

# Technology Considerations for Creating Great (well good) Conversations

# Agenda

- Customer journey maps
- Importance of Employee Experience (EX)
- NVM Technology use cases

# Customer Journey Mapping

Physical evidence	Parking Exterior and Interior Road signs	Uniformed staff Waiting area Seating arrangement	Air conditioning Music Posters Paintings	Plates Cultery Napkin Pans	Menu Bill desk	Food delivery tray	Food Sauce Spices	Bill wait	Bell
Customer Actions	Arrive at the restaurant	Select dine in option	Receive menu, wait for attendant (2 min)	Give order	Receive food	Serve food	Eat, ask for bill	Wait for 10 min	Pay bill, Ring the bell, Leave
Onstage Contact Person (waiter)	Greet →	Inquire about takeaway or dine in →	Showed the way to the table	Take food orders (commit to serve in 15 min)	Delivery of food (serve after 15 min)		Ask for more order	Prepare bill	Process bill paid
Backstage Contact Person (receptionist)	Check in			Process food order				Check out	
Support process	Registration process		Prepare food					Registration process	



# Setting up for good conversation

THE RELENTLESS UNSTOPPABLE INESCAPABLE MUSIC OF MADNESS

ON HOLD NO ONE CAN HEAR YOU SCREAM!

End the Horror of IVR. Download the guide now. >

NewVoiceMedia

<https://onholdwith.com/>

Worst Companies in the Same Industry

Total Complaints per Day

Search by Company or Industry Name   Results for the last 30 days

Apr 13 Apr 14 Apr 15 Apr 16 Apr 17 Apr 23 Apr 24 Apr 25 Apr 26 Apr 27 Apr 28 Apr 29 Apr 30 May 01 May 02 May 03 May 04 May 05 May 06 May 07 May 08 May 09 May 10 May 11 May 12 May 13

on hold with [redacted] about 19 hours ago - My Mum's been on hold with you for 48 minutes. Not surprised that there's a queue of people trying L... <https://t.co/Sc4HB6t7PE>

on hold with [redacted] about 23 hours ago on a Sunday v time. Still end for 20 mins. Y able to... <https://t.co/wj...>

on hold with [redacted] about 6 minutes ago [redacted] called last night 2complain. After being on hold for 45 min, the CS rep told me to email... <https://t.co/BcBLggHFJj>

on hold with [redacted] about 1 day ago [redacted] showing off their impressive customer service. Tried to cancel contract yesterday, on hold for 45 mins... <https://t.co/DUqCwgR4Eo>



# Employee Experience will help improve CX



**@workplace**  
by facebook



**slack**

# Poll

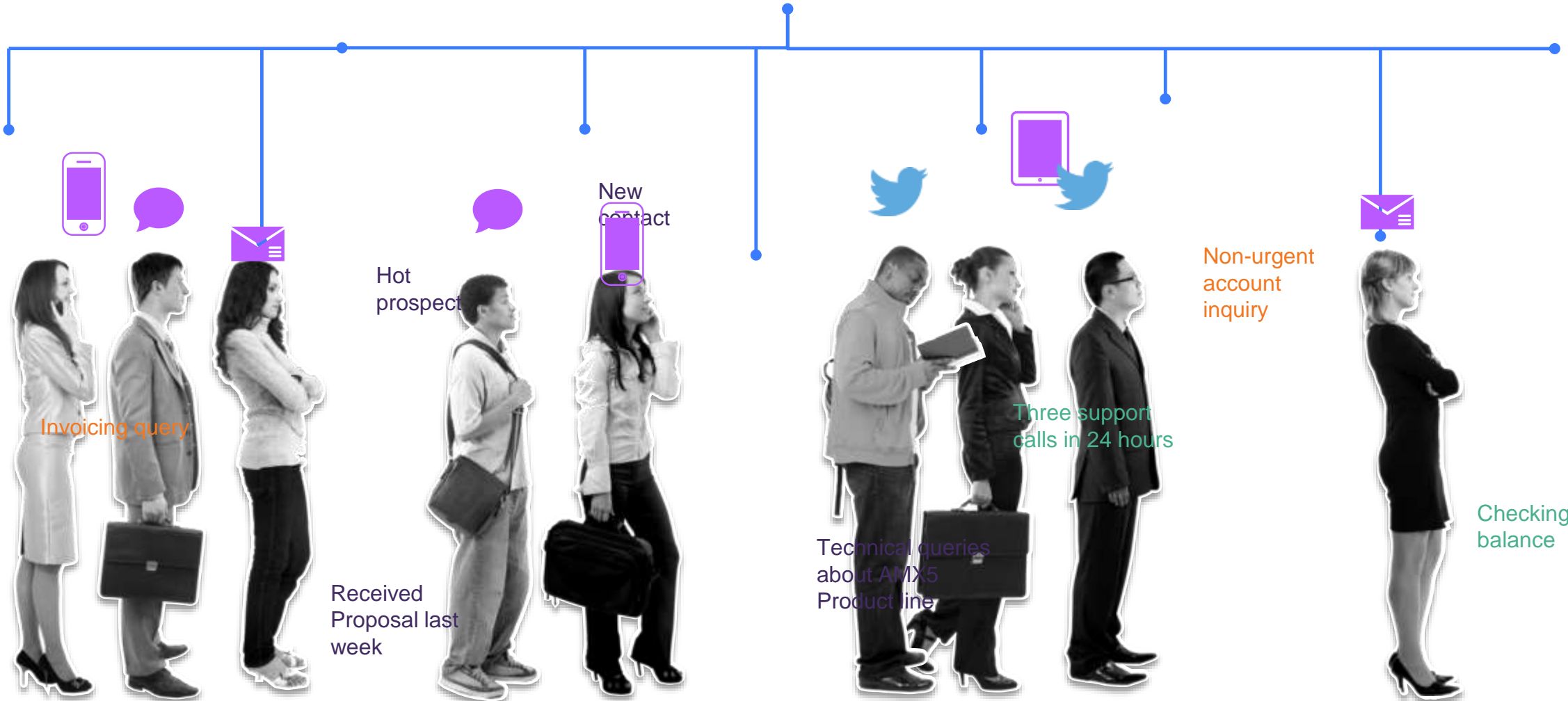
- How many communication type applications are your call centre agents expected to use?

1. 1 - 2
2. 3 - 4
3. 5 - 7
4. 8 - 10
5. 11+

E.G. Hard phone + Skype + SMS widow + Live Chat window + CRM (Social). Answer 3 (5-7).

# Matching customers to agent profile

CRM





# Using speech analytics to improve the conversation

The screenshot displays a speech analytics interface. At the top, there is a navigation bar with several tabs: 'CS CALL PERCEPTION', 'EMOTION', 'CS POLITENESS', 'PRODUCT', 'CALL CODES' (highlighted in green), and 'CS COMMUNICATION'. Below the tabs is a '+ Show Subcategories' button. The main area features a timeline from 0:00 to 15:35. A blue bar at the bottom of the timeline indicates the current playback position at 10:58. A blue callout bubble points to the 'CALL CODES' tab with the text 'Identify key phrases in a specific category'. Below the timeline, there are playback controls including a 10-second rewind button, a play button, a 10-second fast forward button, a volume slider, and a download icon. At the bottom, a transcript is visible with a blue callout bubble pointing to the text 'Identify key phrases e.g. try to arrange a meeting'. The transcript includes the following text: 'Comp... people would like to see some documents or some some documents to give you a quick idea of how we do Telephony integration. It looks on a on a used case basis and then we could see about a follow up meeting with with one of my accounts'. The transcript also shows other phrases like 'first step. if you', 'one of the', 'send you some', and 'follow up'.



# Understand Contextual Behaviour

Run Report Show Details Report Properties Save Save As Generation completed in 2.4

Agent	NVM CALL SUMMARIES WITH RELATED CASE Calls Handled Acc,Game,Fun,Prom,Tech,Cmp		NVM CALL SUMMARIES WITH RELATED CASE Hold Time			
	Record Count		Record Count	% Hold Time Desirable	# Hold Time Undesirable	% Hold Time Undesirable
Agent: Alison	64		61	95.31%	3	4.69%
Agent: Alison	2		2	100.00%	0	0.00%
Agent: Andre	88		65	73.86%	23	26.14%
Agent: Anton	1		1	100.00%	0	0.00%
Agent: Chris J	61		46	75.41%	15	24.59%
Agent: Chris J	5		5	100.00%	0	0.00%
Agent: Chris J	18		12	66.67%	6	33.33%
Agent: Jack T	57		50	87.72%	7	12.28%
Agent: Jacob	13		13	100.00%	0	0.00%
Agent: Jake J	36		36	100.00%	0	0.00%
Agent: James	5		5	100.00%	0	0.00%
Agent: Jess H	1		1	100.00%	0	0.00%
Agent: Joe Ar	43		32	74.42%	11	25.58%
Agent: Keith J	46		40	86.96%	6	13.04%
Agent: Lewis	8		6	75.00%	2	25.00%
Agent: Lucinc	13		12	92.31%	1	7.69%
Agent: Luke \	2		2	100.00%	0	0.00%
Agent: Micah	1		0	0.00%	1	100.00%

Agent

Calls only about certain case types where the hold time <120s

Calls only about certain case types where the hold time is not <120s

Calls only about certain case types



# Compliance by Agent and area

Agent

Calls where call opening has been used

Calls where talk over is <5%

Calls where call closing has been used

Agent	NVM CALL SUMMARIES Calls Handled			NVM CALL SUMMARIES Call Opening			NVM CALL SUMMARIES Talk Over			NVM CALL SUMMARIES Friendly Closing		
	Record Count	Record Count	% Call Opening Desirable	% Call Opening Undesirable	# Call Opening Undesirable	Record Count	% Talk Over Desirable	% Talk Over Undesirable	# Talk Over Undesirable	Record Count	# Undesirable Friendly Closing	% Friendly Closing Desirable
Agent: Adam	1	0	0.00%	100.00%	1	0	0.00%	100.00%	1	0	0.00%	100.00%
Agent: Alisha	100	54	54.00%	46.00%	46	54	54.00%	46.00%	46	5	5.00%	95.00%
Agent: Alison	77	18	23.38%	76.62%	59	18	23.38%	76.62%	59	57	74.03%	25.97%
Agent: Alison	77	37	48.06%	51.94%	40	37	48.06%	51.94%	40	21	37.27%	62.73%
Agent: Andrea	123	64	52.03%	47.97%	59	64	52.03%	47.97%	59	53	43.09%	56.91%
Agent: Andrea	37	23	62.16%	37.84%	14	23	62.16%	37.84%	14	6	16.22%	83.78%
Agent: Chris J	119	68	57.14%	42.86%	51	68	57.14%	42.86%	51	25	21.01%	78.99%
Agent: Chris J	51	9	17.65%	82.35%	2	9	17.65%	82.35%	2	2	18.18%	81.82%
Agent: Chris J	38	23	60.53%	39.47%	15	23	60.53%	39.47%	15	22	57.89%	42.11%
Agent: Dale E	2	2	100.00%	0.00%	0	2	100.00%	0.00%	0	0	0.00%	100.00%
Agent: Garrett	32	7	21.88%	78.12%	15	7	21.88%	78.12%	15	10	45.45%	54.55%
Agent: Jack T	70	31	44.29%	55.71%	39	31	44.29%	55.71%	39	40	57.14%	42.86%
Agent: Jacob	16	4	25.00%	75.00%	12	4	25.00%	75.00%	12	6	37.50%	62.50%
Agent: Jake J	63	43	68.11%	31.89%	40	43	68.11%	31.89%	40	25	30.12%	69.88%
Agent: James	0	3	50.00%	50.00%	3	3	50.00%	50.00%	3	0	0.00%	100.00%
Agent: Jesse B	36	19	52.78%	47.22%	17	19	52.78%	47.22%	17	21	55.26%	44.74%
Agent: Jon Ar	77	49	63.64%	36.36%	28	49	63.64%	36.36%	28	24	31.17%	68.83%
Agent: Keith	2	2	100.00%	0.00%	0	2	100.00%	0.00%	0	0	0.00%	100.00%
Agent: Keith E	113	62	54.87%	45.13%	51	62	54.87%	45.13%	51	47	41.95%	58.05%
Agent: Lauron	76	40	52.63%	47.37%	36	40	52.63%	47.37%	36	17	22.37%	77.63%
Agent: Lauron	7	6	85.71%	14.29%	1	6	85.71%	14.29%	1	6	14.29%	85.71%

All calls that have been analysed by Conversation Analyzer per agent

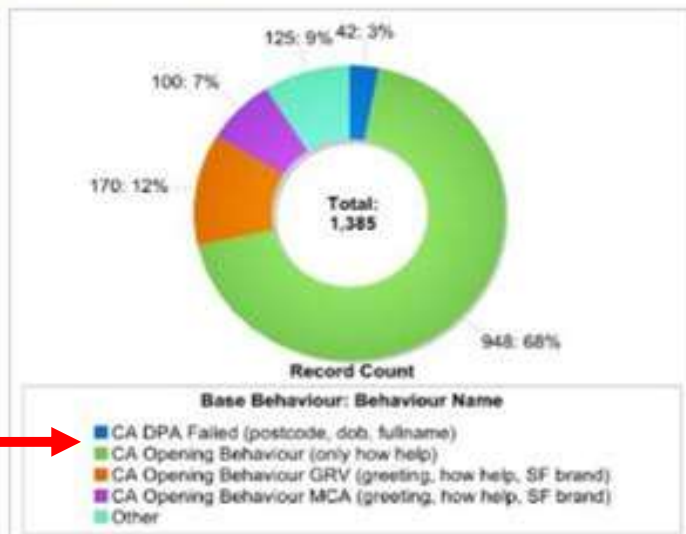
Calls where call opening has NOT been used

Calls where talk over is >5%

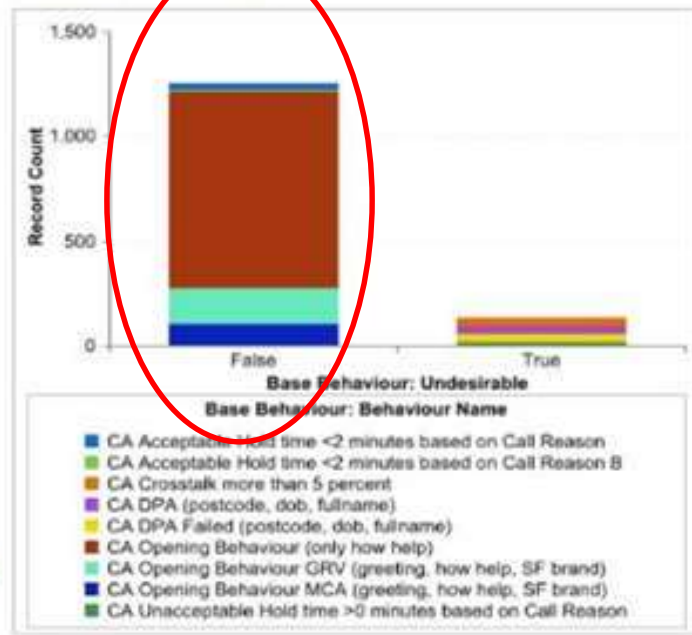
Calls where call closing has NOT been used

# Display Behaviours Across the Team/Business

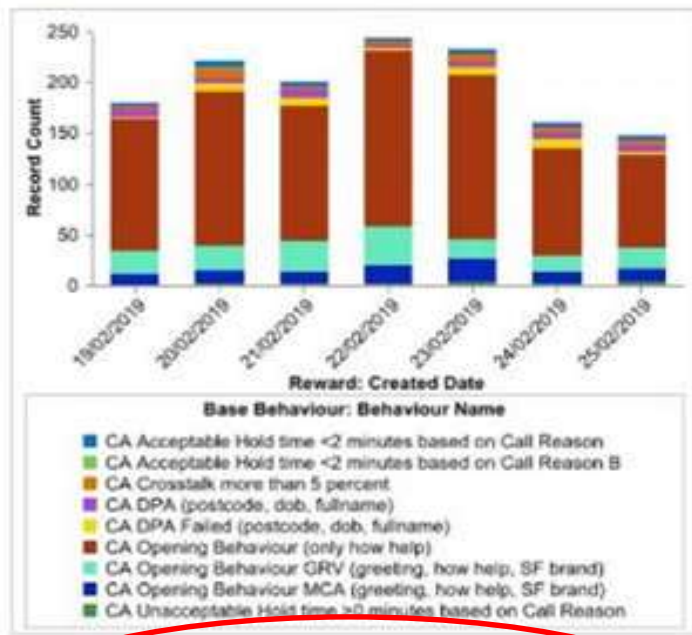
Behaviours by Type



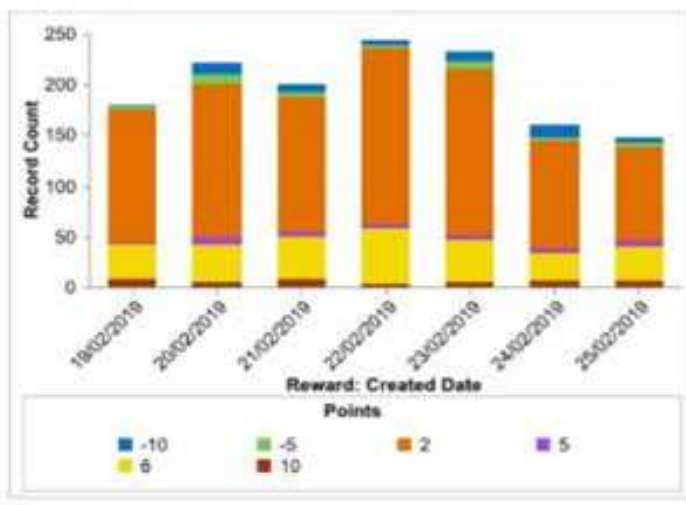
Behaviour Breakdown



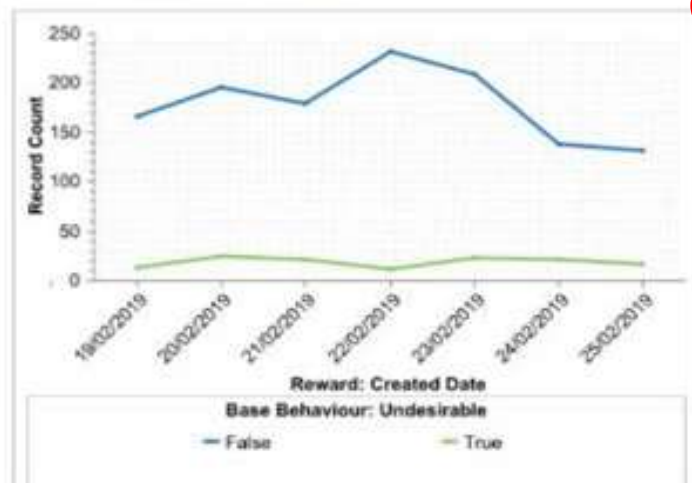
Behaviours over Time



Behaviour Value over Time



Desirable Behaviour over Time



# Thank you

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