Leveraging a Multi-dimensional View of the Customer Experience to Optimize Speech

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Objective: To discuss the 3 key steps for achieving customer satisfaction and reduced costs through a well-designed speech application

1. Aligning Enterprise Speech Goals with Customers’ Goals

2. Gathering and Analyzing a Multi-Dimensional View of the Customer Experience

3. Translating Results into Action Plans for Improving the Customer Experience and Optimizing Speech
1. Aligning Enterprise Speech Goals with Customers’ Goals
Challenge: how to *continuously* align the customer goals with the business goals of the enterprise...without knowing customer goals or their experience?
Unlocking the value of intelligence across each dimension of the customer experience, across all channels...

...is a critical enabler to delivering the optimum speech experience...
How Speech Serves as a Critical Input to Enterprise Effectiveness:

• Why are callers opting out?
• What are the agents doing that the callers can’t do themselves in Speech?
• What is the profile of the people that are successful? How are they different than those that are not?
• What other services is the agent doing that we should add to our speech application?
• What is driving the customer calls to begin with and how can they be avoided?

• What is the value segment profile of the callers that opt out vs. are successful?

Optimize the Speech Channel:
• How can we increase call containment?
• How can we increase self-service adoption?
• How can we further reduce costs?

...and should be leveraged to drive increased enterprise effectiveness
2. Gathering and Analyzing a Multi-Dimensional View of the Customer Experience

3. Translating Results into Action Plans for Improving the Customer Experience and Optimizing Speech
Gathering and analyzing multi-dimensional customer data

**Perceptions**

Customer Intelligence spotlights the Voice of Your Customer in the business decision making process, takes the role of customer satisfaction to new heights.

- Collected from the customer via point of service evaluations (POSE) or subsequent survey instruments
- How satisfied did the customer “say” they were? How did they “say” they would behave?
- People don’t generally behave the way they say they will. Only about 10% of companies actually gather CSat data from their IVR

**Behavior**

Behavioral Intelligence uncovers the why and how customers interact with the business and serves as an enabler in the alignment of customer and organizational needs.

- Collected from system/channel logs within and across multiple channels
- How did the customer actually behave? How well did the channel they selected serve their need?
- Does not indicate how their behavior relates to the level of satisfaction. Or if the behavior was their choice. What was the key driver of behavior?

**Operational**

Business Intelligence transforms contact center interactions into business insight and actionable business process improvement.

- Collected for self-service channels, operational system platforms/CRM systems
- What is this performance of the channel? What metrics are associated with the channel?
- Does not tell you how channel performance impact behavior or satisfaction? How can changes to operations impact behavior and/or satisfaction?
**Case in Point**
Leveraging a multi-dimensional analysis to improve customer satisfaction and reduce costs via speech for a major telecommunications client

**Perceptions**
Customers' satisfaction with their "out-of-box" experience associated with using new Voice Mail, Call Forwarding and Call Waiting services rated poorly.

**Behavior**
Sales Agent Behavior: was not setting the right expectations at the time of provisioning relative to the options for the customer to find information on the web as well as they would be receiving an instructional mailer.

Customer Behavior: Upon first attempt to use new services became frustrated, called the call center and had to speak to an agent as there was no phone self-help option for this information.

Clearly shows where a process issue is the key driver of the behavior but does not demonstrate the impact on customer satisfaction and/or costs associated with call handling.

**Operational**
Call Volumes indicated that calls specific to Product/Feature questions represented 10% of the total.

Of that the majority were for Voice Mail, Call Forwarding and Call Waiting.

High cost to handle (approx. 2m calls/mth) with no upsell or cross-sell value.

Provides “ROI Opportunity” to deflect calls but offers no direction or suggestion as to how.

**Solution:** Provide “Product/Feature Instructions” through the speech application to drive increased self service. Adoption rate of new application averaged over 80%.
Opportunities to further leverage the multi-dimensional view to further optimize the speech application

NOW THAT YOU KNOW

These are new users
They need instructional help
Their C Sat Scores

YOU CAN

Personalize the greeting toward the “New Users”
Further direct them to the web for additional details and features
You can proactively intervene to prevent churn
Empowering Your customers and employees with speech technologies

SpeechTEKI 2006
The Voice Solutions Showcase

Thank You