The Top 11 Use-Cases For Conversational Analytics

On first glance, customer interaction analytics can be seen as providing similar information to management information and reporting systems - taking masses of data and making sense of what they mean to the contact center's performance and perhaps even inside the wider business. However, the vital thing to understand about analytics is that it gives contact centers the answer to 'Why?', not just 'What?'. Why are average handle times so different across agents? Why are customers of this product upset? Why are people calling the contact center?. Customer interaction analytics solutions offer huge opportunities to gain business insight, improve operational efficiency and develop agent performance.

This simple guide covers the top 11 use cases to put analytics tools to targeted use in your contact center — proven strategies that are driving business value for some of the leading brands across nearly every industry:

USE CASE #1 – SEARCH

If the analytics user knows what they want to find, the search function can return a list of calls with these words or phrases within them. Speech-to-text / transcription applications return the sentence or whole interaction so that the user can see the context as to how this has been used, offering the opportunity to run text analytics on top of this as well.

Although every user's requirements from analytics will be different in some way, it may be useful to consider looking for some of the following key words and phrases:

- names of competitors
- obscenity or profanity
- names of your specific products or services
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- references to management (e.g. "supervisor" or "manager") as this may indicate the customer is dissatisfied with the agent
- active opinion (e.g. "it would be good if", "I would like", "I want")
- key commercial words (e.g. "buy", "purchase", "interested in")
- phrases which indicate compliance, such as those found in the terms and conditions
- customer dissatisfaction (e.g. "I'm not happy", "I want to close my account")
- references to the agent's performance (e.g. "you've been really helpful", "rude").

While an analytics solution may be implemented to look at one particular pressing issue, such as automating the QA process, it will further develop over time into looking at business intelligence and process optimization. Interaction analytics can be used in many different ways to address various business issues. This is an advantage - it is hugely flexible - but it can also make its message to the market more complicated. However, depending upon how interaction analytics is used, it can assist in:

- agent improvement and quality assurance
- business process optimization
- avoidance of litigation and fines
- customer satisfaction and experience improvements
- increases in revenue and profitability
- improvements in contact center operational performance, and cost reduction.

AI can analyze various aspects of a conversation, some of these analyses solves specific known problems, problem-solving/issue resolution, and others which are more strategic/long-term nature, including:

Understanding WHY Customers are calling?
Intent Recognition: AI can identify the intent behind user messages or questions in a conversation. It can classify user intents into predefined categories, allowing for more accurate and targeted responses. 'Categorization' is the term used within the customer contact analytics industry, and

The Top 11 Use Cases of Conversational Analytics

1. SEARCH

2. COMPLAINTS HANDLING
3. CRISIS MANAGEMENT

4. GATHERING COMPETITIVE INTELLIGENCE & MOST TRENDING TOPICS

5. IDENTIFYING & HANDLING PROBLEM CALLS

6. ESTIMATING CSAT RATES

7. TELL ME WHY/ ROOT CAUSE ANALYSIS

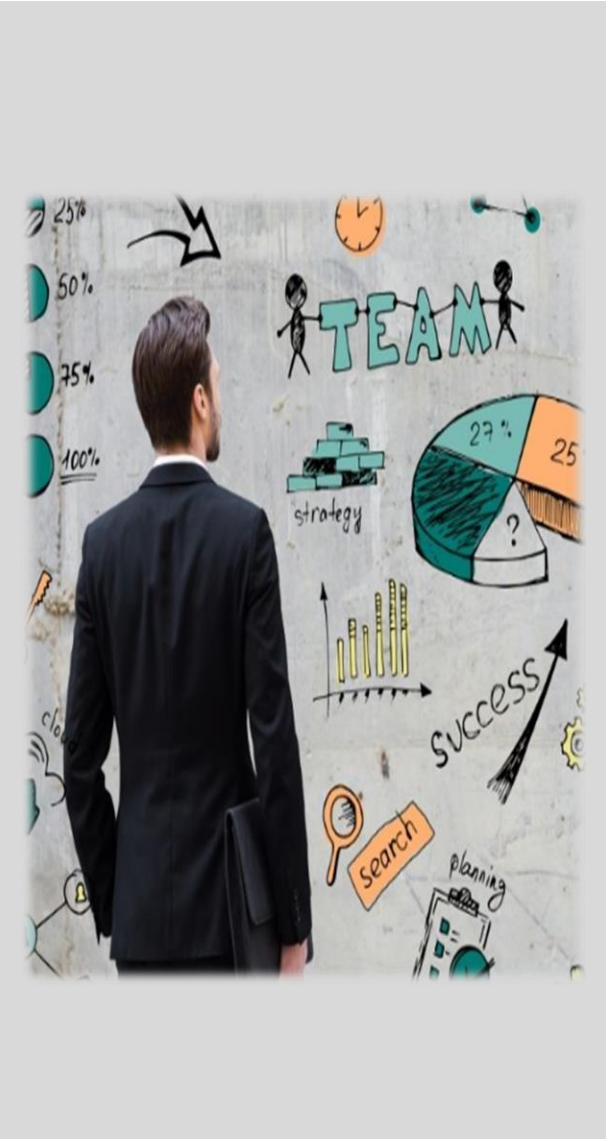
8. IDENTIFICATION & HANDLING OF DISSATISFIED CUSTOMERS, AND THOSE AT HIGH RISK OF CHURN

9. CALL QUALITY MONITORING & ADHERENCE TO SCRIPT/ COMPLIANCE

10. AGENT TRAINING & COACHING

11. DEBT COLLECTION/ IMPROVING CROSS-SELLING & UP-SELLING

refers to the activity of grouping conversations according to user-defined topics/Intents, such as complaints, billing issues, discussions of specific products, etc. Agent capability can be viewed by these categories, suggesting specific training needs as well as identifying any required changes to processes. Categorization can be done by the business based on their own experiences and requirements, through using vendors' out-of- the-box categorizations for common analytics use cases, or by implementing AI and machine learning to find categories within the business's data. Example:



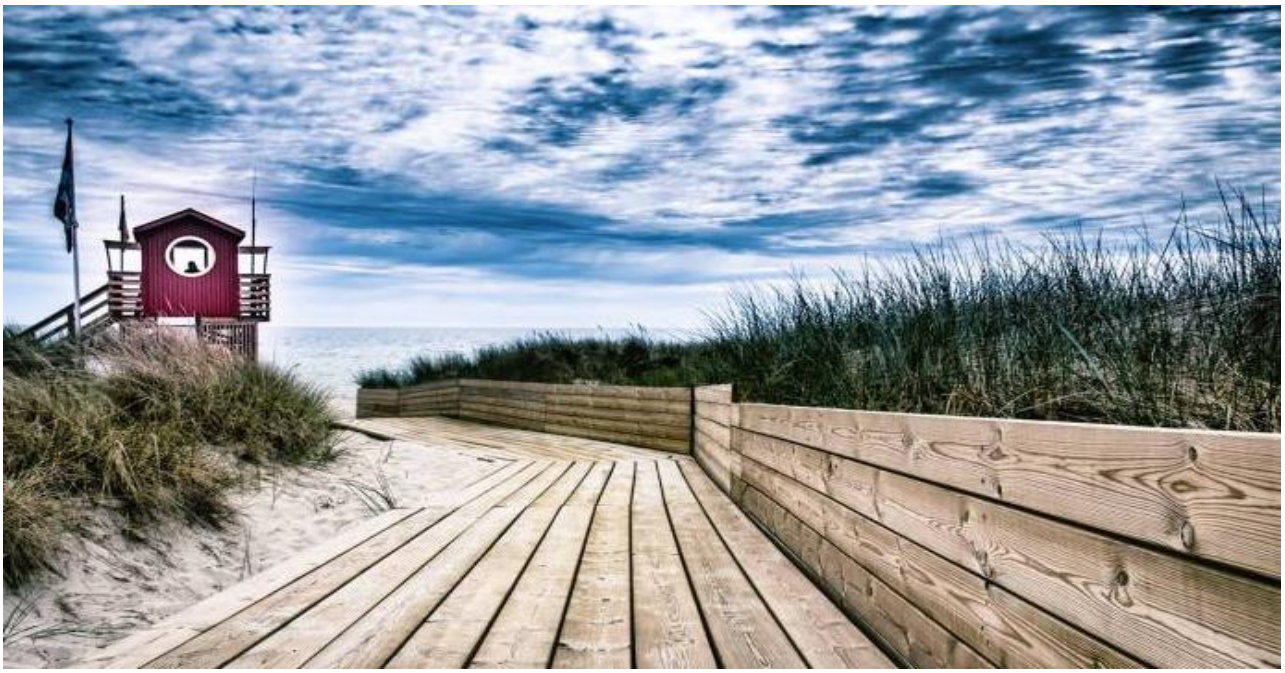
USE CASE #2 – COMPLAINTS HANDLING

Complaint: Complaints are a potentially rich environment for businesses to understand where they are going wrong, and which issues are in danger of turning a customer into an ex-customer. 9% of UK calls and 14% of US calls received by contact centers were complaints. Understanding and acting upon what is driving these complaints, the root cause, will clearly make a huge difference to cost and customer satisfaction.

On an individual-call basis, real-time analytics allow businesses to track words and phrases related to complaints (such as 'supervisor', 'manager', 'complain', 'unhappy' etc.), allowing escalation to a supervisor, or screen-pop to the agent to provide them with a revised script or suggestions of how to handle the call.

USE CASE #3 – CRISIS MANAGEMENT

A solution with automated root-cause analysis capabilities - constantly looking for anomalies and new patterns - can identify spikes in unusual activity shortly after it happens, alerting specific users to the key issues so as to handle them before they run out of control, damaging brand or customer satisfaction.



WHAT is the Customer Calling About?

USE CASE #4 – GATHERING COMPETITIVE INTELLIGENCE & MOST TRENDING TOPICS

- Topic/Keywords Extraction: AI can analyze the conversation to identify the main topics being discussed. It can extract keywords or key phrases that represent the central themes in the conversation.

- Named Entity Recognition: AI can identify and extract named entities such as names, organizations, locations, dates, and other relevant information mentioned in the conversation. This analysis helps in understanding the key entities involved.

Accordingly the AI, with the above capabilities, can identify the topic of the conversation, and what the customer is talking about which can be a product or a competitive brand.

USE CASE #5 – IDENTIFYING & HANDLING PROBLEM CALLS

'Discovery' is a term often used within the customer contact analytics industry, and refers to a deep, automated analysis of trends, patterns and results which are identified by the speech analytics solution rather than the knowledge or insight of the human operators. Discovery will help users to find calls that are similar to each other, perhaps through similar groupings of words or phrases, and explore these links to discover the issues driving them. The ability to see trends - to know that the instances of the words 'website' and 'password' have increased by 2,000% this week compared to the norms of the past 6 months – quickly identify likely pain points for the customer and potential broken processes. The

continual tracking and analysis of similar information or categories over time also allows a business to see whether the remedial action that they put into place has actually worked. Many solutions offer automated discovery and this is an area that will always be improving and becoming more subtle and effective, having huge potential benefits for businesses.

Was the customer happy/Satisfied? Was his issue Resolved?

USE CASE #6 – ESTIMATING CSAT RATES

- Sentiment Analysis: AI can analyze the sentiment expressed in a conversation, determining whether the overall sentiment is positive, negative, or neutral. This analysis can help understand the emotional tone of the conversation. In real-time Emotion detection and sentiment analysis may also be used to identify unhappy or wavering customers within the call, updating supervisors who can then break into the conversation or advise the agent accordingly, or popping suggestions onto the agent's screen automatically.

- Customer Satisfaction: customer satisfaction surveys and Net Promoter® is a good example of companies' desire to learn what their customers actually think about them, however the results of those surveys are carried out at a time when any feelings about the original interaction may have changed or dissipated, are prone to inaccuracy, delay and lack of detail. As an alternative to customer satisfaction surveys, customer contact analytics allows a business to gather customers' views within the interaction itself - guaranteeing immediacy and accuracy - and can be applied across 100% of calls, rather than focusing on the outlying 'very dissatisfied' or 'delighted' customers.

Some solutions use historical analysis of call characteristics, agent behaviors and interaction outcomes to estimate customer satisfaction or Net Promoter® scores on every call, and can also predict the attrition of customers based on what they have said and what has happened within the call, allowing the business to act swiftly. The formula or approach to predicting customer satisfaction would typically involve using a combination of features from the labeled dataset of customer interactions (such as sentiment scores, emotions, keywords or topics discussed that impact satisfaction, interaction metrics (e.g. number of times customer was transferred, average response time of the agent, agent rating, AHT, Call Resolution rate, customer feedback, etc.), corresponding customer satisfaction scores (can be past CSAT/NPS ratings, etc.) and a machine learning algorithm (such as linear regression, logistic regression, decision trees, classification or neural networks). Train the model using the labeled data, incorporating sentiment analysis scores along with other features.

USE CASE #7 – TELL ME WHY/ ROOT CAUSE ANALYSIS

Root-Cause Analysis: Tell-me-why or root-cause analysis is a starting point for analysis. A business which knows it has a problem with its web self-service function can find out more about the problem through

automated analysis of calls, rather than through asking agents directly or listening to recordings. Inputting 'website', 'web' or similar, searches the index of words or phrases and returns likely calls. Speech-to-text-based systems can search for other words in the conversation that occur frequently (without the need for users to predefine these searches in advance), and group them together into categories, rated by relevance, importance of words etc. (e.g. if 'website' and 'password' occur together far more frequently the usual, this is probably an area to explore further). The 'tell-me-why' and discovery modes of customer contact analytics will improve over time as better accuracy and more powerful processing provides richer and more joined-up data for analysis, and the inclusion of non-voice channels show the full picture of customer contact and its intent.

Furthermore, through widespread and detailed analysis of what the call is about, the type of language or messages used in the call, how the customer was handled, and the eventual outcome, businesses will be able to learn how to improve their customer retention and satisfaction in real-life, by-passing the standard metric (e.g. "83% of customers are satisfied") and getting to the root causes of satisfaction or dissatisfaction and sharing the results with the rest of the operation.

USE CASE #8 – IDENTIFICATION & HANDLING OF DISSATISFIED CUSTOMERS, AND THOSE AT HIGH RISK OF CHURN

Analytics can also be used to identify those customers who are most at risk from churn or contract cancellation, based on historical analysis of calls with similar customers, linked with metadata including customer segmentation. AI can be utilized to detect customers who are likely to churn by analyzing various data sources and employing predictive modeling techniques. For example, a business can retrospectively analyze interactions in order to identify where customers have defected from the company or not renewed their contract. Typical indicators may include use of the words “unhappy” or “dissatisfied“; customers may have a larger-than-usual volume of calls into the contact center; use multiple channels in a very short space of time (if they grow impatient with one channel, customers may use another); and mention competitors’ names. After analyzing this, and applying it to the customer base, a “propensity to defect” score may be placed against each customer, identifying those customers most at risk. Specific routing and scripting strategies may be put in place so that when the customer next calls, the chances of a high-quality customer experience using a top agent are greater and

effective retention strategies are applied. Here follows steps to do so:

(1) Data Collection: collecting the data about customers, including historical interactions, purchase history, service logs, etc.,

(2) Feature Engineering: extract meaningful features from the collected data that are indicative of customer behavior and engagement. These features can include variables such as frequency of purchases, recency of interactions, average order value, customer lifetime value, complaints or support tickets, social media activity, or any other relevant factors that may impact churn.

(3) Labeling Churn: Define a churn event based on your specific business context. For example, it could be a customer who has not made a purchase in a certain period or has canceled their subscription. Label the customer data as churned or non-churned based on this definition.

(4) Model Training: Utilize machine learning algorithms such as logistic regression, decision trees, random forests, or gradient boosting to train a predictive model. Train the model using the labeled data, where the input features are used to predict the churn outcome.

(5)Model Evaluation (6) Model execution, where the model will analyze the new customer data/features and provide the churn probability score Once high-risk customers are identified, develop targeted intervention strategies to retain them. These strategies may include personalized offers, proactive customer outreach, tailored marketing campaigns, or improved customer service.

How was the Agent Behavior?

USE CASE #9 – CALL QUALITY MONITORING & ADHERENCE TO SCRIPT/ COMPLIANCE

Compliance and Adherence to Script: AI can transcribe and process spoken language using speech recognition and NLP techniques. This enables the AI system to compare the agent's speech with the expected script and identify any deviations.

AI-powered systems can monitor and analyze calls, listening for specific keywords, phrases, or patterns that align with the company script. AI can analyze various call quality metrics, such as call duration, talk-to-listen ratio, or customer satisfaction scores, to assess how well the agent adheres to the script. AI can provide immediate feedback to agents, reminding them to adhere to the script or guiding them with suggested responses. If an agent goes off-script, the AI can provide real-time alerts for further evaluation and coaching or suggestions to help the agent align with the desired conversation flow.

By monitoring and categorizing 100% of calls with 100% of agents means that it is possible to make sure that agents comply with all business rules as well as regulations, only the most relevant can be passed through to the supervisor, greatly reducing the amount of time, and in some cases headcount, required to carry out QA. The resulting insights into individual agent’s performance, and business processes in general, are of a far higher

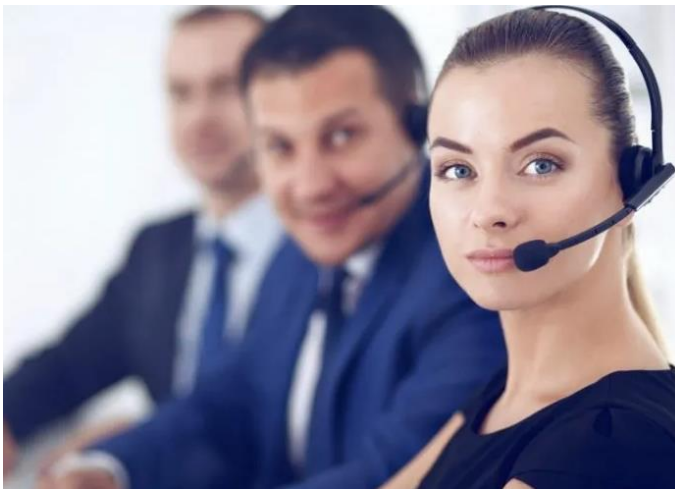
standard than is possible through manual QA processes. Some solution providers report that automating the QA/QM process has enabled large contact centers to decrease headcount of these teams by as much as 75%, making very significant cost savings.

AI can analyze aggregated data from multiple calls and agents to generate insights and reports on adherence to the company script. This allows supervisors and managers to track adherence trends, identify areas for improvement, and provide feedback or additional training to enhance script compliance.

USE CASE #10 – AGENT TRAINING & COACHING

AI systems can be used to provide ongoing training and coaching to agents. By analyzing a large volume of recorded calls, AI can identify common areas where agents tend to deviate from the script and provide targeted training modules or personalized coaching recommendations to improve adherence.

Linking this information with metadata such as call outcomes, sales success rates and other business metrics means that the most successful behaviors and characteristics can be identified and shared across agent groups. Quite apart from any regulatory need for script compliance, analysis of the sales techniques and terminology used by those identified as the most successful agents can be shared amongst the agent population, with either real-time monitoring or post-call analysis ensuring



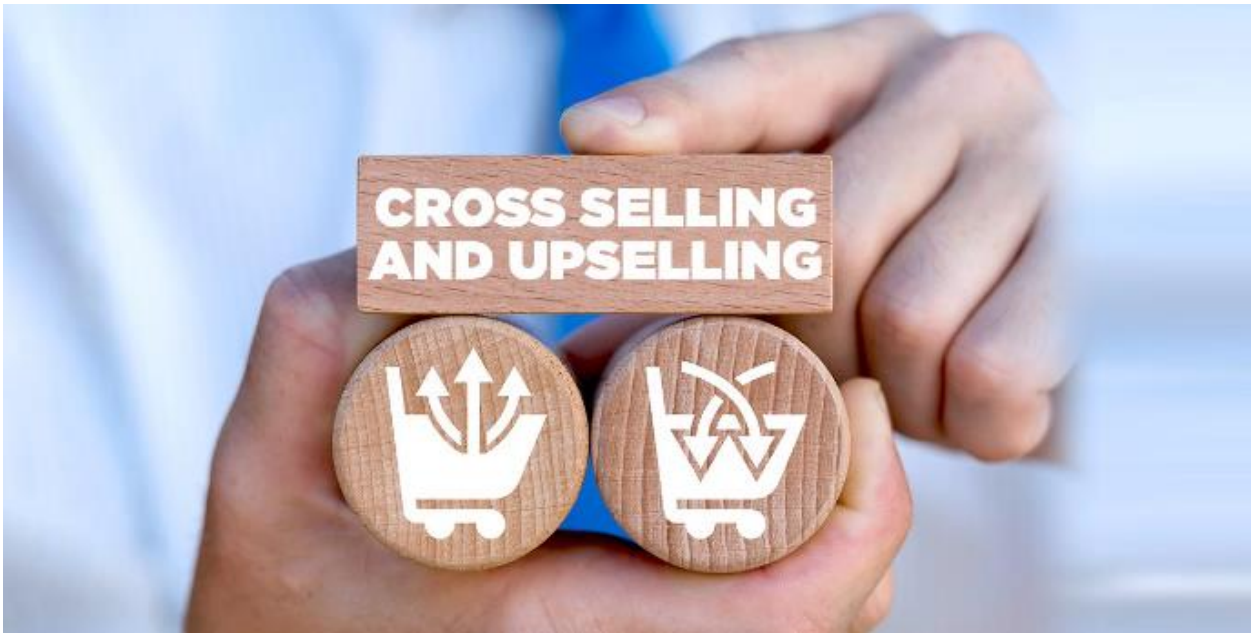
ongoing compliance. It is possible to discover the reasons for the different sales conversion rates between agents, by analyzing many more calls than would be possible in a purely manual process. As was shown earlier, sales conversion may be as much a matter of correctly identifying a sales opportunity, as it is about being an effective and persuasive sales person, and analysis of 100% of calls allows managers to understand where their agents' strengths and weaknesses are, and to deliver the correct training or feedback.

Scorecards based on 100% of calls rather than a small sample are much more accurate, and support better training and eLearning techniques, and have great potential to cut the cost of manually QAing calls. Analyzing all interactions also means that QA professionals are made aware of any outliers - either very good or very bad customer communications – providing great opportunities for the propagation of best practice, or identifying urgent training needs, respectively.

USE CASE #11 – DEBT COLLECTION/ IMPROVING CROSS-SELLING & UP-SELLING

Although many debt collection firms have detailed scripts for their agents - often driven by the need to comply with regulations - the results, such as the promise-to-pay ratio - can differ widely by agent. Speech analytics provides two benefits for debt collectors: the ability to prove compliance (which is usually the initial reason for purchase), and through the analysis of successful and unsuccessful calls, the chance to understand the type of agent language and behavior that yields the best results, and share these with underperforming agents. The same principle of matching successful outcomes with particular call traits can be used for improving cross-selling and up-selling rates in sales environments.

In some cases Analytics have improved sales conversions by 41% and collections revenue by 20% by identifying the skills that differentiated top performing agents from bottom performing agents, and then focusing training and coaching programs on those key skills.



These are just a few examples of what AI can analyze in a conversation. The specific capabilities and analysis options may vary depending on the AI system or platform being used, as well as the available data and models. AI technologies continue to evolve, providing increasingly sophisticated and comprehensive analysis of conversational data.

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