Featured Speakers

Duncan Heal, CEO Marketii

Brian LaRoche, Director, ABM, CallMiner Eureka

Colin Taylor, CEO & Chief Chaos Officer, Taylor Reach Group
Housekeeping

> We’ll host an audience Q&A at the end of the webcast. Submit your questions at any time.
> Use the Q&A box for any technical issues and we’ll respond as quickly as possible.
> This webinar will be archived. We’ll send you a link in a follow-up email.
CRMI Building Customers for Life

“Customers Tell You What They Expect From You. Be Listening”
The Simple Value of Automated Interaction Analytics

"If you can't measure it, you can't improve it."

Peter Drucker
Today’s customers don’t just want more from companies – they expect more from companies.

Customer Care
- Cost reduction / efficiencies / resolution
- Source for positive / negative customer experiences (agent, product, policy)

Sales
- Revenue / sales effectiveness / compliance

Feedback / Insight
- Feedback on lead quality, campaign & messaging effectiveness, customer/competitor intelligence

Revenue Recovery
- Revenue / collections effectiveness / compliance

Marketing, Product, Policy & Process
- Brand / NPS / lead gen / customer experience/ process

McKinsey research shows 70% of the buying experience is based on how customers feel they are being treated.
Analyzing language, acoustics and metadata provides organization the opportunity to conduct root cause analysis of customer sentiment.

Why are customers contacting you?

Leveraging Interaction Analytics to assess, trend and predict these drivers allows contact centers the critical insights to make appropriate course corrections to improve products, services, processes, efficiencies and most importantly, **OUTCOMES**.
What Is Sentiment Analysis?

Sentiment Analysis combines both the acoustic characteristics of a speaker’s voice and the context of the conversation into a single score.

This call score can be used to measure relative sentiment or emotion across various cross sections of calls, agent groups, and time frames.

Sentiment Analysis measures:

- The amount of physical stress in the voice
- The changes in the stress
- The rate of speech
- The context of the conversation
Multi-Channel Analytics Allows you Truly Understand Customer Experience

“In order to get globally connected, companies must frequently monitor [customer] touchpoints and follow up with their customers by understanding their needs and wants for improving loyalty and experience”

Customer Analytics and Experience Markets Poised for Rapid Growth article by Smart Customer Service.
3rd Party Applications such as CM Systems Gamification, Tableau, etc.
Truly Measuring Voice of the Customer in your Contact Center

Interaction Analytics evaluates and score key trends and metrics such as customer sentiment

- effort language
- product observations
- escalations
- acoustic agitation
- competitor mentions
- complaints
- AHT
- high silence
- compliments
- positive comments
- negative comments
- churn language

Tagging Applied to Scoring (language patterning and acoustics)

Customer sentiment score

ANALYZE

FEEDBACK

ALERT

API
## Multi-Channel Customer Journey Mapping

![Customer Satisfaction Score Graph](image)

<table>
<thead>
<tr>
<th>Contact Type</th>
<th>Date / Time</th>
<th>Agent</th>
<th>Duration</th>
<th>Pct Silence</th>
<th>Score</th>
</tr>
</thead>
<tbody>
<tr>
<td>Email</td>
<td>09/23/2015 12:30AM</td>
<td>Binx Bolling</td>
<td>3m12s</td>
<td>43%</td>
<td>74%</td>
</tr>
<tr>
<td>Cali</td>
<td>09/25/2015 4:41AM</td>
<td>Willie Stark</td>
<td>5m48s</td>
<td>23%</td>
<td>61%</td>
</tr>
<tr>
<td>Social Media</td>
<td>09/27/2015 8:51AM</td>
<td>Eugene Henderson</td>
<td>11m22s</td>
<td>45%</td>
<td>74%</td>
</tr>
<tr>
<td>Chat</td>
<td>09/29/2015 1:02PM</td>
<td>Molly Bloom</td>
<td>7m33s</td>
<td>64%</td>
<td>83%</td>
</tr>
<tr>
<td>Cali</td>
<td>10/01/2015 5:12PM</td>
<td>Rabbit Angstrom</td>
<td>8m26s</td>
<td>21%</td>
<td>100%</td>
</tr>
<tr>
<td>Cali</td>
<td>10/03/2015 9:23PM</td>
<td>Atticus Finch</td>
<td>4m58s</td>
<td>44%</td>
<td>78%</td>
</tr>
</tbody>
</table>
Identify opportunities for systematic improvements and self-service opportunities

Adhoc discovery in speech analytics can quickly uncover repeat contact themes in customer conversations such as “password re-set” that could be efficiently handled by an IVR Option or deflected to Web self service
Analyzing Results – Customer Sentiment at the Portfolio Level

<table>
<thead>
<tr>
<th>Product</th>
<th>_Sentiment</th>
<th>Positive Sentiment Score</th>
<th>Negative Sentiment Score</th>
</tr>
</thead>
<tbody>
<tr>
<td>Product avg</td>
<td>3.05 (10580)</td>
<td>4.37 (10580)</td>
<td>-1.32 (10580)</td>
</tr>
<tr>
<td>No value</td>
<td>-0.04 (477)</td>
<td>3.75 (477)</td>
<td>-3.80 (477)</td>
</tr>
<tr>
<td>Blackberry z10</td>
<td>3.23 (66)</td>
<td>4.51 (66)</td>
<td>-1.28 (66)</td>
</tr>
<tr>
<td>Galaxy S5</td>
<td>3.19 (4931)</td>
<td>3.61 (4931)</td>
<td>-0.42 (4931)</td>
</tr>
<tr>
<td>HTC One</td>
<td>3.73 (883)</td>
<td>4.47 (883)</td>
<td>-0.74 (883)</td>
</tr>
<tr>
<td>iphone 6</td>
<td>2.99 (4203)</td>
<td>3.25 (4203)</td>
<td>-0.26 (4203)</td>
</tr>
<tr>
<td>Nokia Lumia</td>
<td>5.24 (20)</td>
<td>6.64 (20)</td>
<td>-1.40 (20)</td>
</tr>
</tbody>
</table>
## Analyzing Results at the Product Detail Level

<table>
<thead>
<tr>
<th>Features</th>
<th>Sentiment</th>
<th>Positive Sentiment Score</th>
<th>Negative Sentiment Score</th>
</tr>
</thead>
<tbody>
<tr>
<td>Apps</td>
<td>3.32 (192)</td>
<td>4.08 (192)</td>
<td>-0.76 (192)</td>
</tr>
<tr>
<td>Battery</td>
<td>4.04 (445)</td>
<td>4.52 (445)</td>
<td>-0.48 (445)</td>
</tr>
<tr>
<td>Camera</td>
<td>4.11 (796)</td>
<td>4.43 (796)</td>
<td>-0.33 (796)</td>
</tr>
<tr>
<td>Connectivity</td>
<td>2.58 (103)</td>
<td>3.67 (103)</td>
<td>-1.09 (103)</td>
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<tr>
<td>Headset or Speaker</td>
<td>3.54 (28)</td>
<td>4.66 (28)</td>
<td>-1.12 (28)</td>
</tr>
<tr>
<td>Memory</td>
<td>3.21 (133)</td>
<td>3.69 (133)</td>
<td>-0.48 (133)</td>
</tr>
<tr>
<td>Screen</td>
<td>3.45 (1038)</td>
<td>3.82 (1038)</td>
<td>-0.37 (1038)</td>
</tr>
<tr>
<td>Voice Quality</td>
<td>5.42 (21)</td>
<td>5.99 (21)</td>
<td>-0.57 (21)</td>
</tr>
</tbody>
</table>
Analyzing Results
Best Practices in Leveraging Interaction Analytics to Gain Voice of Customer Insights

1. Analyze 100% of your interactions
2. Measure language, acoustics and metadata to provide root cause analysis for repeat contact drivers
3. Identify opportunities for systematic improvements and self-service opportunities
4. Evaluate and score key trends and metrics such as customer sentiment, AHT, and agent behavior
5. Track customer journey over multi-channels of communication
6. Provide Voice of the Customer insights to all stakeholders (especially your contact center agent community) within your organization
7. Actionize those insights, then measure and calculate the ROI achieved in improving customer contact outcomes
Thanks!

Phone (781) 547-4052
email: brian.laroche@callminer.com

Websites:
www.callminer.com
www.engagementoptimization.com
How to turn your customer feedback into customer insight
Market ii background

- Help organisations understand how to provide exemplary service quality
- Develop programs to increase customer loyalty and market share
- Use insight to improve operational effectiveness
- Clients in Technology, Medical, Financial, Retail and others
- 50,000 survey calls and 25,000 email/web surveys per month
- Over 27 native languages to more than 60 countries

- Company values
  - Pro-active company from top down
  - Innovative and flexible
  - Deliver accurate, reliable, actionable feedback

- Offices in London and Boston

We practice what we preach! We have never lost a customer to the competition
### Statistical sample guide

<table>
<thead>
<tr>
<th>Customer interactions</th>
<th>90% (+/-10%)</th>
<th>95% (+/-10%)</th>
<th>95% (+/-5%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>50</td>
<td>29</td>
<td>34</td>
<td>45</td>
</tr>
<tr>
<td>100</td>
<td>41</td>
<td>50</td>
<td>80</td>
</tr>
<tr>
<td>250</td>
<td>54</td>
<td>70</td>
<td>152</td>
</tr>
<tr>
<td>500</td>
<td>60</td>
<td>81</td>
<td>218</td>
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<tr>
<td>750</td>
<td>63</td>
<td>86</td>
<td>255</td>
</tr>
<tr>
<td>1,000</td>
<td>64</td>
<td>88</td>
<td>278</td>
</tr>
<tr>
<td>1,500</td>
<td>65</td>
<td>91</td>
<td>306</td>
</tr>
<tr>
<td>2,000</td>
<td>66</td>
<td>92</td>
<td>323</td>
</tr>
<tr>
<td>3,000</td>
<td>67</td>
<td>94</td>
<td>341</td>
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<tr>
<td>4,000</td>
<td>67</td>
<td>94</td>
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<tr>
<td>5,000</td>
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<td>95</td>
<td>357</td>
</tr>
<tr>
<td>10,000</td>
<td>68</td>
<td>96</td>
<td>370</td>
</tr>
<tr>
<td>25,000</td>
<td>68</td>
<td>96</td>
<td>379</td>
</tr>
<tr>
<td>50,000</td>
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<td>382</td>
</tr>
<tr>
<td>100,000</td>
<td>68</td>
<td>96</td>
<td>383</td>
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<td>250,000</td>
<td>68</td>
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<tr>
<td>500,000</td>
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<td>97</td>
<td>384</td>
</tr>
<tr>
<td>1,000,000</td>
<td>68</td>
<td>97</td>
<td>384</td>
</tr>
</tbody>
</table>
How well is your data segmented?

Thinking both data in and data out, increased segmentation helps both statistical relevance with the customer data for surveys as well as improved insight for output.
Do you have an alert process in place?

- **Maximum Scores:**
  Where a customer rates all service elements with a 5 out of 5. Provides opportunity to understand “best in class” service. Used for motivational training and improvement.

- **Poor Score:**
  Where a customer rates any service element with a 1 out of 5. Provides opportunity to immediately engage with the customer to rectify any issue.

- **Potential Sales Lead:**
  Where a customer is thinking of extending a contract or looking to upgrade their machines. Allows your sales and support teams to engage with the customer about possible services.

- **Feedback Escalation:**
  Where a customer states they are in need of support. Defined by our trained agents and quality team that the survey needs to be brought to your attention.
Interactive Dashboards

<table>
<thead>
<tr>
<th>Targets</th>
<th>Less than 6.0</th>
<th>6.0 - 9.0</th>
<th>Greater than 9.0</th>
<th>Trend</th>
</tr>
</thead>
<tbody>
<tr>
<td>Contact Centre</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Overall Sat CC</td>
<td>8.69</td>
<td>8.63</td>
<td>8.82</td>
<td></td>
</tr>
<tr>
<td>Product/Knowledge</td>
<td>8.82</td>
<td>8.86</td>
<td>8.96</td>
<td></td>
</tr>
<tr>
<td>Trouble Shooting CC</td>
<td>8.92</td>
<td>8.90</td>
<td>8.96</td>
<td></td>
</tr>
<tr>
<td>Agent's ability to communicate clearly</td>
<td>9.06</td>
<td>9.13</td>
<td>9.28</td>
<td></td>
</tr>
<tr>
<td>Ease of scheduling Field Service</td>
<td>8.22</td>
<td>8.35</td>
<td>8.02</td>
<td></td>
</tr>
<tr>
<td>Customer Effort</td>
<td>8.79</td>
<td>8.78</td>
<td>8.99</td>
<td></td>
</tr>
<tr>
<td>Field Services</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Overall Sat FS</td>
<td>9.31</td>
<td>9.28</td>
<td>9.42</td>
<td></td>
</tr>
<tr>
<td>Engineer's prepared</td>
<td>9.46</td>
<td>9.43</td>
<td>9.54</td>
<td></td>
</tr>
<tr>
<td>Professionalism FS</td>
<td>9.77</td>
<td>9.60</td>
<td>9.60</td>
<td></td>
</tr>
<tr>
<td>Product Knowledge</td>
<td>9.59</td>
<td>9.49</td>
<td>9.59</td>
<td></td>
</tr>
<tr>
<td>Trouble Shooting FS</td>
<td>8.95</td>
<td>9.44</td>
<td>9.54</td>
<td></td>
</tr>
<tr>
<td>Communication needs resolved</td>
<td>9.60</td>
<td>9.52</td>
<td>9.57</td>
<td></td>
</tr>
<tr>
<td>Providing projected work timeline</td>
<td>9.42</td>
<td>9.35</td>
<td>9.49</td>
<td></td>
</tr>
<tr>
<td>Customer Effort</td>
<td>9.00</td>
<td>9.35</td>
<td>9.40</td>
<td></td>
</tr>
<tr>
<td>Competition</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Product Satisfaction</td>
<td>8.70</td>
<td>8.70</td>
<td>8.59</td>
<td></td>
</tr>
</tbody>
</table>

**Top 3 Improve CC**
- 23% Time in phone queue
- 15% Response time
- 8% Resolution Time

**Top 3 Importance CC**
- 27% Agent's ability to resolve query
- 17% Response time
- 15% Resolution time

**Top 3 Improve FS**
- 39% Time from request to arrival
- 15% Clarity of service visit date/time
- 10% Ease of service request

**Top 3 Importance FS**
- 30% Time from request to arrival
- 15% Overall Fix/Repair time
- 13% Engineer's ability to resolve query
Advanced analysis

1. The regression model highlights that “Ease of scheduling Field service” as the main driver of NPS followed by “Product knowledge” & “Providing projected work time line”.
2. You can see that there is no SINGLE element that drives NPS
3. The standard error illustrates the strength of the sample size being accurate
Path Analysis and Predictive modelling

1. Ease of Scheduling Service seen as most influential element to NPN
2. Where customers are satisfied with this then Product Knowledge at CC is seen as next biggest influence which when done well give Promoters.
3. Where Ease of Scheduling FS followed by Projected work timelines is not good then the best outcome will be Passive if not Detractor

Integrate into your CRM to predict state of customer experience during your services & support with corrective actions where required to alter outcome.
Customer tolerance

- Identify when customer tolerance runs out and assess when issues arise and satisfaction falls.
- Identify causes and implement action items thus reducing costs spent on fighting fires.
Customer tolerance Cont’d

- Understand customer tolerance to number contacts
- Optimise operation with customer centric approach
- Identify key areas for causing high customer effort
Use insight to retain and win more business

- Feedback and insight from your customers can be turned into valuable information for you Sales and Account Management teams
- Illustrate to prospects that you track customer experience and how good the results are
- Illustrate to existing clients you track their experience and drive to ensure you are exceeding their expectations
- Use in Marketing materials and on your website as advocacy of your services and support
Predictive Modelling – Cost Benefit Forecasting

Through predictive modelling and internal information such as cost per call, cost per visit etc. Market ii will help you model the costs saved through operational effectiveness areas such as first time fix, number of visits etc.

By using both historic data as well as the internal KPI's our modelling will improve your performance and improve customer satisfaction and loyalty at the same time.

---

### CLIENT X

<table>
<thead>
<tr>
<th>MII CLIENT BASKET RATINGS 2015</th>
<th>Last HY Score</th>
<th>Current score</th>
<th>TARGET SCORES FOR HY4</th>
<th>PREDICTED IMPACT ON FTF</th>
<th>CORRELATION vs RECOMMEND</th>
<th>Difficulty to change</th>
</tr>
</thead>
<tbody>
<tr>
<td>RESOLUTION*</td>
<td>88%</td>
<td>92%</td>
<td>96%</td>
<td>95%</td>
<td>18%</td>
<td>0.82</td>
</tr>
<tr>
<td>CASE OF CONTACT</td>
<td>4.02</td>
<td>4.14</td>
<td>4.10</td>
<td>4.20</td>
<td>10%</td>
<td>0.58</td>
</tr>
<tr>
<td>COMMUNICATION</td>
<td>4.32</td>
<td>4.42</td>
<td>4.50</td>
<td>4.55</td>
<td>17%</td>
<td>0.71</td>
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<tr>
<td>TECHNICAL KNOWLEDGE</td>
<td>4.31</td>
<td>4.28</td>
<td>4.26</td>
<td>4.30</td>
<td>5%</td>
<td>0.61</td>
</tr>
<tr>
<td>PROFESSIONALISM</td>
<td>4.15</td>
<td>4.42</td>
<td>4.50</td>
<td>4.55</td>
<td>4%</td>
<td>0.44</td>
</tr>
</tbody>
</table>

### Call Centre Only + Call Centre Plus

### Notes

- Resolution* (1 = Yes = 100% - 0 = No = 0%)
### Sample Customer Journey Life Cycle

<table>
<thead>
<tr>
<th>Month</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jan</td>
</tr>
<tr>
<td>Feb</td>
</tr>
<tr>
<td>March</td>
</tr>
<tr>
<td>April</td>
</tr>
<tr>
<td>May</td>
</tr>
<tr>
<td>June</td>
</tr>
<tr>
<td>July</td>
</tr>
<tr>
<td>Aug</td>
</tr>
<tr>
<td>Sept</td>
</tr>
<tr>
<td>Oct</td>
</tr>
<tr>
<td>Nov</td>
</tr>
<tr>
<td>Dec</td>
</tr>
</tbody>
</table>

#### “Customer touch points” or “moments of truth”

- **January**: Brand and Marketing
- **February**: Discovery, Initial Usage
- **March**: Purchase, delivery, installation, implementation
- **April**: Service Delivery (TS, FS, TPM, DR, RF, ES)
- **May**: Back office administration, billing etc
- **June**: Account Management
- **July**: Pre - sales and Sales
- **August**: Optimal contract renewal point / highest customer loyalty
- **September**: Possible points of differentiation
- **October**: Re-engage

Customer feedback ratings across range of touchpoints combined with predictive modelling helps identify which Departments are involved as well as the timing of key influence and decisions by the customer to renew contracts and leave or remain.
Customer Journey Mapping

- Identify and establish Customer and Departmental segmentation
- Establish points of contact within the customer journey
- Identify and rank identifiers to loyalty and retention
- Develop Departmental and continuity questions and scripting
- Select customers from each region, product group etc

Structured Survey Program – Illustrating example departments

- Pre / Post Sales
  - Department Specific Questions
- Installation and Deployment
  - Department Specific Questions
- Tech Support Centre
  - Department Specific Questions
- Field Service
  - Department Specific Questions
- Account and Service Management
  - Department Specific Questions
- Back office / Administration
  - Department Specific Questions

Continuity Questions running in parallel to Department Specific Questions
Customer Effort, Loyalty, Re-purchase, Communication, Importance etc.
Customer Journey Mapping

- There are many ways to illustrate feedback and insight gained from the collection of valuable feedback on the Customer Journey from both the customer and your employees.
- By marrying this information together we are able to help you better understand the journey they travel on, where their expectations are set, where damaged or enhanced and importantly what are the critical points of customer decisions on renewal or break.
- This illustration provided KPI’s to critical areas, moment of truth strength of feeling about the customer experiences as well as key actions to improve and those that you are doing well to enhance.

<table>
<thead>
<tr>
<th>Life cycle Stages</th>
<th>Sales &amp; Marketing Contracts</th>
<th>Implementation / Installation / Go live</th>
<th>Ongoing Client Services &amp; Support</th>
<th>Invoicing &amp; Billing</th>
<th>Account / Relationship Management</th>
<th>Intentions / Outcomes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Touch Points &amp; Score Card</td>
<td>Marketing</td>
<td>Advice &amp; Consultation</td>
<td>Issue Handling</td>
<td>Reporting</td>
<td>Concern / Commitment</td>
<td>Loyalty</td>
</tr>
<tr>
<td></td>
<td>Website</td>
<td>IT Support</td>
<td>Account Management</td>
<td>Accounting</td>
<td>Value</td>
<td>Renewals</td>
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<tr>
<td></td>
<td>Presentation</td>
<td>Training &amp; Education</td>
<td>Technology</td>
<td>Billing</td>
<td>Partnership</td>
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<tr>
<td></td>
<td>Proposal</td>
<td>Communication</td>
<td>Marketing Support</td>
<td>Communication</td>
<td>Account Management</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Negotiation</td>
<td>Adapt / Customize</td>
<td>Procedures</td>
<td>Metrics</td>
<td>Thought Leadership</td>
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<td></td>
<td>Contracts</td>
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<td>Proactive</td>
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<table>
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<tr>
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<th>1</th>
<th>1</th>
<th>1</th>
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<tr>
<td>CLIENT EXPECTATION ON AREAS TO BE IMPROVED</td>
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<td>2</td>
<td>2</td>
<td>2</td>
<td>2</td>
<td>2</td>
</tr>
<tr>
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<td>3</td>
<td>3</td>
<td>3</td>
<td>3</td>
<td>3</td>
</tr>
<tr>
<td>AREA HIGHLIGHTED AS MOST IMPORTANT TO CLIENT</td>
<td>2</td>
<td>2</td>
<td>2</td>
<td>2</td>
<td>2</td>
<td>2</td>
</tr>
<tr>
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<td>ABC</td>
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<td>ABC</td>
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Return on investment in Service and Support

- By working with Market ii we can establish the best Return on Investment scenarios.
- Reviewing and analysing historic churn rates against service and support performance we can illustrate how and where improved service delivery will increase NPS to affect reduction in your churn rates as well as increase sales.
Key Sentiment Analysis

- Sentiments analysis is based on frequency of positive/negative words/phrases that appear in customer comments in either support feedback surveys, social media, chat support, email, text, etc.
- Most efficient way to quantify customer sentiments in big data
- Most advance machine learning software used to track sentiment score
- Below example shows an average score of 1.3 with majority of customer comments ranging between a sentiment score of 1 and 2.

- Word cloud help synthesise the large bank of customer comments
- Understand the key words, phrases and pattern in customer comments
- Below example shows GOOD SERVICE as most dominant words, however, PROBLEM and ISSUE also appear in high frequency.
- Further cleansing and turning words into phrases will better help understand the patterns.
We are all aware there is cultural variation to feedback given by customers and their expectations across different countries and regions.

Market ii is the only organisation that can quantify these differences and illustrate the strength of difference.

This allows regional managers to better assess insight and establish the right KPI’s for service and support quality.
As an integral part of our programs, Market ii run quarterly web ex sessions to review data, understand together the insight being provided by customers and build initiatives to improve and enhance your services and support.

We then run workshops at your location with key personnel to study the results, discuss the insight provided and then plan initiatives.

The workshops are also a prime time to review the ongoing programs, scripts, outputs.
Duncan Heal

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Listening to Customers Drive Customer Loyalty

BCFL Webcast
January 31, 2018

Colin Taylor, CEO & Chief Chaos Officer
The Taylor Reach Group, Inc.
Contact Centers & Loyalty

• The contact center is where we prove we deserve customer loyalty
• No one reaches out when they have no problem
• The contact center is where we can show our customers we are listening to them
• A well-resolved issue can increase loyalty to be higher than for a customer who never had a problem
• More than 50% of all customer interaction occurs through a contact center (both live and automated)
• More than 60% of problem resolution involves a contact center interaction with a live agent
What Creates Loyalty

• Our perceptions
  • Influenced by marketing/advertising
  • Word of mouth
  • Perception of value

• Our experiences throughout the customer journey
  • Pre-purchase
  • Purchase
  • Service
  • Problem management
  • Problem resolution
Influencing Experiences

• Within the contact center we influence perceptions and show how we value the customer, through;
  • Speed of answer
  • Ease of access (IVR etc.)
  • Knowledge of Agents
  • Professionalism
  • Ownership of issues
  • Empowerment of agents
  • Ability to connect with customers (engage and listen to the customer)
  • Resolution
Designing Your Center to Support Loyalty

- Customer Centricity
- Customer Experience
- Omnichannel
Customer Centricity

• Letting customer define the engagement.
• What channels they want to use.
• What control they can exert over their engagement.
• Engineer problems out as much as possible (proactive notifications/actions.)
• Ability to self-serve when desired
• Recognizing the customer
• Listening and responding.
• Acknowledging their importance.
Are You Company or Customer Centric?

<table>
<thead>
<tr>
<th>company centric</th>
<th>customer centric</th>
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<tbody>
<tr>
<td>revenue</td>
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</tr>
<tr>
<td>interaction</td>
<td>experience</td>
</tr>
</tbody>
</table>
Customer Centricity Gap Analysis

Measure the experience across all interaction channels

- Experience in the IVR
- Experience with the website
- Experience with mobile/apps
- Experience with the Contact Center (phone, chat, email.)
- Experience with delivery/fulfillment process
What Is Customer Experience (CX)?

Formal industry definition:

“How customers perceive their interactions with your company.”

• CX includes all channels of communications and interaction
CX Components

- Customers Feel Good About the Experience
- Emotion
- Effectiveness
- Customers Get Value Without Difficulty
- Customers Get Value From the Experience

Planned Maintenance
Taylor Reach CX Model

Each CX interaction can be viewed across three dimensions, that have the greatest impact on the customers perceptions, opinions and experience:
• Emotional connection.
• Rational connection.
• Customer effort.
Why Improve CX?

- Improve retention & recover potentially lost customers.
- Engage existing customers, improving satisfaction
- Increase cross-sell and up-sell success
- Reduce cost of new customer acquisition.
- Engage employees and reduce staff turnover.
- Reduce the cost of the feedback infrastructure.

Gartner reports that by 2016, 89% of marketing leaders expect to compete mostly on the basis of customer experience.
We know intuitively that better service and better experiences improve customer relationships.

**140% increase in sales versus poorest experience**

**Over 400% tenure increase versus poorest experience**
The Role Of The Contact Center In Overall CX

• More than 50% of all consumer interactions take place through a contact center
Perception of Easy vs Complex Determines Channel Preference

1st channel: complex

- 60% Wireless
- 60% Credit Card
- 60% Healthcare
- 60% Sat/Cable
- 60% ISP

1st channel: non-complex

- 60% Sat/Cable
- 60% ISP
- 60% Wireless
- 60% Credit Card
- 60% Healthcare
- 60% Technology
- 60% Banking
Levels of CX Perception

- **Brand Level**
- **Journey Level**
- **Interaction Level**

Available for update on the website.
Multi-Channel vs Omni-Channel

Multi-Channel is the use of multiple channels (calls, chat, email, web, etc.) to provide service to customers. In practice these conversations occur in discrete channels. These discrete channels can lead to mis-communication.

Omni-Channel employs all of these channels, but rather than separate and discrete communication channels, Omni-Channel provides seamless switching between channels with real-time awareness and knowledge of the actions in any channel.
Omni-Channel, CX and Loyalty

• 86% of consumers are willing to pay more for an upgraded experience.
• 84% of consumers are frustrated when the agent does not have information.
• 56% of customer just want the right answer, but 64% of customers do not trust the information given and 44% of customers confirm that they have received the wrong answer.
• Customer frustration leads to the following: 13% tell 15 or more people if they're unhappy. Conversely, 72% of consumers will share a positive experience with 6 or more people.
• 67% of consumers cite bad experiences as reason for churn.
• 85% of customer churn due to poor service was preventable. 11% of customer churn could be prevented by simple company outreach and 67% of customer churn is preventable if the customer issue was resolved at the first engagement.
Omni-Channel, CX and Loyalty

• 62% of companies view customer experience delivered by the contact centers as a competitive differentiator.
• 58% of callers have visited the web before calling.
• 34% of callers are on the web while talking to a rep.
• 44% of millennials surveyed expect their experience to be consistent across all devices.
• 60% said that they expect the same experience across all customer touch points.
• < 3% of companies deploying (deployed) omni-channel.
• 97% of companies say they are investing in omni-channel.
• 89% of customers get frustrated because they need to repeat their issues to multiple representatives.
• 67% of customers don't care what channel is used.
Using Omni-Channel to Build Customer Experience (CX) and Loyalty

- Omni-Channel can deliver consistent service regardless of channel of interaction, while eliminating multichannel communication gaps

- Omni-Channel can support differentiated service for different customer segments and different customer journeys

- Omni-Channel can be a highly effective tool to support CX, customer centricity, customer satisfaction, retention and loyalty.
Omni-Channel & Customer Centricity

- More consistent experiences and interactions,
- Superior understanding and appreciation of the customer POV and issues or concerns
- More detailed and applicable notes in CRM informs better recognition and future actions
The Loyalty Value Chain

Omni Channel Capabilities

Customer Segmentation

Customer Journey Maps

Customer Centricity

Customer Experience & Customer Loyalty
Questions

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The Taylor Reach Group, Inc.

• We are a call/contact center and customer experience consultancy, established in 2003 with offices in New York, Toronto, Atlanta, Bangalore, Beijing, Hong Kong, and Sydney.

• All Taylor Reach team members have between 20 to 40 years of ‘hands-on’ operational and executive management contact center experience.

• Taylor Reach clients include Fortune 500, Global 1000 and SMB organizations across all verticals.
Thank You!
Q&A

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