Improving Customer Experience through Personalization

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Personalizing every interaction

– Using speech to personalize each interaction
– Synthesizes caller behavior, live data and business logic
– Changes the way information, promotions and options are presented

• Benefits
  – Delights customers with personalized service
  – Lowers TCO
  – Provides additional revenue-generating opportunities
  – Reduces IT implementation time for new promotions
Customer Care

- Every customer interaction is an exchange in value
  
  *And* - the customer forms an opinion of your enterprise with *every* interaction

What is the role of call automation in this relationship? Can personalization help?
Enterprise Trends and Challenges

- Enterprises have invested heavily in CRM tools
- Focus on reducing customer churn a must
- Competition is fierce
- Companies focus their technology spending on enabling profitability
- Self service channels will expand, redefining customer relationships and service interactions
- Industry evolution to converged technologies
- IT departments are taking more control of the infrastructure - moving to open standards

Goal:
Create a consistent, continuous, and personalized customer experience – every time
The Role of Voice Automation

Customer satisfaction is a function of your performance relative to your customers’ expectations.

A single poor experience can ruin a relationship and drive a customer to a competitor.

92% of consumers form their image of a company based on their experience using their call centers; live operators and voice automation.

Purdue University’s Center for Customer-Driven Quality
Why Customers Leave

- 65% of customers leave due to service-related issues
- 70% of customers leave due to issues unrelated to price or quality

The Forum Group
What if We add What We Know About the User to Customer Care Applications?

Collect and Understand

Customer Information

Personalized Customer Interaction

Business Process Rules

Implement

Remember, it’s what you say, and how you say it that makes the difference in the caller experience!
How is an Application Personalized?

• **By creating a System that:**
  – Allows users to set preferences
  – Recognizes and adjusts to user behavior
  – Makes use of external information and matches to user demographics
  – To achieve the goal of users that:
    • Remain as customers longer
    • Are less price sensitive buyers
    • Purchase additional products and services
    • Become word of mouth referrals for the company
Collecting the Data

– The application is only as good as the data
– Identify and incorporate data collection in application
– Extend reporting capabilities
  • Provide end-user oriented reporting
  • Help segment and profile end-users based on current usage
– Extend system capabilities to store comprehensive end-user oriented data
Designing for Personalization

- The application has to have “intelligence”
  - Retrieve all pertinent information from data aggregator
  - Collaborate with business rules engine to determine interaction sequence

[Diagram]

- Personal Information
- Interaction Preferences
- Caller interaction in a call

Static Component (Preferences)

Historical Component (Behavioral)

Dynamic Component (Demographic)
Demographic Data

- Facilitates real-time cross/up selling
- Consolidates information across multi-modal touch points to complement voice service offering
- Delivers decision support data to CRM infrastructure and other channels
Linking User Goals to the Organization

Customer Expectations

Business Goals & Objectives

Vendor Best Practices

Tools and Technologies

Intervoice.exe
Summary

• Emphasize alignment of delivery channels
• Make it easier to personalize every customer interaction
• Offer personalized service that individual customers want
Empowering Your customers and employees with speech technologies

Thank You