



TradeGlobal

Optimizes Customer Outcomes

with CallMiner Eureka Customer Journey Analytics



TRADEGLOBAL

CallMiner
Eureka



TRADEGLOBAL



TradeGlobal is a leading end-to-end eCommerce provider, delivering best-in-class services and solutions to the world's most recognizable fashion, beauty and lifestyle brands. Unifying website development, digital marketing, creative services, fulfillment, logistics and customer care across domestic and international boundaries, TradeGlobal empowers businesses of all sizes to evolve and expand.

To deliver on their value promise and provide their clients with excellent customer care, the company employs between 400-600 agents and staff across their call centers in West Chester and Fairborn, OH to support calls, email and chat for their contact center clients. Their agents handle over 3 million interactions per year, which are overseen by a team of four business analysts.

As TradeGlobal recognized that their customer care center is often the first live interaction a customer has with their client's brand, they wanted to make sure they were able to deliver best-in-class service and customer experiences. To be able to deliver, they needed to identify ways in which agent performance could be continuously evaluated and improved.

They also wanted to be able to identify any underlying problems with their internal processes and systems, through which operational efficiencies could be realized. They did not set out to identify process and product improvements for their clients but this was one of the unexpected benefits of the insight delivered by the CallMiner Eureka Interaction Analytics solution.

Industry

End-to-end eCommerce platform for fashion, beauty and lifestyle brands

Business Value

Performance Management
Contact Center Efficiency
Customer Experience

Objectives

- Improve agent performance and coaching
- Reduce silence
- Improve the customer experience

Solutions

- ✓ CallMiner Eureka Interaction Analytics
- ✓ CallMiner myEureka Performance Feedback Portal

Results

- ✓ Estimated Total Savings of \$37,100 for one client based on a single trends analysis of repeat calls
- ✓ Improved agent performance management and coaching
- ✓ Identified and eliminated process issue
- ✓ Significantly improved agent productivity and customer experience by uncovering a manufacturing issue
- ✓ Reduced requirement for full time analysts by two-thirds

In June 2013, TradeGlobal set to out to automate their call monitoring and review process by using speech analytics. The company deployed the CallMiner Eureka interaction analytics solution to analyze 500 hours of interactions per day. Today, the company uses Eureka to automatically monitor and analyze up to 750 hours of customer interactions per day. All agents have access to the performance management portal which provides agents and their supervisors with personalized feedback on their performance.

Knowledge is Power - The more we know about our calls, the more we can improve


TradeGlobal's customer care team uses CallMiner Eureka analytics technology to ensure that every interaction with their clients' customers is being consistently analyzed and improved. TradeGlobal uses Eureka to monitor and objectively score 100 percent of the company's interactions against customer-defined parameters. This has enabled them to create a full picture of the customer journey for each of their clients' brands.

“ From the first interaction to the most recent, our customer service team is learning more about our client's brands and their customers. With our state-of-the-art CallMiner technology, each call is recorded and analyzed, resulting in a constantly improving customer experience ”

Mike Hull, Director of Business Analytics at TradeGlobal

Comprehensive Monitoring for Enhanced Customer Journey Analysis

The solution can quickly produce insights through automated analysis of communications between contact centers and customers across multiple channels. IT ALSO collects metadata such as agent name, disposition code, client name, phone queue and many more that can be analyzed to compare performance metrics and identify areas where improvement may be needed.

Month to date 

► **Advanced Filter**

Other Filters

Filter Type:

Logic:

Search for:

“ After implementing Eureka analytics we were able to search and evaluate the content of calls in a matter of minutes. Before Eureka we would have been faced with time-consuming inefficient searches through hours of call recordings ”

Mike Hull, Director of Business Analytics at TradeGlobal

This saved the company a lot of time as essential business analysis no longer needed to be carried out manually. As a result, TradeGlobal was able to deploy analyst time elsewhere. In fact, since interaction analytics was deployed, the company has been able to decrease the number of full time equivalent Analysts by two thirds, from nine to three.



Contact Type	Date / Time	Agent	Duration	Score
Call	11/05/2016 9:44 PM	Sherlock Kinsley	7m 58s	95.71
Call	10/21/2016 8:54 PM	Hazel Motes	3m 28s	63.32
Call	10/27/2016 5:04 AM	Norman Bates	23m 44s	75.47
Call	10/28/2016 8:15 PM	Alex Portnoy	9m 54s	80.57
Call	10/29/2016 12:25 PM	Bill Thomas	21m 40s	0.82

The ability to automatically capture and analyze all customer interactions, increases the certainty of spotting possible trends or issues more quickly, and helps to identify what action/s on the customer journey triggered the problem.

For one client, TradeGlobal was able to identify very quickly some important trends. For example, the Eureka analytics could show that in certain situations customers would contact the call center more than five times, with several repeat calls. TradeGlobal also identified a high level of silence on calls.

Context matters when trying to understand the true root cause of a problem and identify trends

When monitoring 100% of your calls, it's also important to remember that true root-cause analysis is not just about simple word frequency. It should include a broader scope that looks at terms, phrases, and concepts within those conversations and where in the customer journey the occurrences of words or phrases happen. This will allow you to connect all the data so you can understand better the context of the situation behind the problem. Once you have a correct sense of context, it is much easier to identify its possible causes.

TradeGlobal's QA Analysts run several searches with different parameters to confirm suspected issues. They also delve deeper into some of the conversations to identify the real problem. Capturing and analyzing every interaction delivers a significant advantage. It enables you to identify problems before they become a major issue by spotting small anomalies in the interaction data. Random sampling of calls would never pick up these emerging trends until it is too late and they have become a major issue in the call center and for the business.

By identifying emerging trends, action can be taken before significant damage is done



The Eureka data meant that TradeGlobal could identify a significant issue by connecting multiple interactions with single customers. For example, TradeGlobal identified when a customer called to return or exchange a defective product and then made subsequent calls several days later due to an incorrect exchange procedure being executed/communicated by an agent. The company also spotted that the same customer was sent another defective product. This enabled TradeGlobal to not only identify problems with their own processes but also with their client's processes and the client's products.

“ Thanks to interaction analytics, we found out that on average it took nine days to process a return or exchange after receipt. This was obviously a significant issue that was causing our customers’ dissatisfaction ”

Mike Hull, Director of Business Analytics at TradeGlobal

The company also identified weaknesses in agent training which caused agents to give conflicting information to the customer which resulted in multiple calls to find out what was happening with the exchange/return.

Finally, TradeGlobal identified large blocks of silence occurring at the same time on calls. This enabled the company to realize that there was a flaw in the underlying technology that they could eliminate.

Targeted coaching through Agent Quality Scoring

To rectify these issues, TradeGlobal reviewed and streamlined the return and exchange process and provided coaching to their agents. By analyzing 100% of calls automatically, the company could pinpoint the exact issue, evaluate and introduce necessary changes to the process and training materials, and then deliver targeted coaching not only to agents but also the trainers. As a result, the company reduced the time it took to handle exchanges and returns which improved customer satisfaction. It also reduced call volumes in the call center.

As constantly improving the customer experience is one of the TradeGlobal’s main goals, making sure that agents have access to the information required to evaluate and improve their performance is crucial.

This is why all agents are provided with access to their own performance management portal, where they can view their own quality scorecards generated automatically on a weekly basis. They are even able to listen to their own calls to help with their self-improvement efforts.

“ Weekly scorecards proved invaluable in driving performance improvement. Supervisors now have an accurate view of agent performance and they use it for training and coaching purposes. We have been able to identify a direct link between agent advancement and his/her scorecard ”

Mike Hull, Director of Business Analytics at TradeGlobal

While managers of contact centers understand the importance of treating customers fairly, they may not realize that traditional approaches to performance management can leave agents feeling unfairly treated. Making decisions about agent performance based on listening to random calls, or reviewing random interactions, can create a negative response by the agent. They will think this random sample is not representative of their whole performance. Agents feeling unfairly treated can hurt the business. Research into the way the brain works proves that feeling unfairly treated can feel like physical pain. Not only will it not get the best from your agents, but it also runs the risk of creating a reputation for your call center of acting unfairly. This can damage your capability to attract the best talent. Personal scorecards based on 100% of interactions remove the risk of unfair treatment.

Silence reduction through acoustic factors analysis

Understanding acoustic factors is very important as it can help you establish whether silence on the call is a result of an agent handling problem or in fact, a system issue. You will be able to identify with greater certainty if there are any underlying productivity issues (such as an agent staying on the line too long with an answering machine, call avoidance) or difficulty in following the scripts or answering questions.

Having irrefutable proof that it is a system issue will make it much easier to create the case for system enhancements. Linking silence to agent handling problems will enable you to build a case for agent training.

Because TradeGlobal's root cause analysis of voice interactions included acoustic factors, they could identify long periods of silence on the call. They were able to spot where these occurred within the interaction, giving them greater certainty about the root cause, which happened to be a system lag issue. By introducing necessary improvements, the company was able to improve their call efficiency by reducing average call handle time.

Unexpected Issues can be identified

As the company was looking further into repeat calls to improve their First Contact Resolution it became apparent that customer complaint calls highlighted product issues. TradeGlobal was able to notify their customer of a product issue. The customer contacted the manufacturer and stopped shipping, pending product inspection.

After investigation of the inventory, it was found that 75% of products were defective!

Apart from various savings that were realized from spotting the issue, including shipping costs, contact center and warehouse labor costs, TradeGlobal helped their client eliminate what could have become a major customer satisfaction issue with significant damage to the brand.



It makes you wonder what might have happened if Samsung had spotted issues with the Note 7 early on...

“ For the cost of approximately four hours of analyst time (\$60) we were able to estimate a total savings of \$37,100 for every 1,000 products shipped – a significant benefit for us and our clients ”

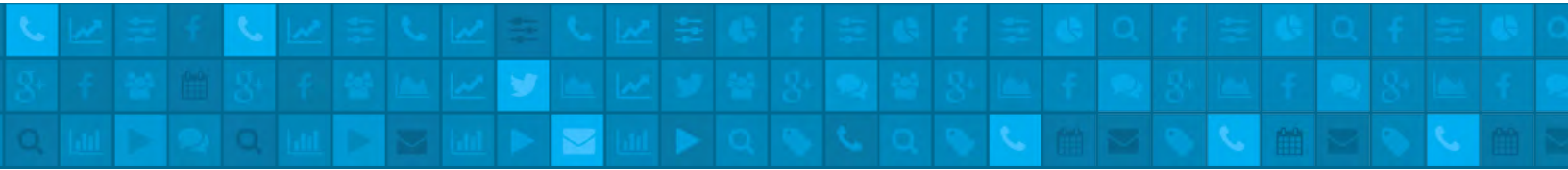
Mike Hull, Director of Business Analytics at TradeGlobal







Results




With CallMiner Eureka's advanced analytics, TradeGlobal has made their contact center communications more productive, cost effective and influential as the company strives to help their clients improve the customer experience. TradeGlobal is also able to target training and coaching where it is needed most.

The company was able to identify underlying problems with their internal process and systems, through which significant operational efficiencies were realized. The analytics also identified process and product improvements for their clients. This resulted in a greater ROI and significant cost savings for TradeGlobal and their clients.



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