

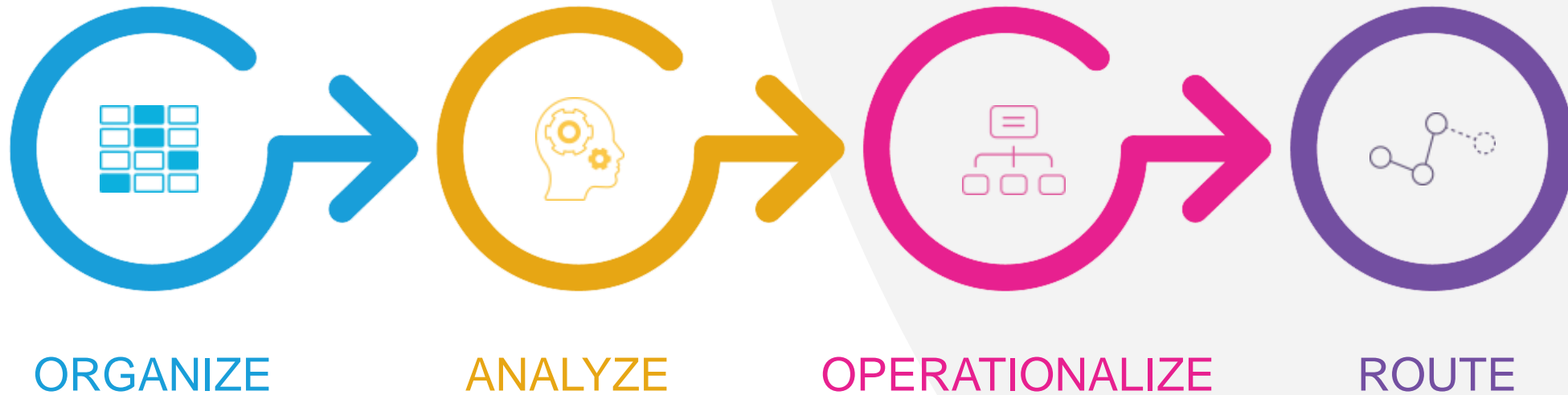


NICE ▯ nexidia

5 THINGS YOU NEED
TO BE ANALYSING IN
YOUR CONTACT
CENTRE

Ben Fuggles

The Phases of Interaction Analytics



5 Things to Measure

Examples of:

- Customer Demand
- Customer Effort
- Judgemental Heuristics
- Customer Touchpoints
- Context Data

Customer Demand

Retail organisation saw unexpected call volumes in the run up to Christmas

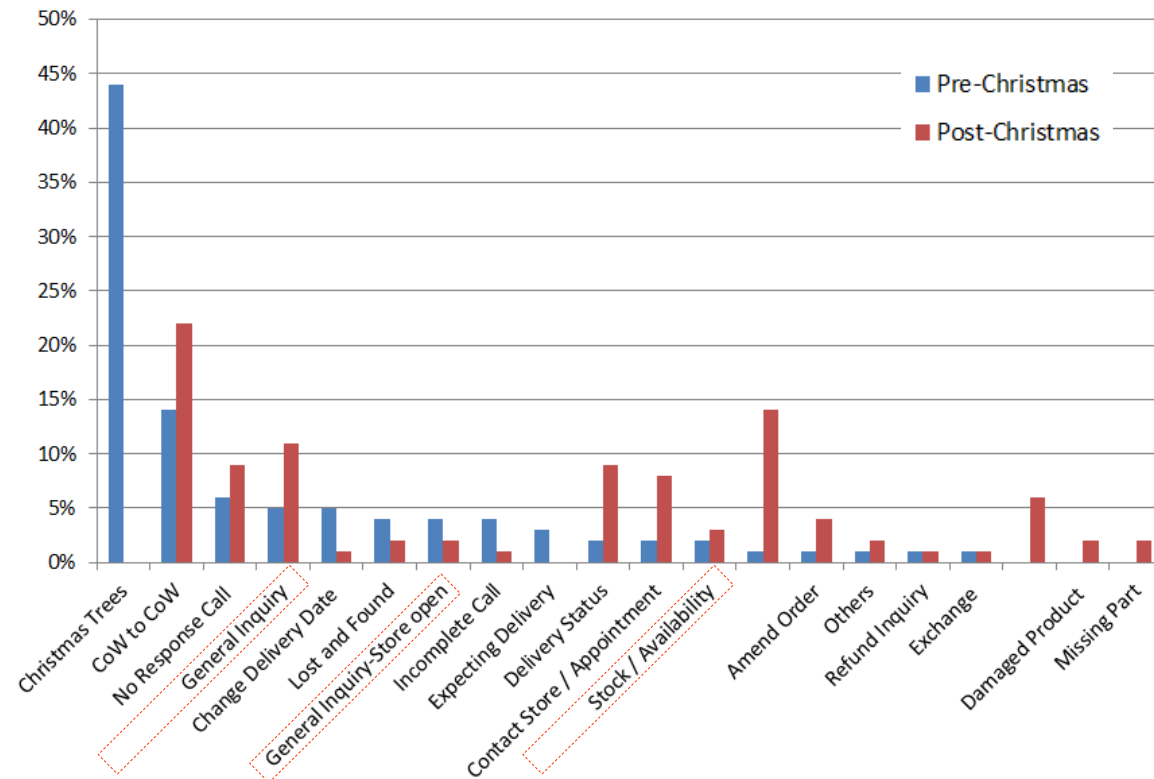
Seasonal promotions without catalogue codes

- 44% of short call volume Pre-Christmas
- Stock cannot be checked by customer
- Availability determines journey & spend
- Avg. call duration 93 seconds

22% do not evidence self-service promotion when they could/should

- Store opening/closing times & location
- Stock Availability, FAQs etc.

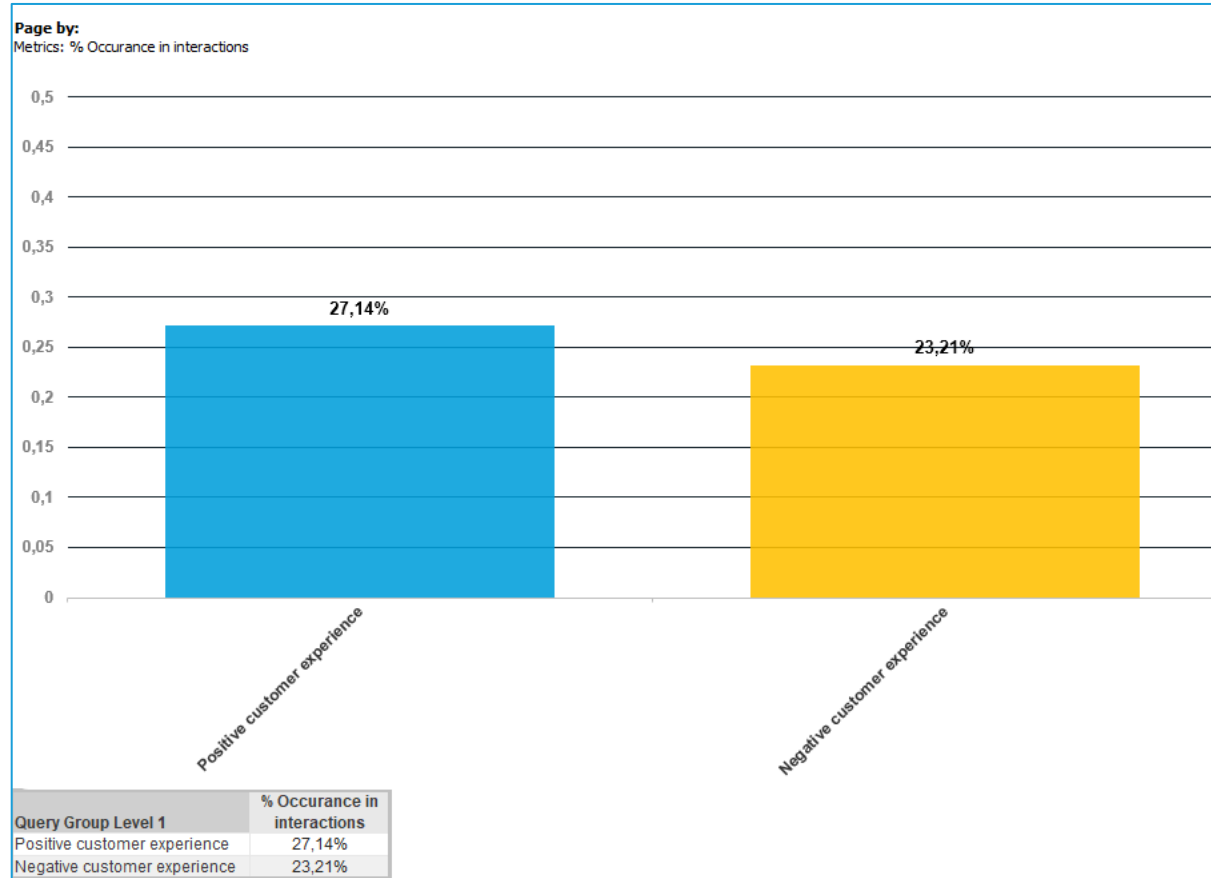
Pre-Christmas data shows 20% increase in short calls over other periods



Customer Experience & Customer Effort

Positive:

General satisfaction
I love
Exceptional
Great customer service
Delivery on time
Good customer service



Negative:

General dissatisfaction
Disappointed
Frustrating
Damaged goods
Strong language
Horrible customer service
Worst customer service
Parts missing or wrong
Please contact me
Confusion
Terrible customer service
Complaint
Poor customer service
Wrong product
Bad customer service
Could not get through
Long wait
Don't understand
Delivery late
Delivery truck broke
Escalation
Used to love

Judgemental Heuristics – Customer Sentiment & Behaviour

- Increase customer experience insights and data
- Empower agents with timely and targeted feedback

NPS

- Increase sample size / minimize bias
- Large number of examples for targeted feedback



SENTIMENT ANALYSIS

- Product, policy, behavioral impacts
- Spot projects and/or longer term monitoring at all levels of the business



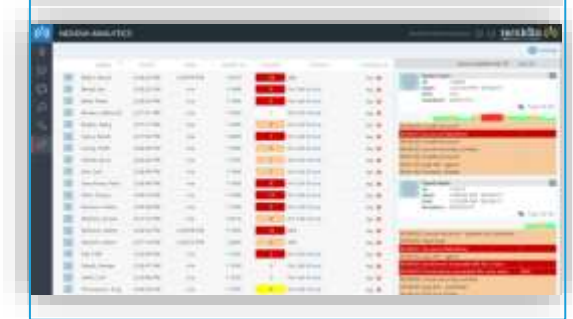
QUALITY AUGMENTATION

- Decrease human listening
- Identify coaching opportunities for every agent (performance management)

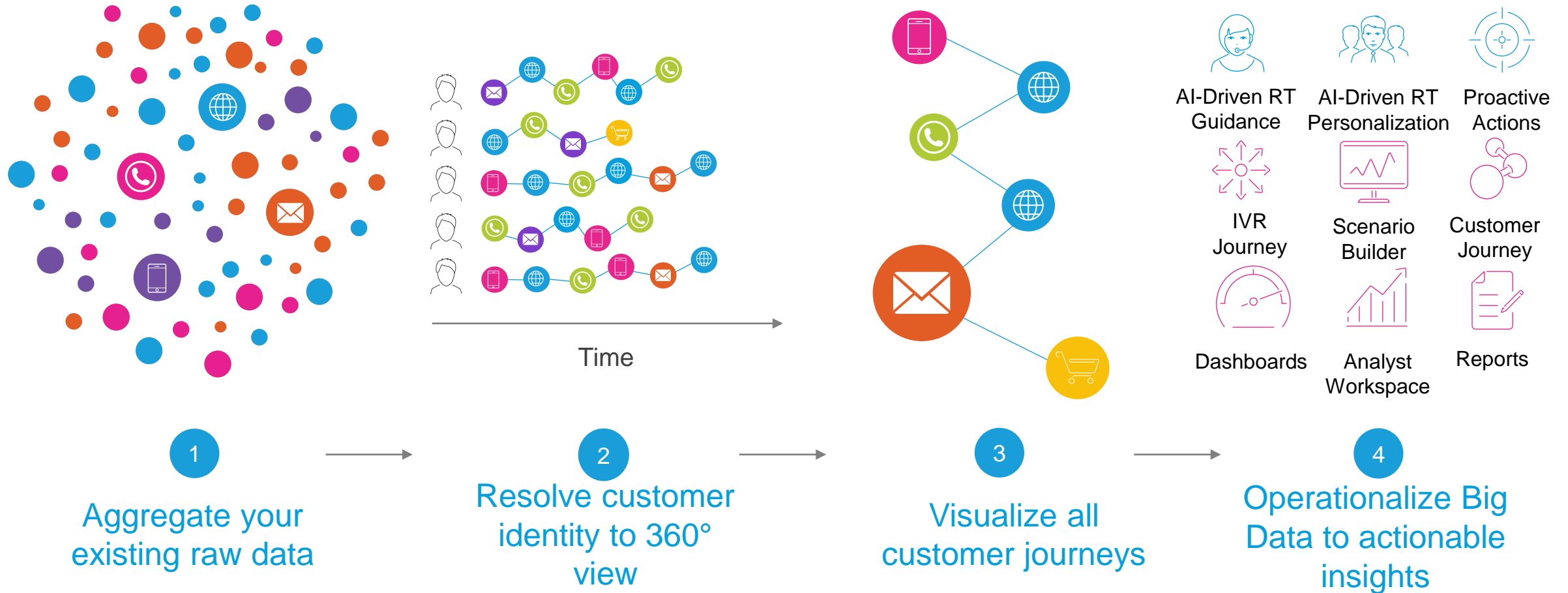


AGENT SUPPORT

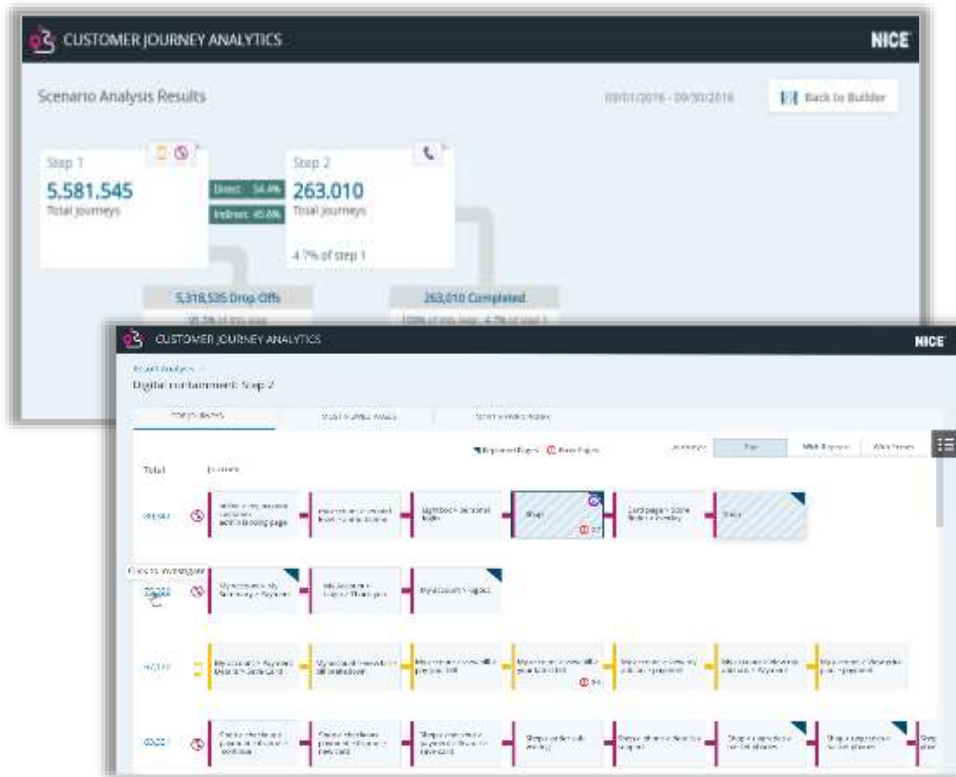
- Identify poor transactions and take action
- Identify high churn customers and take action



Customer Touchpoints – Customer Journey Analytics



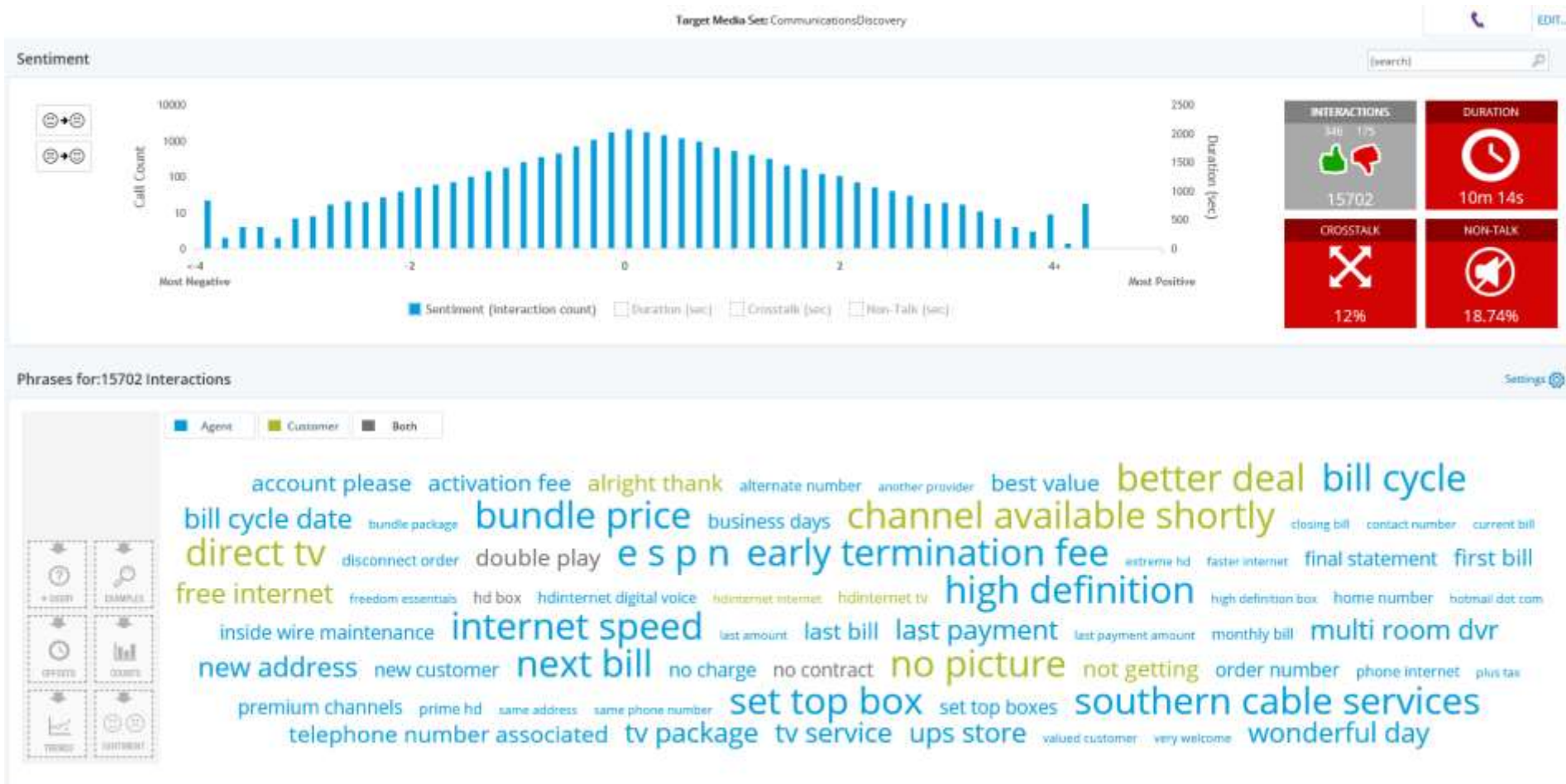
Customer Touchpoints – Customer Journey – Start Point



- ✓ Visualise and analyse customer journeys in web and mobile channels which transfer to voice
- ✓ Compare contact reasons – was the digital activity directly related to the voice channel?
- ✓ Identify repeats, errors and loops in the digital channel that are driving voice volume
- ✓ Challenge: ensuring that customer data can be linked between digital and contact centre

Context Data – Core Metrics

Focus on simple metrics for quick results





ANALYTICS IS NOT
SOMETHING YOU BUY -
IT'S SOMETHING YOU DO