

How to empower advisors with analytics



Heightened customer expectations, greater compliance requirements and the transition of simpler tasks to automation have all combined to make the contact centre advisor's role increasingly complex. All this at a time when the need to deliver seamless customer journeys at scale has never been more important.

That's why today's advisors need all the help that they can get. Contact centre analytics solutions that are used to provide a broad range of business intelligence and hidden insights can play a key role in providing this support. In this CCMA Good Practice Guide, we will examine the key role that analytics offers in supporting contact centre advisors. We will look at how different analytics approaches can combine to enable agents to deliver a consistently high-quality customer experience, while also enhancing employee engagement.

How does contact centre analytics work?

Analytics tools mine data to identify patterns and trends, and there's a massive amount of value that can result from unlocking the huge volumes of multi-channel customer interaction data that stream into the average contact centre each day. Without analytics in place, most organisations typically only analyse just two percent of their interactions – largely through random QA and compliance checks.

Where contact centre analytics can really make a difference is through its ability to examine 100% of interactions. Going beyond simply converting voice data to text for analysis, a more comprehensive analytics approach can bring together email, chat, social media, video and advisor desktop data to create a complete view of your customer. Together this allows contact

centres to build a true Voice of the Customer, capturing insights that in turn can drive true customer-centric strategies at an advisor level.

Contact centre analytics becomes much more accessible

Discussions around big data and customer-centric strategies sounds expensive, but today's contact centre analytics solutions can be remarkably cost-effective. Cloud-based analytics tools enable rapid deployment and are available on a pay-as-you-go basis. And because they benefit from a more intuitive design, they're also much easier to operate and can be used by your existing contact centre team.

As customer expectations increase, we're also seeing a growing requirement for voice-of-the-customer analytics and insights that will help the broader business to understand customer behaviour and needs. Expect an increasing cross-department demand for contact centre intelligence – particularly from sales, marketing, finance and support.

Understanding the mix of available analytics options

There are a wide range of analytics tools available for the contact centre, each focused on different interaction aspects that can be mined to empower advisors and help them deal

with customer concerns proactively. Elevating the customer experience through analytics means that advisors become much better equipped to identify customer journey pain points and anticipate customer needs.

Analytics typically focuses on five main areas: speech analytics, text analytics, sentiment analytics, desktop analytics and predictive analytics. Available options include:

- **Speech Analytics** – includes both phonetics and speech-to-text. Phonetics analytics is great for efficient call categorisation and quick analysis. The use of speech-to-text is great for in-depth investigation, ad-hoc searching, and identifying the root cause of issues that are most impactful to advisor success.
- **Text Analytics** – analyses 100% of customer and advisor text-based interactions, including email, chat, text, social media and surveys. Valuable in better understanding the advisor journey, with findings used to solve specific advisor challenges and improve job satisfaction by removing potential barriers to success.
- **Sentiment Analytics** - combines text and speech-to-text analytics to identify the emotional tone and provide a sentiment score (positive, neutral or negative) for every interaction. This helps in spotting trends in sentiment, as it happens, to quickly make changes in areas impacting the advisors and overall customer experience.
- **Desktop Analytics** – in addition to facilitating compliance, desktop analytics is great for understanding the applications and processes that drive the most successful outcomes for customers. By identifying knowledge gaps, desktop analytics helps in the building of advisor best practices and gives employees the tools they need to be their most effective.
- **Predictive Analytics** - Leverages predictive modeling, machine learning (ML) and artificial intelligence (AI) to analyse and score 100% of interactions.
 - o **Predictive Evaluations** - combines assessment of manually completed evaluations with speech analytics data to predict evaluation scores on 100% of all customer interactions. This kind of predictive evaluation allows coaches to select interactions with low predictive scores – helping to identify the most impactful interactions to analyse
 - o **Predictive Net Promoter Score** – matching NPS survey data with speech data creates a Net Promoter Score for every single customer from 100% of interactions. Pinpoints

characteristics of those interactions that have the biggest impact on satisfaction scores, translating this into critical insights across large customer bases.

Achieving real outcomes with contact centre analytics

From the options it's clear that a typical omnichannel contact centre, capturing and analysing customer interactions across a range of channels, can deploy analytics solutions to address a range of customer engagement challenges. Each organisation can apply its own blend of analytics at different stages of the customer journey, but each will be using analytics to achieve common outcomes, including goals such as:

- Increasing First Contact Resolution
- Growing customer satisfaction and NPS scores
- Ensuring compliance and risk management
- Increasing advisor engagement and effectiveness
- Simplifying escalation management
- Unlocking competitive intelligence
- Evaluating campaign impacts.

Engaging advisors and driving performance

While some advisors had initial concerns about the role of analytics within the contact centre, the ability of analytics tools to empower advisors and have a positive impact on their CSAT and NPS scores tells a different story. Certainly capabilities such as predictive analytics that can give near real-time feedback to advisors offer a powerful way to both engage them and drive their performance.

Analytics really succeeds when it becomes an integral part of the customer journey, not interrupting interactions but augmenting them. Deployed correctly, contact centre analytics is all about empowering advisors with the knowledge they need to handle and help customers proactively. As customer expectations continue to grow, many contact centre managers expect their use of analytics-based technology to increase – particularly from the wider business where many departments will come to rely on contact centre intelligence.

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