Callminer

Eureka
GUIDE

TO

CUSTOMER ENGAGEMENT

ANALYTICS

Improving Contact Center Efficiency,
Agent Performance, and Compliance

As companies continue to evolve their
customer service strategies to attract
new business and maintain customer
loyalty, the contact center has emerged
as an important strategic asset. The
agents staffing these centers have a direct
impact on customer acquisition and
satisfaction, but also have a significant
impact on operational costs. In order
to continue providing excellent service,
more executives are turning to advanced
analytics to measure interaction outcomes
and ensure that their contact centers are
performing at a high level.

In order to best leverage analytics, however, organizations need to integrate insights from both structured and unstructured data sources. This means integrating CRM systems, call records, and other metadata with the valuable interaction information contained in phone calls, chats, and emails. Companies with unified analytics programs are able to quickly identify operational problems, top performing agents, customer issues, as well as uncover sales and marketing opportunities that can lead to additional revenues.

Contact Analytics Overview

Contact analytics eases the process of capturing and normalizing the unstructured data trapped in recorded calls, emails, chat transcripts or other customer interactions. The first step of the contact analytics process involves matching data from these conversations with the structured metadata - such as which agent handled the interaction, what day and time did it occur, and who the customer was.

Audio from recorded conversations undergoes a speech recognition process where sounds are turned into text. At the same time, acoustic signals such as agitation and silence are extracted. Chat and email transcripts are also normalized into a consistent format. This allows for the use of a single system and process for analyzing contacts across all channels. The result is a unified data view for all types of customer interactions, allowing for consistent analysis that can be linked directly to results. This also allows companies to follow a customer's journey and repeat contacts regardless of what communication channel was used.

As a final step, contact analytics systems automatically analyze interactions for certain language patterns and categorize or tag contacts as containing certain language or characteristics. The presence of certain language and other key metrics can then be combined into a score that measures various performance indicators such as agent quality, customer satisfaction, emotion, and compliance risk. The result is a consistent analysis across 100% of data sources, with outputs that can be shared across the entire enterprise.

Post Contact Analytics & Real-Time Monitoring

Information from contact analytics can be delivered either after the contact is complete or in real-time.

Contact analytics

Refers to the analytics process that occurs after a contact is complete. It is often done across a wide body of contacts with the purpose of trend tracking and root cause discovery to improve business intelligence and contact center performance.

Real-time monitoring

Also commonly referred to as real-time speech analytics, encompasses decision support that occurs while a contact is still live. It may include a monitoring dashboard that allows supervisors to track a team of agents. Alerts are delivered to the dashboard based on pre-configured verbal or acoustic events and supervisors have the option to intervene on a contact immediately to correct its course. Real-time monitoring could include next best action guidance and script adherence reminders delivered directly to agents.

Contact Analytics Overview

Contact Analytics Overview

Analyse and score every contact objectively and automatically. Provide direct and continuous feedback to contact center managers, supervisors, and agents with automated scoring.

Contact Center Efficiency

Improve service levels and reduce costs of operation by leveraging analytics to efficiently route calls and program IVRs, reduce repeat calls, and optimize average handle time.

Risk & Compliance

Reduce corporate risk by automatically analyzing contacts for compliance: ensure your agents are saying the things they should say and not saying things they shouldn't.

Customer Interactions
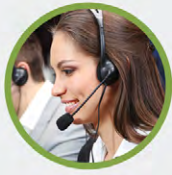
Audio Capture

Interaction Metadata

Customer ID: 1298281
Call ID: 394802
Agent: Gabriel Nelson
Department: Saves
Supervisor: Jay Gatsby
Date: Oct 15, 2015 - 9:36 AM
Direction: Inbound

CRM Data

Customer ID: 1298281
Customer Tier: Gold
Customer ACV: $1,649
Products: Triple Play
Supervisor: Jay Gatsby
City: Fort Myers
Subscribe date: 07/15/15

Contact Analytics

Speech Recognition

Thank you for calling ABC Bank. How can I help you?

This is my third time calling! You overcharged me on my last bill. I need to speak with a manager

May I confirm your name, address, and last four digits of your social security number?

I've already entered my account information in the IVR! You people are useless!

🏷 Language patterning & acoustics

🏷 [Proper Gretting]

🏷 [Repeat Language]

🎵 [Agitation]

🏷 [Billing]

🏷 [Escalation]

🏷 [Account Verification]

🏷 [Over-Talk]

🏷 [Dissatisfaction]

🏆 Automated scoring

Agent Quality: 82
Churn Risk: High
Customer Satisfaction: 36
Efficiency Rating: Optimal
Supervisor: Low
Sales Effectiveness: N/A

Results

Real-Time Monitoring

ALERT

Search, Trend, Discover, Compare, Report

ANALYZE

Automated Quality & Performance Management

Top rank
Talk-down

"Talk-down" Your Talk-down score is one of the highest on the team. Keep it up!"

FEEDBACK

Sales Effectiveness

Raise top line revenue by applying the principles of automated performance management to sales focused contact centers. Discover behaviors of successful sales agents, create scores leveraging these behaviors, and provide automatic feedback and guidance directly to agents.

Customer Experience & Customer Satisfaction

Measure and improve the customer experience and customer satisfaction across 100% of your contacts to raise net promoter score, reduce customer effort, and increase customer retention.

Contact Analytics Case Studies

Several companies have successfully established a contact analytics program and improved operational efficiency, compliance adherence, and agent quality in a short period of time. Some examples can be found below:

NAUTILUS Inc › Operational Efficiency

Using contact analytics, Nautilus discovered that their caller verification process was causing considerable customer frustration. Nautilus streamlined the process and shortly after the change, the company was saving 82 seconds per call. In addition, the reduced call times resulted in a 196% increase in the number of calls that were answered within 20 seconds and call abandon rates were lowered by 36%.

"Whether we are looking to drive efficiency or increase sales we know that CallMiner can help us make informed decisions and monitor our efforts."

Jennifer Buffaloe, Senior Manager
Customer Support, Nautilus Inc.

SouthwestCredit › Compliance Adherence

Analyzing 100% of contacts gives Southwest Credit complete CFPB audit coverage. Since implementing a contact analytics solution, the company has seen a 66% reduction in escalated calls and a 32% reduction in regulatory complaints.

"CallMiner gives us the confidence that our QA data is accurate and prepares us for CFPB audits. Analytics proves that our agents are compliant with regulatory requirements."

Lauretta Campestre, Director of Quality, Southwest Credit

bluegreen vacations › Agent Quality
share happiness

Bluegreen Vacations uses contact analytics to highlight the top reasons for calls, identify repeat callers, and provide a detailed analysis of overall service performance levels. After implementing contact analytics, Bluegreen has seen its customer satisfaction scores improve by 26% in addition to a 19% increase in agent quality scores.

"Before CallMiner, we did not know what was said on our calls. We've always recorded our calls, but we couldn't capture, isolate, and measure the interactions."

Kimberly Henderson,
Director of Profit Optimization, Bluegreen Vacations

CallMiner Eureka

About CallMiner Eureka: CallMiner is the leading cloud-based customer interaction analytics solution for extracting business intelligence and improving agent performance across all contact channels. Through automatic analysis of 100% of your customer conversations, either in aggregate after contact completion or in real-time while the conversation is still in progress, CallMiner delivers actionable insights to contact center staff, business analysts, and executives resulting in improved sales, operational efficiency, customer experience, and regulatory compliance.

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