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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

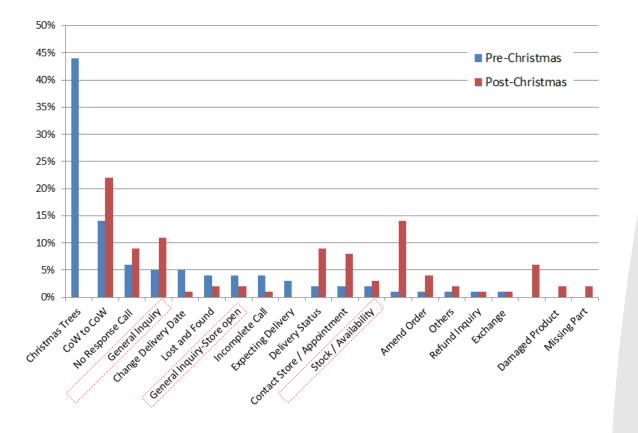
Seasonal promotions without catalogue codes

- 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

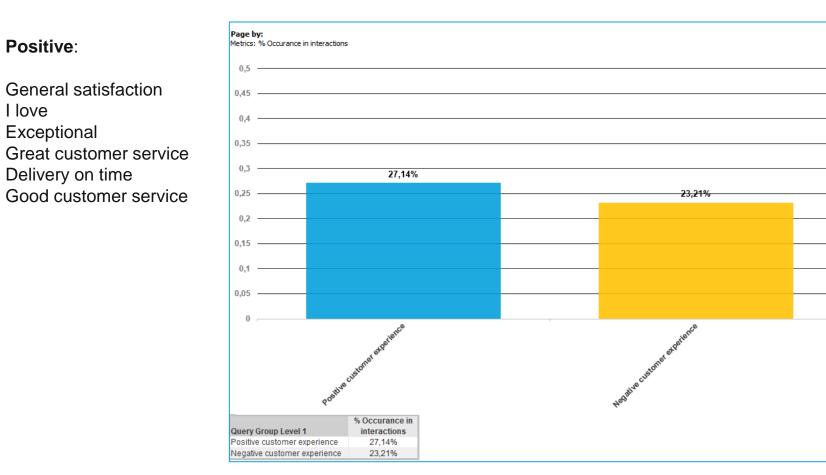
- Store opening/closing times & location
- Stock Availability, FAQs etc.

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





Customer Experience & Customer Effort



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

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- 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

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QUALITY AUGMENTATION

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



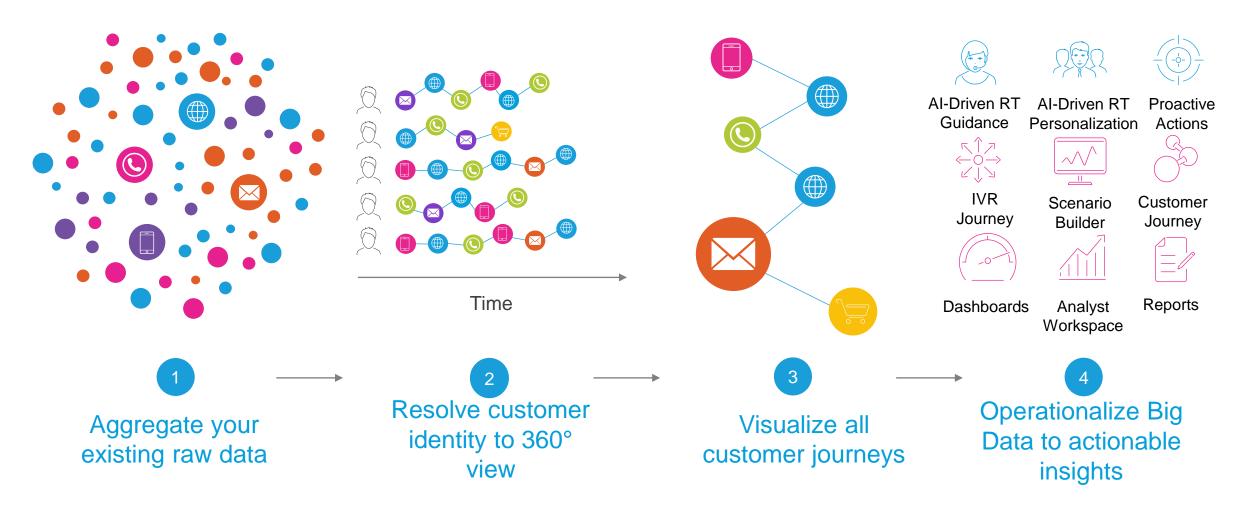
AGENT SUPPORT

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

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Customer Touchpoints – Customer Journey Analytics



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Customer Touchpoints – Customer Journey – Start Point

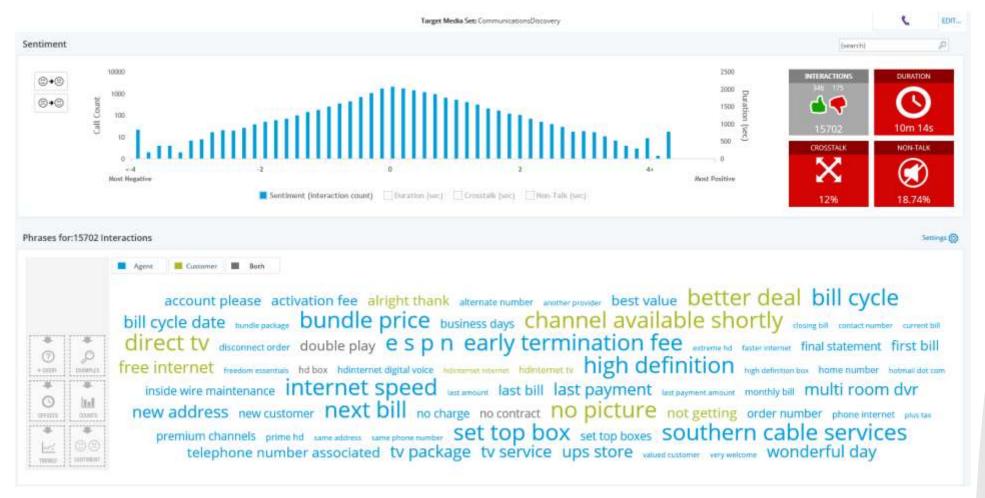
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- ✓ Visualise and analyse customer journeys in web and mobile channels which transfer to voice
- Compare contact reasons was the digital activity directly related to the voice channel?
- ✓ Identify repeats, errors and loops in the digital channel that 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

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