

3 high-impact use cases for contact center analytics.

How top-performing organizations are using omni-channel analytics to drive business results.

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Top performance begins with analysis

Ultimately, everything you do in your contact center should be aimed at improving customer experience—and with analytics, you can understand exactly what you need to do to achieve this.

The making of a happy customer

The most recent Forrester US Customer Experience Index found something fascinating: more than ever, emotion is the key to creating customer experiences that drive long-term loyalty to your business. However, it isn't as simple as making your customer **happy**—the research suggests it's no longer the single most important emotion.

The report identified five other emotions that consistently boost satisfaction, loyalty and brand advocacy: customers want to feel appreciated, confident, delighted, respected, and valued. (Interestingly, anger doesn't have the biggest negative impact on loyalty—it's annoyance, disappointment and frustration that actively drive customers away.)¹

The report also highlighted that leaders in customer experience saw faster revenue growth than laggards, even to the point of being able to charge more for their products. Yet, for the first time, no brands made it into the “excellent” category for customer experience. Why? And what can we do differently?

Ask yourself these questions

- 1) What makes our customers feel appreciated and valued?
- 2) Which processes could be making them annoyed or frustrated?
- 3) And, how can we turn superior experiences into real, tangible revenue?

Every day, your contact center will generate thousands of new data points that can answer these questions. Effective analytics is the difference between getting visibility from this data and being overwhelmed by it.

With analytics, you can build a deeper understanding of what drives satisfying customer experiences in the contact center and how you can improve your processes and coach your agents to meet those requirements.

Investment in omni-channel contact center analytics is on the rise. In fact, Deloitte found that 66 percent of contact center executives cite advanced analytics as a key investment.² But, according to Forrester, only 29 percent of companies have successfully connected analytics to action.³ Often, they're being held back by analytics that don't deliver easy-to-interpret, actionable insights. In short, they're not getting the value.

However, enterprise contact centers operate at huge scales, so even the smallest performance improvements can have a significant effect on agent effectiveness and customer experience—and your bottom line.

This whitepaper takes you through three categories of use cases, exploring how you can use omni-channel analytics to achieve these improvements. We'll look at customer-focused, agent-focused and process-focused use cases, and use real-world examples to show you how effective the practical applications of analytics can be, helping you get to know your customers, support your contact center agents, and manage risk and compliance.

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¹ Parrish, Rick. (August 1, 2017). The US Customer Experience Index, 2017. Retrieved from <https://www.forrester.com/report/The+US+Customer+Experience+Index+2017/-/E-RES136424>

² Haas, Andy. (2017). 2017 Global Contact Center Survey. Retrieved from <https://www2.deloitte.com/us/en/pages/operations/articles/global-contact-center-survey.html>

³ Hopkins, Brian. (March 9, 2016). Think You Want To Be “Data-Driven”? Insight Is The New Data. Retrieved from https://go.forrester.com/blogs/16-03-09-think_you_want_to_be_data_driven_insight_is_the_new_data/

Knowing your customer

Understand exactly what your customers want from you—and deliver it every time.

When your customers get in contact with you, understanding what they need—and why they're calling your contact center or typing in your live chat—is crucial to delivering efficient, helpful service.

Use omni-channel analytics to monitor your customer interactions, and you'll soon see trends in why they contact you, how the interactions play out, and which actions your agents should take to improve the experience.

In action



A **utilities company** wanted to understand why its customers were getting in touch, what their journey through its service function looked like, and how it followed up with them.

By using omni-channel analytics to map and optimize interaction pathways, **the company boosted its Net Promoter Score by 84 percent—and increased sales conversions by 60 percent.**

Improve first call resolution

If your first call resolution (FCR) rate is low, customers are far more likely to get frustrated with your company; as Forrester demonstrated, that can be hugely damaging to their loyalty.

Omni-channel analytics can help you improve FCR in several key ways:

- Anticipating why your customer is contacting you—so your agents are prepared
- Guiding customers to the right channel faster, and even to a specific agent
- Helping the agent follow best practices, make required disclosures, request more information and upsell during the contact
- Analyzing the content processes and metadata from each interaction to shape future training and process

In action



A **business process outsourcer (BPO)** used omni-channel analytics to get objective insight into what its top-performing agents did that set them apart.

By monitoring the effectiveness of specific words and phrases, it identified what worked best and targeted training to teach best practices to its other agents. This led to a **2.8 percent improvement in the company's FCR rate—and a 4 percent increase in its CSAT score.**

Reduce average handle time

We know that the longer customers are on hold, the more likely they are to get frustrated and hang up—and, if you're consistently keeping them waiting, they're far less likely to engage with your brand. Once you've got them on the call, their frustration is only going to grow if you can't solve their issue quickly.

Analytics can help you identify the stumbling blocks that are slowing down interactions and keeping your customers on the line without resolving their query.

In action

By analyzing its processes before, during and after calls, **a mortgage services company** identified where agents were spending the most time.

By simplifying its manual data input process, the company **reduced its average handle time by 60 percent**, as agents spent less time filling out customer information after calls. In turn, this helped the company **increase its daily handled call volume by 82 percent—without hiring extra agents.**

Identify and prioritize hot leads

Don't give your leads an opportunity to go cold on the line—with analytics, you can analyze your inbound contacts to predict how likely it is they'll commit to a sale.

By identifying your most promising leads, you can prioritize them in the queue—or even route them to your agents with the most effective sales skills.

Supporting agents in the contact center

Identify and promote best practices

What is it that sets your best agents apart from the rest of your contact center? Are your customer service and sales strategies effective? With analytics, you can easily identify what works best and promote best practices throughout your team.

In particular, analytics can monitor speech to give you a clear picture of how the language your team uses during interactions affects the outcomes. By testing for individual words, phrases and sequences, you can track:

- What resonates most strongly with customers
- Which sales techniques work most effectively
- How different agents interact with customers

In action

After using analytics to identify how top-performing agents interacted with its callers, **a debt collection company** introduced best-practice gamification as an incentive to improve performance throughout its contact center.

By encouraging all its agents to follow best practices, the company successfully **reduced abandoned calls by 15 percent.**

Onboard new hires faster

When you bring in a new contact center agent, it can take weeks or even months for them to get fully up to speed—and while they're not performing at their best, this can have an impact on customer experiences.

Omni-channel analytics can monitor agent performances to create a detailed, searchable record of everything that happens during customer interactions, and highlight areas for improvement. Using this data, you can customize your onboarding process and help new hires become productive faster.

By putting this information to work through detailed, customizable reports, supervisors get an in-depth understanding of their team. In addition, dedicated self-help portals provide employees access to their own performance metrics and training resources.

Create targeted agent training

Effective training isn't just vital for your new hires—there are always chances for experienced employees to improve, and analytics are the ideal support tool.

When you've established your performance metrics, your team's supervisors can use omni-channel analytics to monitor and score every interaction. This gives you a clear idea about what each individual is doing well, and where they might need specific training.

In action

After monitoring performance levels using analytics, **a travel and leisure company** created a new agent training program aimed at increasing employees' satisfaction as well as their skills.

This **boosted employee satisfaction by 26 percent** and, in turn, their performance improved, **increasing FCR rates by 13 percent and sales by 48 percent.**

Managing risk and ensuring compliance**Automate documentation and reduce manual input**

If too much of your agents' time is spent filling out customer information, creating reports or transcribing interactions, they won't be able to focus on delivering consistent, effective experiences.

With recording, transcribing, scoring and indexing of customer interactions across all your channels, analytics can automate these basic manual processes.

Digitized and fully searchable, you can sort records using categories including:



Agent



Customer



**Contact
type**



**Date and
time**



**Specific words
or phrases**

Automate quality assurance

Quality assurance in contact centers is often spotty at best—with those using manual processes only monitoring around 6 percent of their interactions, which isn't enough to get an accurate picture of how your agents and applications are performing.

With analytics, you can automate the analysis on every single interaction, giving real-time insight and quality control for every channel. You can automatically monitor and score performance to ensure quality is consistent across your contact center.

Proactively prevent compliance violations

The same analytics capabilities that enable you to promote best practices among your agents can also help you reduce prohibited practices—so you can avoid compliance violations.

By inputting your industry- or regulation-specific terminology—you can use your analytics' speech monitoring capabilities to identify specifically prohibited words and phrases and automatically trigger prompts if your agents deviate from the script, or if they forget to make any required disclosures.

Advanced analytics solutions can even monitor the emotion in a caller's voice, to alert your agent if they're growing angry or threatening to take action—giving your agent the opportunity to redirect the interaction or bring in a supervisor.

In action



Collections agencies often have to deal with irate customers—and complaints and compliance violations are all too common.

Using analytics for real-time call monitoring, one major agency **reduced calls that included 'escalation language' by 15 percent**, helping prevent contentious calls from turning into complaints.

Detect fraud faster

Fraud, already growing exponentially in digital channels, is expanding to contact centers and voice communications. Because contact centers lack the fraud controls that digital channels do and because they're staffed by humans (required for social engineering attacks), Gartner calls contact centers the "epicenter of vulnerability in many organizations".⁴ As a result, organizations ranging from banks and telecommunications companies to governments and airlines are turning to analytics to limit the impacts on their customers, reputations and bottom lines.

⁴ Phillips, Tricia and Care, Jonathan. (March 2, 2017). Don't Let the Contact Center Be Your 'Achilles Heel' of Fraud Prevention. <https://www.gartner.com/doc/3628017/dont-let-contact-center-achilles>.

Now it's your turn—and we can help

If you recognize your own challenges among the use cases we've explored, now is the time to consider what you can achieve with omni-channel analytics in your own contact center.

Nuance Analytics can handle all the use cases we've outlined here—and more. We'll help you analyze interactions across all your channels, including calls, live chats and social media, to find better ways to connect with your customers and improve your back-office processes.

With easy-to-use visual dashboards you can get fast, actionable insight into where you're excelling, and where changes to your contact center will help deliver the experiences that keep your customers satisfied and loyal.

Discover more about Nuance Analytics

WHITE PAPER

Harnessing the power of speech analytics.

Read our white paper to learn six ways speech analytics improves contact center efficiency and performance.

[Download here](#)

WEBSITE

More insight. Faster action. Better customer experiences.

Explore the full range of Nuance Analytics solutions on our website.

[Visit](#)

Talk to us

If you'd like to know more about how omni-channel contact center analytics can help you streamline your processes, save on costs and deliver superior customer experiences, **request a 15-minute call with a Nuance specialist.** Email us at CXexperts@nuance.com to get started.



About Nuance Communications, Inc.

Nuance Enterprise is reinventing the relationship between enterprises and consumers through customer engagement solutions powered by artificial intelligence. We aim to be the market leading provider of intelligent self- and assisted-service solutions delivered to large enterprises around the world. These solutions are differentiated by speech, voice biometrics, virtual assistant, web chat and cognitive technologies; enabling cross-channel customer service for IVR, mobile and web, Inbound and Outbound; and magnified by the design and development skill of a global professional services team. We serve Fortune 2500 companies across the globe with a mix of direct and channel partner selling models.