Proactive Customer Service: How To Do It Well

Webinar

>> Thursday 10th October 2019

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Proactive Customer Service – How to do it Well

1 Gather the facts

2 Think about... your customer

3 Orchestration

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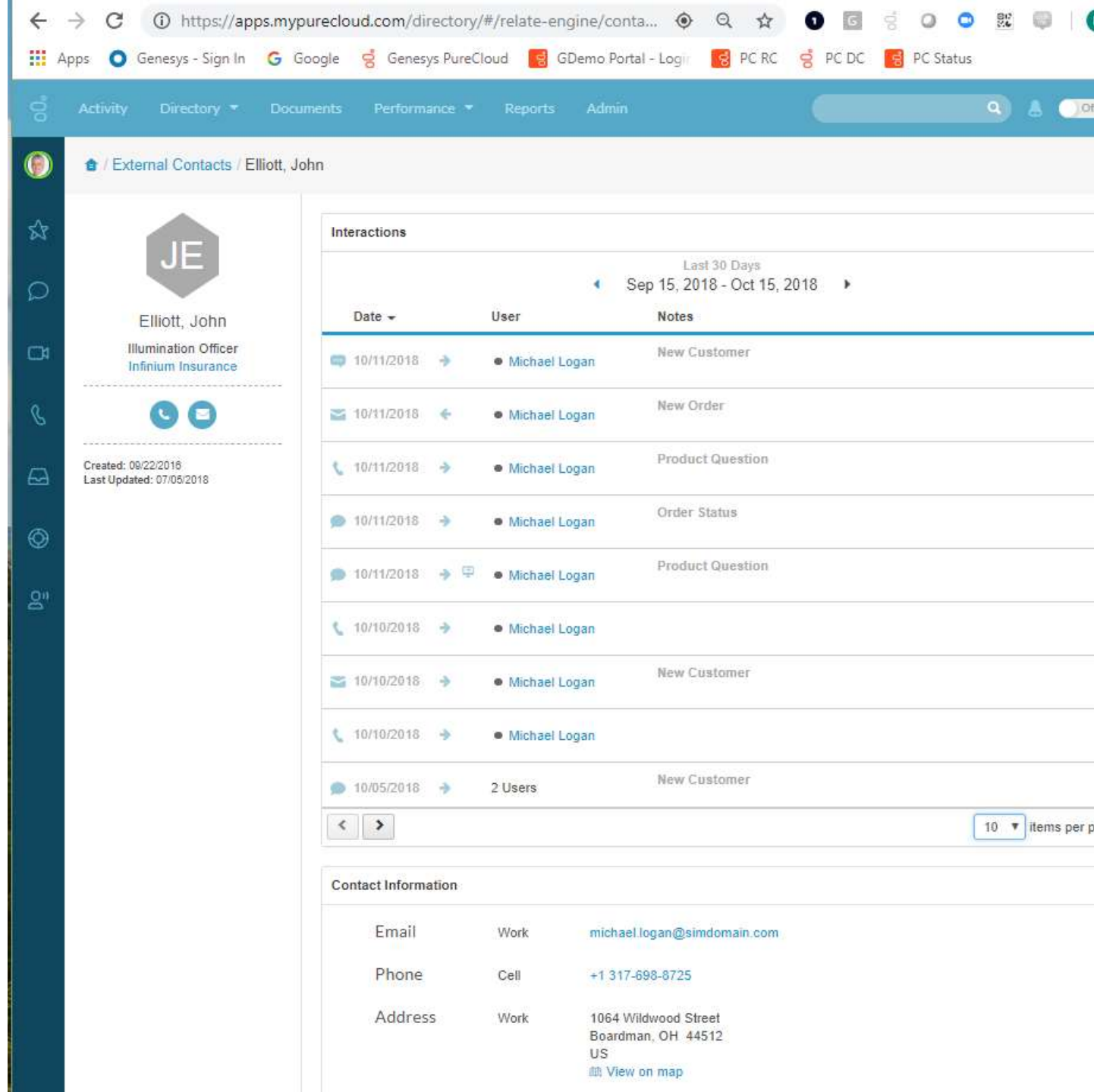
Remember everything

- Event based, External Contact profile
  - All prior interactions
  - Message
  - Email
  - Voice
  - Chat x 2
  - Etc.
- Associate unidentified Interactions
- Advisor "in step" with customers activity

From Unstructured To Structured Data

"Tagged topics can be categorised and searched along with meta data and non-linguistic events to create meaning from otherwise unstructured data"
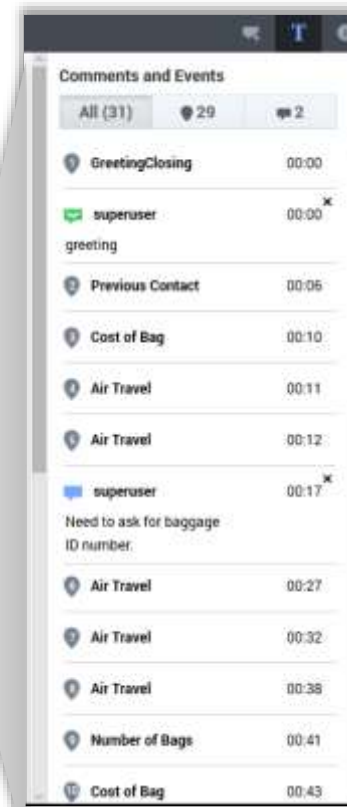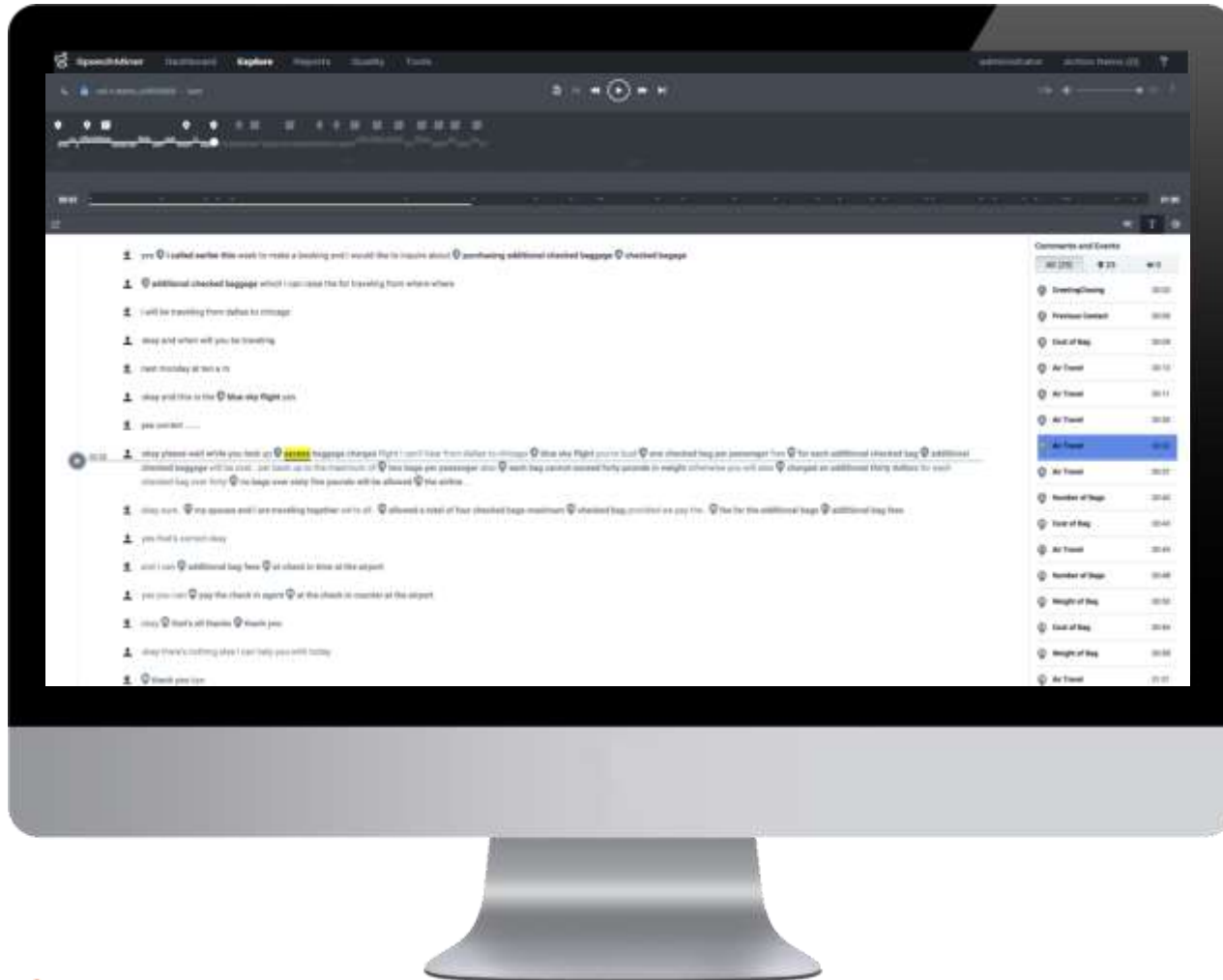
Full Transcript
Transcribed interactions highlighted and auto-scrolled during playback

Both sides
Supports stereo for Agent and Customer channel separation

Tagged Topics
Quick jump navigation through transcripts from player or event list
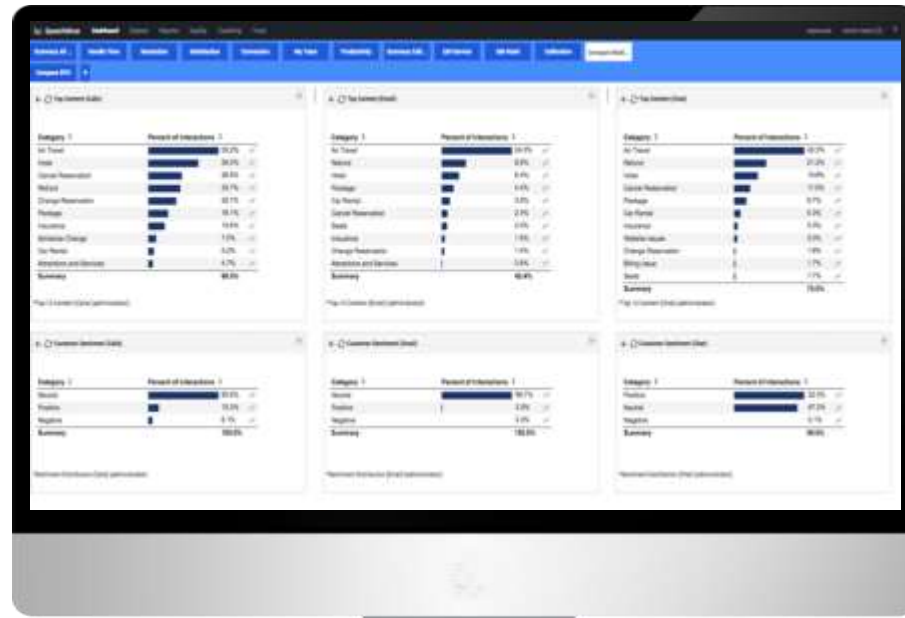
Non-Linguistic Events
Silence, music, crosstalk and other non-linguistic events are highlighted

Sensitive Data Masking
Analytics masks out spoken digits or secure topics during playback

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True Omnichannel Analytics

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"It's crucial to be able to analyse all conversations across all channels in exactly the same way using a single application."

Recordings
Direct integration from Genesys or from any Third Party Recorder

Email
Genesys Email or Third Party Email Application

Chat
Genesys Chat or Third Party Chat Platforms

Social Media
All Social Media Interactions types; from Tweets to Facebook posts

Asynchronous Messaging
Supports long lived customer conversations

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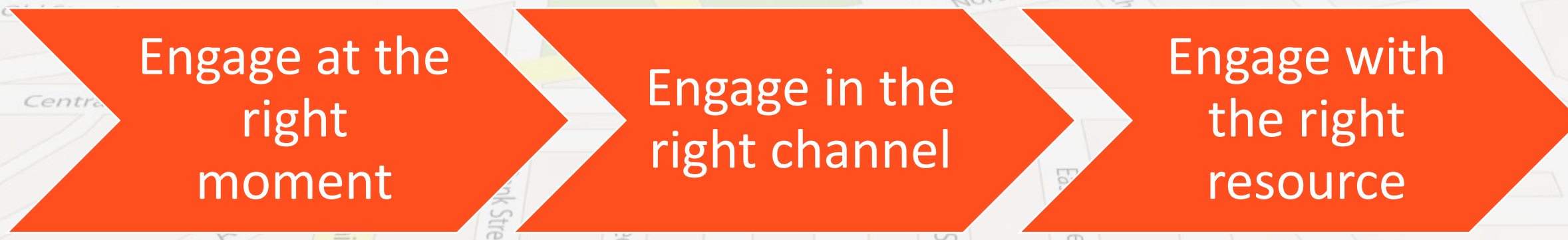**3** Orchestration

Journey Mapping

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Journey Shaping

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Shaping the customer journey

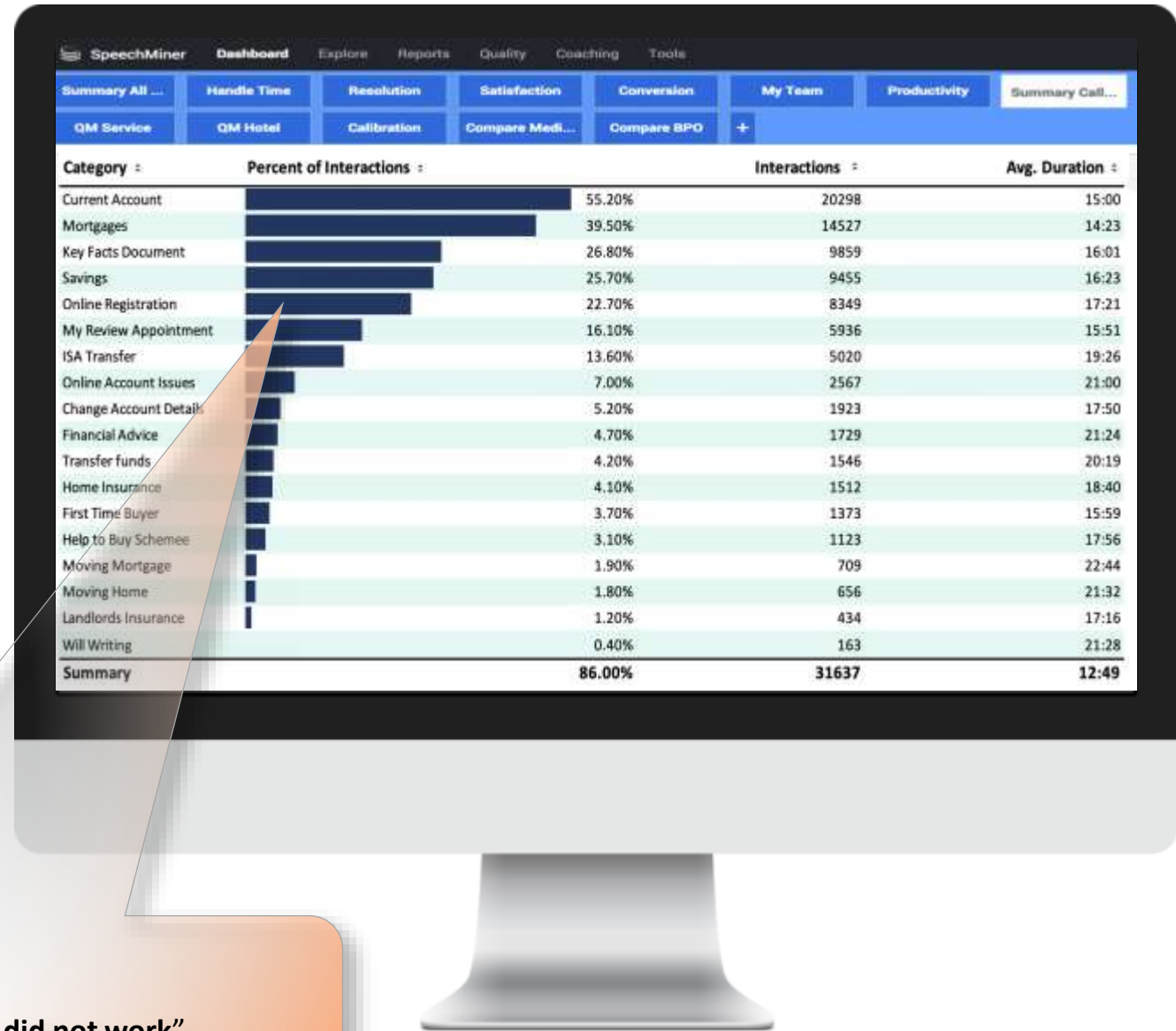**Engage at the right moment** ▶ **Engage in the right channel** ▶ **Engage with the right resource**

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Understanding Customer Intent

- Automatic categorisation of conversations by topics discussed

- Single or multiple topics for full insight/call reason/outcome

- Fast, accurate and consistent call classification from actual call content (independent of CRM, Call routing, IVR)

- In-depth breakdown of a call into call segments for precise classification

- Drill down capabilities right down to actual calls

SpeechMiner — Dashboard | Explore | Reports | Quality | Coaching | Tools

| Summary All ... | Handle Time | Resolution | Satisfaction | Conversion | My Team | Productivity | Summary Call... |
| QM Service | QM Hotel | Calibration | Compare Medi... | Compare BPO | + | | |

Category	Percent of Interactions	Interactions	Avg. Duration
Current Account	55.20%	20298	15:00
Mortgages	39.50%	14527	14:23
Key Facts Document	26.80%	9859	16:01
Savings	25.70%	9455	16:23
Online Registration	22.70%	8349	17:21
My Review Appointment	16.10%	5936	15:51
ISA Transfer	13.60%	5020	19:26
Online Account Issues	7.00%	2567	21:00
Change Account Details	5.20%	1923	17:50
Financial Advice	4.70%	1729	21:24
Transfer funds	4.20%	1546	20:19
Home Insurance	4.10%	1512	18:40
First Time Buyer	3.70%	1373	15:59
Help to Buy Schemee	3.10%	1123	17:56
Moving Mortgage	1.90%	709	22:44
Moving Home	1.80%	656	21:32
Landlords Insurance	1.20%	434	17:16
Will Writing	0.40%	163	21:28
Summary	**86.00%**	**31637**	**12:49**

"I have a question about my **secure pass code**"
"**I called yesterday** about my **mortgage over payment** "
"**I need assistance** with **updating my contact details**, the **online process did not work**"
"**I am very happy** with my **savings maturity offer**

Dynamically Generate Case based on Intent count

TRENDING ANALYSIS – UNCOVERING THE UNKNOWNS
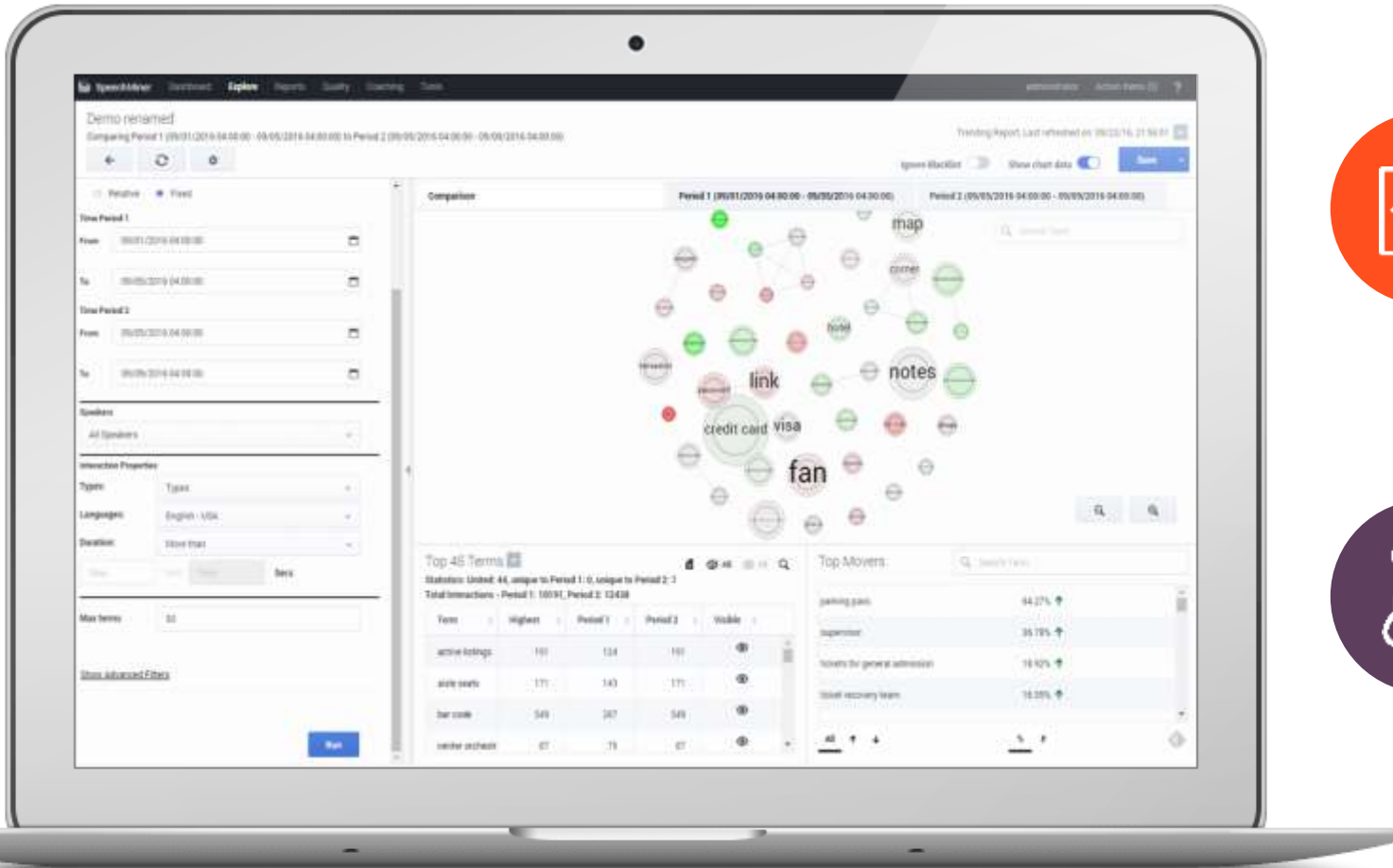
Identify Trends

Discover, identify and explore emerging business issues; pinpoint events that may require closer attention.

Phrase Discovery

Identify new phrases or topics for ongoing analysis of customer service delivery, employees performance, products, and processes.

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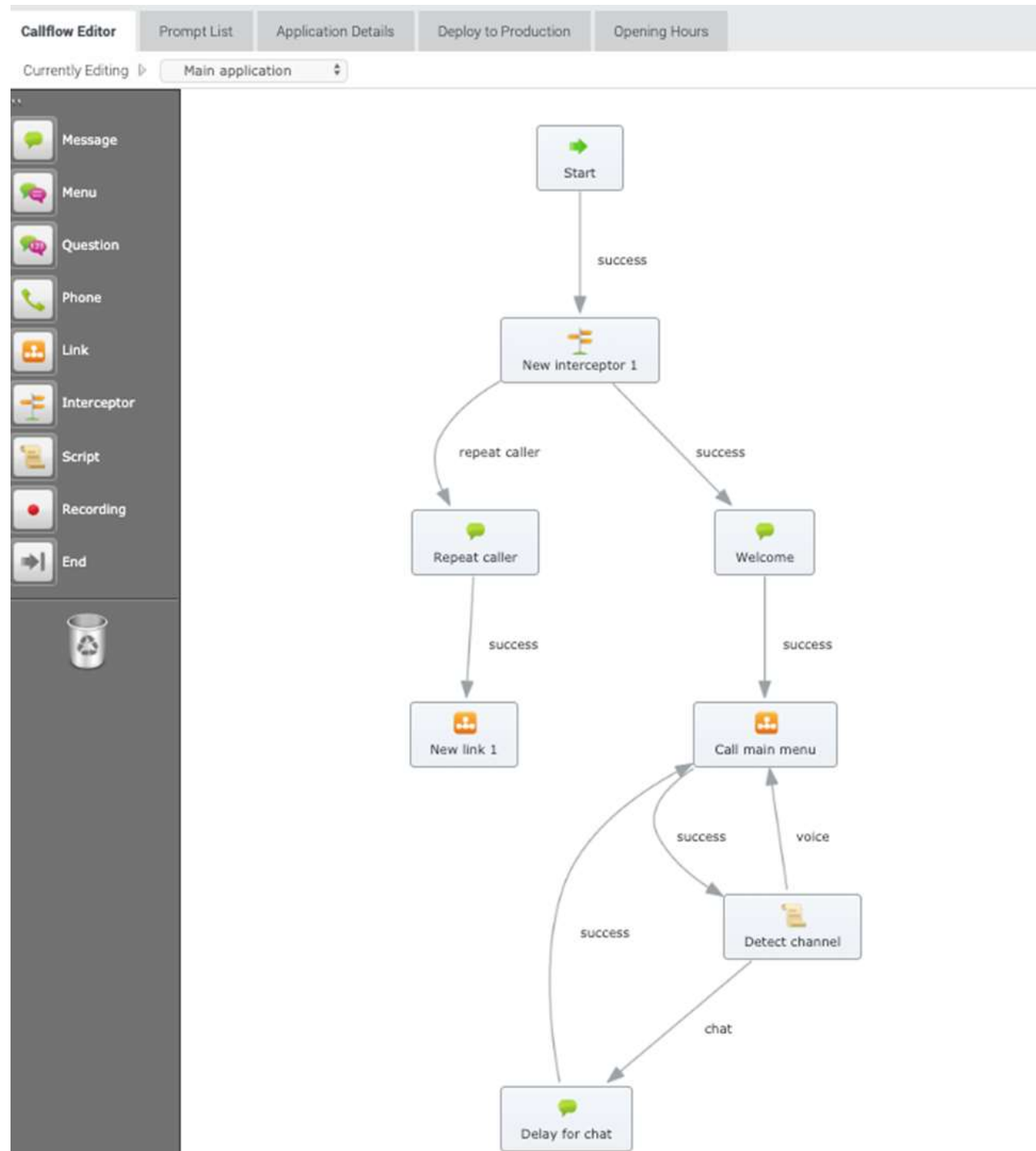**2** Think about... your customer

3 Orchestration

Orchestration

- Experience flow tool set
- Intuitive to the Business User

- Copy / Paste
- Look and Learn!
- Repeat / repeat / repeat

- When was the last time your experience flows were changed?