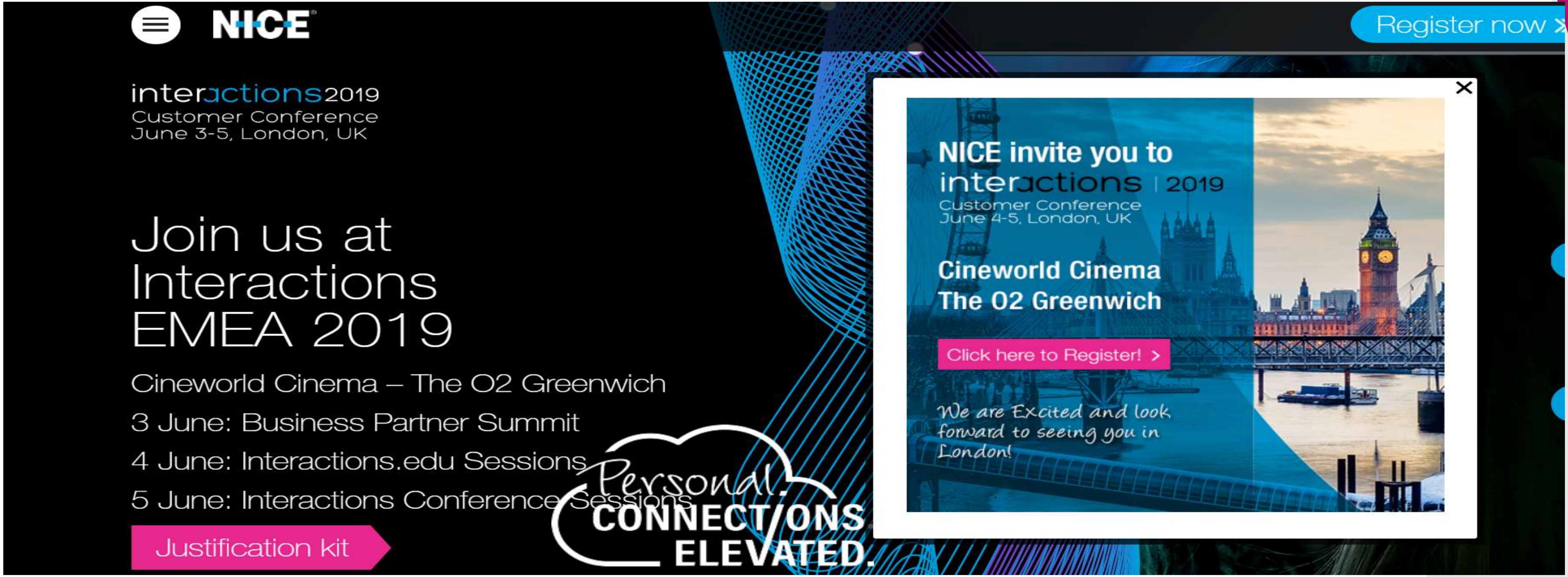
- Caller intent
- Compliance
- Repeat Interactions

Learning from Continuously Enhanced Personality and Behavioral Profiles

5 Things to Remember

1. Outcomes –Don't focus on the application, think about the change that Analytics can help the business achieve
2. Change – Identify the key business objectives that will make a difference
3. Analytics is something you do – It's not a black box. The solution needs the buy in from the business to envoke change.
4. If you don't start, nothing changes - start small if you have to.
5. Multichannel and Journey Outcomes. – NICE Nexidia does not just analyse audio

Interactions 2019 – 4th & 5th June, 2019



NICE
Register now

interactions2019
Customer Conference
June 3-5, London, UK

Join us at
Interactions
EMEA 2019

Cineworld Cinema – The O2 Greenwich

3 June: Business Partner Summit

4 June: Interactions.edu Sessions

5 June: Interactions Conference Sessions

Justification kit
Personal.
CONNECTIONS
ELEVATED.

NICE invite you to
interactions | 2019
Customer Conference
June 4-5, London, UK

Cineworld Cinema
The O2 Greenwich

Click here to Register! >

We are Excited and look forward to seeing you in London!

Message the Chat Room to get more details.