Improving Customer Loyalty: Analyzing Your Customer Interactions

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## Enterprise Goals in Conflict

Continually asked to **reduce** customer care costs, while **increasing** revenue and customer satisfaction.

<table>
<thead>
<tr>
<th>Increased Customer Loyalty &amp; Equity</th>
<th>Decreased Cost</th>
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<tbody>
<tr>
<td>• Total customer experience and relationship</td>
<td>• Operational excellence and efficiency</td>
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<td>• Customer acquisition</td>
<td>• Business process improvements within the contact center and the enterprise</td>
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<td>• Up-sell/Cross-sell</td>
<td>• Self-service automation and channel optimization</td>
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<tr>
<td>• Customer retention</td>
<td>• Differentiated customer treatment</td>
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Further complication: Customers interact with companies in a number of different ways…

How does your company perform against these expectations?

…and they want a unified experience.
Next Challenge: Customer Behavior is Changing Constantly

- Environmental
  - Competitive Offers
  - Tastes & Preferences
  - Needs & Wants
  - Channel Adoption

- Interaction Channel
  - Logic & Flow
  - Technology
  - Scripts/Language

- Enterprise-driven
  - New Products
  - Promotions
  - Billing & Operations
  - Communications
Final Challenge: Enterprise goals are not always completely aligned with customer goals.

Challenge: how to *continuously* align the user goals with the business goals of the enterprise...without knowing customer goals or their experience?
Example: Customer Knowledge?

Fortune 500 Telco profiles typical pay-by-phone customer…

“Jane”

- 24-35
- Female
- Technophile / heavy cell phone user
- Professional
- Median income: $75k
- Time constrained
- Prefers email offers to direct mail

What I can do with this data:
- Develop messaging
- Design tailored marketing programs
- Configure product / price / packaging

What I cannot do with this data:
- Understand real user experience
- Design optimal service delivery experiences for this customer segment
- Improve self-service delivery for targeted customers
Solution:
Customer Behavior Intelligence
Aligning Customer Data with Interaction Data

Fortune 500 Telco profiles typical pay-by-phone customer...

“Welcome”

“Please speak your tel. #”

“I’m sorry, please repeat that.”

“What would you like to do?”

“I’m sorry, I didn’t get that. What would you like to do?”

“310-555-8020”

“310-555-8020”

“Pay”

“Agent”

545,000 calls do the following...

What I can do with this data:
- Understand real user experience for some callers
- Design better service delivery experiences for all callers
- Improve self-service overall
- Prioritize self-service improvement efforts based upon volume
- Access significant, immediate ROI

What I cannot do with this data:
- Understand whether these calls are my best customers
- Understand what customer segment has a better chance of success
- Use to develop targeted messaging
- Design marketing programs tailored to key customer segments
- Deepen relationship with target segments
- Configure product / price / packaging
Example: Aligning Customer Data with Interaction Data

**Fortune 500 Telco profiles typical pay-by-phone customer...**

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- Female
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**“Jane”**

- **“Welcome”**
- **“Please speak your tel. #”**
- **“I’m sorry, please repeat that.”**
- **“What would you like to do?”**
- **“I’m sorry, I didn’t get that. What would you like to do?”**

**“310-555-8020”**

**“Pay”**

**“Agent”**
Integrating customer interactions across multiple channels yields understanding into their activities and behaviors in and across multiple channels.

Channel:
- Phone
- Web
- Survey
- Direct Mail
- eMail
- Retail Store/Commerce
- Agent Desktop

Additional Data Integration:
- Business Process Data
- Non-interaction-related Customer Data

Behavioral Framework:
- Aligning all data to Customer Behavior

Customer Segmentation by behavior

Existing Customer Segmentation

SpeechTEK Inc
Customer Behavior Intelligence delivers the “why” by tracking step-by-step how your customers behave within and across customer channels.
Putting it together, e.g.

What do I do?

- Targeted email campaign to abandoners: “you spoke and we listened”.
- Acknowledgment of efforts to make experience quicker and easier
- Consistent customer messaging
The Customer Behavior Intelligence Cycle

1. **ClickFox Data Collection Algorithms**
   - CTI
   - ACD
   - CRM
   - IVR / Speech
   - Web
   - Kiosk/ATM
   - Branch / Store

2. **Build Model of System**
3. **Analysis of User Behavior and Experience**
4. **Map Findings to Business Needs (gap analysis)**
5. **Prioritize Improvements**
6. **Build ROI Model**

**Virtual**

- New call flows/scripting
- Menu structure changes
- Build/extend automation
- Expanded/improved speech
- Improved logging
- Campaign changes
- Customer messaging changes
- Resource optimization

**Physical**

- Partner/Customer
Empowering Your customers and employees with speech technologies

SpeechTEKI 2006 Empower
The Voice Solutions Showcase

Thank You