New Strategies For Understanding User Interaction And Predicting The Value Of Advanced Technologies

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Traditional Methods Of Understanding Caller Experience

- Quality Monitoring
- Observations
- Focus Groups
- Satisfaction Surveys
- Best Practice Audits
- Benchmarks & Case Studies
Limitations Of Traditional Methods

- Small Sample
- Not Your Callers
- Not End-to-End
- Can’t Drill To Root Cause
True End-to-End View

- Caller finishes dialing
- Thru transfers
- In-house skills
- Outsourced skills/apps
- Caller hangs up

Everything Caller Hears

Everything Caller Says or Does
Detailed Workflow Analysis

- Thousands of calls
- Unlimited event granularity
- Link every call segment
- Use technology & skilled expert judgment
- Capture caller’s intent
- Time stamps to quantify problems & opportunities
The new ABC call flow improved call handling significantly:
- First-agent handling of ABC callers jumped from 37% to 56%.
- Post-IVR abandons and disconnects fell from 28% to 10%.
- 66% of calls are handled – via one or more agents (no significant self-serve).
  - 56% of callers are ABC customers handled by the first agent they reach.
  - 8% are ABC customers handled by multiple agents.
  - 2% are non-ABC customers handled by one or more agents.
- 34% of calls end without being resolved.
  - 21% are abandoned by the caller, 5% after the IVR.
  - 13% appear to be disconnected by ABC, 5% after the IVR.
Where Callers Spend Time

**Summary**

- **All handled calls**
  - (before) 53%
  - (after) 66%
- **All abandons**
  - (before) 33%
  - (after) 20%
- **All disconnects**
  - (before) 14%
  - (after) 13%

**Detail**

- **ABC callers handled by first agent**
  - (before) 37%
  - (after) 56%
- **ABC callers handled by multiple agents (2,3,4)**
  - (before) 9%
  - (after) 8%
- **Other callers handled by first agent**
  - (before) 5%
  - (after) 2%
- **Other callers handled by multiple agents (2)**
  - (before) 2%
  - (after) 0%

**Caller abandons in IVR**
- (before) 17%
- (after) 15%

**Abandons after IVR (in queue or agent)**
- (before) 16%
- (after) 5%

**Disconnects in IVR**
- (before) 2%
- (after) 8%

**Disconnects after IVR (in queue or agent)**
- (before) 12%
- (after) 5%

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- **Overall call handling improved by increasing the percentage of calls handled, decreasing call time (especially IVR time for ABC callers), and reducing abandons and time wasted on abandons.**
- **However, abandons are still high and disconnects remain high, with 34% of calls wasting an average of 5 minutes per call, at a cost of 6% of total telecom time and 3% of all agent time.**
- **For 8% of calls handled by multiple agents, redirecting misroutes takes 11 agent minutes, or 5% of total agent time.**
- **IVR time has gone up to nearly 8 minutes for non-ABC callers and ABC callers who run into problems (typically with reco).**
New Strategies For Understanding User Interaction

✓ True end-to-end view
✓ Large sample of your actual callers
✓ Continuous audio & event detail
✓ Time stamp everything to quantify opportunities and results
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Thank You