Improve the Customer Experience with Interaction Analytics
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Get the Insight to Improve Customer Experience

Improving the customer experience has become a business priority and strategic imperative. Enterprises often understand the need to raise the customer experience and value of doing so, but struggle with how to do it.

The best way to start is to listen to the customer. “Listening” needs to be done in a comprehensive, cross-channel way that captures customer feedback and analyses it to provide a clear picture of what customers want and need. From there you need to determine how well your organisation is delivering, and what you can do differently so your customer experience aligns with customer expectations, and exceeds them.

Interaction analytics gives you the tools to do that - for all customer interactions, across all channels. Interaction analytics captures the voice of the customer and turns it into clear insight that you can use to serve unmet needs and make things easier at all stages of the customer journey. It does this by:

- Comprehensively analysing customer interactions and sentiment to identify customer expectations and how effective the organisation is at meeting them
- Identifying the best practices for satisfying different customer requests and other engagements, and tracking how well the organization and individual agents are following the best practices
- Enabling real-time intervention to avoid customer friction and guide engagements to the best possible outcome

These concepts provide tangible results in the form of higher customer satisfaction ratings and Net Promoter Scores, increased first call resolution (FCR) rates and reduced average handle times (AHT). In short, with interaction analytics organisations can deliver excellent customer experiences with less time, effort and friction.
What is Interaction Analytics?

Interaction analytics technology converts the content from customer interactions from calls, chats, emails, surveys and social media – into a format that can be analyzed. Interaction analytics also captures and processes the metadata (such as the time of contact, length of call) from an interaction, and analyses both structured and unstructured data. Content is converted instantly, which enables real-time monitoring. Supervisors don’t have to listen in on calls to monitor for non-standard activity, they can automatically receive alerts if certain words or phrases are used, or if other trigger conditions occur.

Interaction analytics can help you improve customer experience with these capabilities:

- The ability to monitor, record and transcribe 100 percent of customer contacts across different channels
- The technology automatically generates scores for each customer interaction; scorecards can be created for individual agents, for groups (for example by shift, role, etc.) and for specific activities (e.g. making disclosure language, saying “thank you” etc.)
- Analytics-based reporting to show baselines, performance trends, and identities best practice and improvement opportunities
- Root cause analysis for problem contacts
- Sentiment analysis to measure agitation, empathy, enthusiasm and other behaviour
- The ability to provide real-time coaching, redirection and other intervention to deliver better contact outcomes
- Results are fully searchable and documented to respond to audits and complaints, and discourage frivolous claims
Increased Interaction

Interaction analytics brings automation and consistency to contact center operations, which helps organisations deliver consistently excellent customer service across all channels.

This is much more to interaction analytics technology than the brief overview provided here. If you want to learn more:

- This [white paper](#) provides an overview of the technology and its value
- Here's a [video](#) on how real-time call monitoring works
- Customer journey analytics (CJA) uses big data to analyze how successful customer interactions are across all channels and touchpoints. Learn more about CJA and how to use it to improve customer experience in this [white paper](#)
- [Best Practices for Peak Call Centre Agent Performance Using Interaction Analytics](#) is an on-demand webinar targeted to performance improvement
How Interaction Analytics Works

Speech analytics takes the unstructured data trapped in recorded calls, emails, chat transcripts and other customer interactions and matches it with structured metadata, such as which agent handled the interaction, the time of day it occurred, the length of the call and who the customer was. The audio undergoes a speech recognition process that turns the sounds into text. At the same time, acoustic signals such as agitation in the voice, tempo, loudness and silence are extracted.
Next, all data – the transcription, the acoustic properties and the metadata are normalised into a consistent format. This allows companies to follow a customer’s journey and repeat contacts regardless of what communication channel is used. Both the recording and the transcript are redacted to remove social security numbers, credit card numbers and other sensitive information for PCI compliance.

Transcription & acoustic measurements (redacted)

Use case specific automated tagging (language patterning)

Use case specific scoring, trending & tracking

Agent behaviour, targeted/coaching and patient experience insights
Next, 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. This step of automating scorecards provides accurate and objective feedback that can be shared with agents and used by supervisors to personalise training and coaching.
The result is a consistent analysis across 100% of data sources with actionable voice of the customer insights that can be shared across the entire enterprise. Some analytics solutions provide application programming interfaces (APIs) that allow you to take insights from the analytics platform and export and embed them into other 3rd-party applications to support a variety of business needs.
**Why Capturing Actionable Voice of the Customer Insights is Important**

The best way to deliver exceptional customer experiences every time is to really listen to what your customers are saying when they interact with you. They are calling, texting, emailing for a reason. If you understood why, you would have a much better understanding of what you need to do to improve.

But, the sheer volume of data collected makes it impossible to manually listen to every call or read every transcript of every conversation. And, if you are only reviewing a small sampling, you are not getting an accurate view or full voice of the customer. That's why top performing companies are turning to technologies like interaction analytics to help.

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### Best-in-Class Put the Power of Analytics to Work to Convert Data into Insights*

<table>
<thead>
<tr>
<th>Technology Adoption Rate</th>
<th>Best-in-Class</th>
<th>All Others</th>
</tr>
</thead>
<tbody>
<tr>
<td>Interaction (Speech) Analytics</td>
<td>23%</td>
<td>7%</td>
</tr>
<tr>
<td>Predictive Analytics</td>
<td>35%</td>
<td>22%</td>
</tr>
<tr>
<td>Real-time Reporting and Alerting</td>
<td>48%</td>
<td>28%</td>
</tr>
</tbody>
</table>

With analytics, you not only learn what each individual customer is saying, you also get trends information that identify issues so they can be easily addressed before they become real problems. In the process, you also might learn that customers are being routed via the IVR incorrectly or are being put on hold for long periods of time.

With the help of interaction analytics, TradeGlobal, a leading eCommerce provider for fashion, beauty and lifestyle brands, identified an issue with their return and exchange process. Due to an incorrect exchange procedure being executed/communicated by an agent, customers would make subsequent calls several days after requesting a return or exchange of a defective product. Moreover, the company spotted that products sent in exchange were also defective. Because TradeGlobal tracked and analysed 100 percent of their customer interactions, they were able to not only identify problems with their own processes quickly but also with their client's processes and the client's products.

In addition, 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. Read the full case study here.
Yes, You Can Put a Number on Customer Experience

Do your agents show empathy when it’s called for? Do they try to bully customers? Are they sarcastic? Persuasive? Timid?

What about your customers? Are they frustrated? Angry? Abusive?

You often can’t tell these things by only reading a transcript because the tone is missing. You can learn about the tone and emotions expressed on a call by listening to a recording, but that takes time and happens long after the call is completed. It’s also only possible to listen to a small number of calls – so you are unlikely to get an accurate assessment of agent performance.

With interaction analytics, you can monitor and analyse the context of communication in addition to the content. You can categorise and tag language that exhibits certain emotions, as well as the words and phrases before and after that provide insight into causes and responses from both agents and customers. In addition, interaction analytics performs advanced acoustical analysis that measures stress levels, voice, speed of speech and other variables and can score agents on the empathy and agitation they express. The analysis can also be applied to Twitter and other social media streams to identify opinions and trends.

When emotions start running high, for example if a customer starts crying or raised voices suggest an argument is about to break out, sentiment analysis features in real-time interaction analytics solutions can issue alerts to direct the agent to the next best possible action. For example, prompting the agent to say “I can tell this is upsetting you, would you like to take a minute?” or “I understand that you are frustrated, let’s talk through what we can do about it.”

Sentiment analysis is an essential and effective tool for preventing escalation – which improves compliance because escalations lead to complaints.

Want to know more?

These quick-reading blogs provide more detail:

- What is Sentiment Analysis? Examples, Best Practices & More
- How Sentiment Analysis & Social Listening Can Improve the Customer Experience
- Say What? 3 Ways Sentiment Analysis Can Help You Uncover Your Brand’s Reputation

Voice of the Customer: How to Compete on Customer Experience in 2016 (And Beyond) is a white paper that describes how organisations are using sentiment analysis.
How Does Interaction Analytics Identify Best Practices?

The best and most obvious way to provide a good customer experience is for customers to come away from it with what they want – an answer to a question, a purchase, a reservation, whatever the case may be. The less effort and time it takes to answer a question or resolve an issue, the happier the customer.

Finding the best path to resolution isn’t always clear, but best practices emerge when conversations and their results are studied over time. Interaction analytics gives you the power to do that. It makes it practical to monitor all conversations and to analyse thousands of historical customer contacts to identify best practices and improvement opportunities.

“Use of predictive analytics allows companies to predict the likelihood of future outcomes and provides employees with actionable guidance that helps them succeed in their roles. Helping employees become more successful ultimately elevates employee engagement while also contributing to overall business success.”

Aberdeen Research
Predictive Analytics in Customer Experience: The Secret to Great Customer Relationships
Download the complementary report here
Here are a couple of examples of how interaction analytics identified best practices for different types of customer engagements, and then helped ensure best practices were consistently followed.

- British Gas used analytics to identify correlations between what its top performers did that others didn’t do. It identified some correlations, and then trained all agents on the best practices it identified. Afterwards, one of the services for which new best practices were identified experienced a 30 percent increase in sales. Learn more about how the company improved performance with interaction analytics [here](#).

- Encore Capital, a debt recovery company, identified a business need to improve how its agents began their conversations. It then identified good practices for call openings, used interaction analytics to set metrics for them, and launched a contest to reward agents for using the new opening. **Encore Capital reduced its hang-up calls by 15 percent** in the first two weeks metrics data was available to show performance and motivate improvement.
Best Practices Produce a Better Customer Experience

Interaction analytics can monitor contacts to make sure that the organisation’s preferred phrases, identifications, disclosures, scripts and sequences are followed. Interaction analytics doesn't just monitor for a static set of activities, it is flexible enough to monitor for whatever is important to the organisation. It will automatically score conversations based on your desired parameters to track adherence to best practices. It will also help you create a complete picture of performance with less effort than it takes to manually screen and analyse a small sampling of contacts.

- Bluegreen Vacations, a timeshare and vacation club management company, improved its customer satisfaction scores by 26 percent after rolling out interaction analytics at its contact center. Bluegreen also documented a 19 percent increase in agent quality scores and a 13 percent increase in best-practice calls. These improvements led to a 48 percent increase in revenue, which turned contact centre operations from a cost centre to a profit centre and produced full return-on-investment (ROI) in just one year (see Bluegreen's case study and webinar).

Interaction analytics not only helps you identify the words, phrases, sequences and other variables that are most effective. The scorecards, root-cause analysis and trend reporting the technology provides can give you a clear, objective view of performance and the insight to improve trouble spots at the overall and individual agent levels. Best-in-class companies are 55 percent more likely than others to measure the impact of individual employees on customer satisfaction results, according to Aberdeen Research. Scorecards give you that ability, which is important, because best-in-class performers also:

- Improve customer satisfaction by an average of 21.3 percent annually, compared to 3.3 percent for others
- Have 11 percent higher customer retention rates
- Increase average profit per customer by 5.8 percent annually, compared to -2.3 percent for others

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How Scorecards Identify & Encourage Best Practices

Automated call scoring helps you track performance trends over time and compare relative performance across different groups of contacts (such as agent groups or teams). That helps you to define performance thresholds or acceptable and unacceptable ranges for scores for key moments on the customer journey.

Interaction analytics are not limited to providing insight and suggestions after the fact; real-time analytics monitors the interaction while it is happening and can intervene with suggestions or reminders as necessary. For example, if an agent does not properly identify himself or herself, or does not make an upsell offer at a designated point in a call, he or she could get an on-screen alert. Supervisors don’t even have to listen in on calls to find opportunities to help agents, they can automatically receive alerts if certain words or phrases are used and if of other trigger conditions occur.

Interaction analytics also makes it easy to test different language and sequences of events to determine which are most effective for sales, customer service and other interactions prior to launching campaigns.

- **Click here** to learn about how Open English, a language education service, improved its contact centre performance after using interaction analytics to test script effectiveness.

- Defenders, a home services provider, ran a program to determine how closely its sales agents were using the optimal sales language and sequence the company recommends. Agents were graded and trained, and then sales closing rate for agents in the pilot program improved by 3 percent. Interaction analytics were extended to the entire sales force, which achieved an aggregate **5 percent improvement to the sales closing rate and an 18 percent rise in its Net Promoter Score (NPS)**. Defenders later began using gamification for sales contests, and relies on its interaction analytics solution to manage scoring for its contests.

- **State Collection Service raised its agent quality assurance scores by 14 percent** as part of an award-winning program that used interaction analytics to automate the agent performance feedback process. The company also **recovered more than 4,000 employee hours per year** by automating activities and improving productivity by reducing silence on calls.
Use Interaction Analytics to Improve Customer Convenience

More than half of organisations now engage with customers on 10 or more channels. Your customers want a clear path to the channel that is best for their needs and they want their experience to be consistent across channels. Interaction analytics can help you deliver both.

Interaction analytics can help ensure agents have all the information and support they need to serve and satisfy the customer, regardless of the channel. The ability to provide real-time monitoring and intervention means agents can be automatically directed to provide the next-best action. The result is lower average handle times and higher first call resolution, which are key to creating customer satisfaction.

“Solving our customers’ needs quickly and on the first contact not only reduces costs but is the major contributor to our customers’ satisfaction with our contact centre.”

Adam McCord
Bluegreen Vacations America

One and Done – Reduce Repeat Contacts

Across all industries, organisations that are leaders in using interaction analytics have first call resolution rates that are more than three times higher than others – leaders average 76 percent first call resolution, compared to 23 percent for followers. ³

Interaction analytics makes it easy to not only document your baseline FCR rate, but gives you insight into how the rate varies by call type, agent, shift and other variables, plus the conditions that occur on calls that influence how it is resolved. You can then make targeted, effective training and process changes that result in real, sustainable improvements to first call resolution rates.

Afni, a BPO provider with more than 6,000 employees, uses contextual data from interaction analytics to identify how each of its agents could improve, and then tailors training and coaching programs to make the biggest impact on operations. Afni improved its first call resolution rate by 2.8 percent after using insight from interaction analytics to guide improvements. The program produced additional benefits, including:

- A 4 percent increase in customer satisfaction
- A 17 percent improvement in the use of correct language during customer calls
- See a complete case study here

“This tool has definitely made a difference. We’ve increased our performance, our productivity and our data. We can see what’s impacting our customers and can report it back to them. That’s making our customers happier and is making them more loyal.”

April Bevolden | Quality Supervisor at Afni

Save Customers’ Time, Improve Customer Satisfaction

Some of the best customer experiences are short ones – customers appreciate being served promptly. Interaction analytics can help there too, by giving agents the information and guidance they need to serve the customer, and by prompting adherence to best practices, reducing silence on calls, identifying the root cause of long holds so they can be prevented in the future, optimising inbound contacts to the best-suited engagement channels and most qualified agents. Here are a couple of examples of how interaction analytics reduced average handle times and contributed to a better customer experience.

- One company used interaction analytics to determine why there were long silences on many of its billing calls. It learned the silences occurred while agents were waiting for the billing system to respond. The information was given to the company’s IT team, which tweaked the billing system, and overnight the company reduced its average handle time by 11 seconds. Root cause analysis with interaction analytics also has been found to reduce repeat calls by 3 to 5 percent.

- Fitness equipment maker Nautilus used interaction center analytics to get a better understanding of how time was spent on its calls. The analysis found the verification process typically took 30 to 60 seconds per call and that 20 percent of calls were transferred because the initial agent wasn’t able to assist the customer. This insight led to process and training changes that reduced average call times by 82 seconds after just three weeks. Nautilus calculated its contact centre analytics investment produced full ROI in just six weeks. See the complete case study for more details and documentation of the benefits.
How Does Interaction Analytics Reduce Complaints?

It's not enough to complete customer interactions quickly, you also have to complete them correctly. Getting it right is more important to delivering an excellent customer experience than getting it fast. When your operations are guided by interaction analytics, you don't have to sacrifice speed for thoroughness.

Real-time monitoring provides the ability to be proactive and prevent potential compliance violations from occurring. For example, if an agent does not properly identify himself or herself he or she could get an on-screen alert, which could escalate to the supervisor if it continued unresolved. Supervisors can also step in when sentiment analysis detects agitation, or to correct a misstatement or use of risky language. Advanced interaction analytics solutions automatically monitor every contact for call recording disclosure language, Right Party Contact language, threats of litigation, requests for “do not call,” “wrong number” statements, abusive language from either party, plus other words and phrases set by the user organisation.

Analytics Approaches to Improving Quality and Compliance

State Collection Service raised its agent quality assurance scores by 14 percent as part of an award-winning program that used interaction analytics to automate and improve how performance feedback was given to agents. Learn more about it here.

Southwest Credit Systems decreased its escalation calls by 66 percent within six months and reduced its regulatory complaints by 33 percent within one year of implementing CallMiner Eureka, as the company describes in this video.
Summary

Interaction analytics provide comprehensive, information to help you understand what makes a great customer experience and what you can do to deliver it. Interaction analytics makes it much easier for your contact centre agents to make your customers happy. The examples presented in this guide have shown how interaction analytics have guided changes in training, sales, customer service and billing to make things easier for customers, leading to documented improvements of up to 26 percent for customer satisfaction, 19 percent for agent quality scores, 18 percent for Net Promoter Score and 13 percent for best practice calls.

What can interaction analytics do for your organisation? That depends on what your customers want you to do for them. Use interaction analytics to learn what your customers want from you, and how you can design a great experience to deliver it. Contact CallMiner to learn more.
For More Information

CallMiner is a proud provider of interaction analytics solutions for improving agent performance. With 15 years of industry leadership and over 2 billion hours of conversations mined, we can deliver exceptional value to customers by delivering highly effective, usable, and scalable speech analytics solutions.

**CallMiner Eureka** is the leading solution to improve contact centre and enterprise performance through interaction analytics. It immediately reveals insights from automated analysis of communications between you and your customers across multiple channels – including calls, chat, email, texts, social media, surveys and more.

Here are some resources to learn more about CallMiner, interaction analytics technology, and how they are helping organisations improve their performance and comply with a wide range of requirements.

- The **CallMiner Learning Centre** is frequently updated with new presentations, white papers, case studies, videos and other material.
- See solutions and resources for different roles and industries, including **collections, finance & banking, BPO, healthcare, travel & hospitality, retail/etail** and others.
- CallMiner’s **Blog** provides updates on new regulations and how interaction analytics is being used to support them, including presentations and testimonials from users and guidance from legal and compliance experts.
- This **white paper** provides an overview of interaction analytics technology and its value.
- This **independent research report** has many insights and tips for how companies can become top performers in customer engagement, and the benefits they can attain by doing so.
- Download additional ebooks on **compliance** and contact centre **performance**.