



Streamlining Customer Experience (CX) operations with 'Interaction Analytics'

Delivering a seamless customer experience every single time



Organisations are continuously working towards increasing market share, acquiring new customers, retaining existing ones, driving revenue growth, ensuring operational efficiency and corporate compliance, and improving overall customer satisfaction.

Customer interactions under customer experience (CX) are a valuable source of information that can provide insights into a customer's perceptions, expectations, and quality of service provided. In conventional contact centres, quality analysts and supervisors evaluate a limited number of interactions. As a result, the insights obtained may not accurately reflect the state of the contact centre and the overall service quality of the organisation or its individual agents.

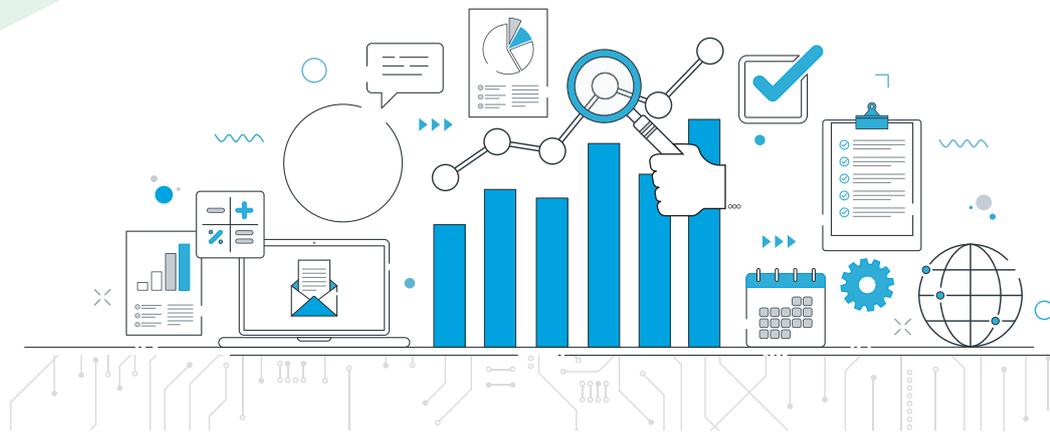
Some prominent and recurring CX challenges include

- Manually analysing and extracting insights from a large volume of customer interactions across different channels is time-consuming and resource-intensive.
- Opportunities are missed to identify and address customer issues due to the quality monitoring of small samples of interactions, leading to low customer satisfaction (CSAT) scores.
- There are delays in identifying areas for improvement in customer service.
- Organisations are unable to identify individual agent training and coaching needs for better and more consistent customer service.
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About Interaction Analytics

Interaction analytics enables a thorough assessment of customer insights and interactions by reviewing and evaluating omni-channel interactions, giving a neutral, inclusive, and accurate view of service quality and customer demands and issues. Providing organisations with the tools they need to make quicker, more informed decisions helps save time, money, and potential problems that could escalate.

The solution also offers a customised voice of customer (VoC) programme that is organised to promote effectiveness and superior customer service. Through the use of 40+ global (English, Spanish, European languages, Arabic, Cantonese, Japanese, Korean, etc.) and 14+ local Indian languages (English, Hindi, Hinglish, Tamil, Telugu, Kannada, Malayalam, etc.), the solution integrates AI and ML-based technologies to automate the interaction quality assessment and gain insightful and actionable intelligence towards monitoring and managing customer satisfaction, the voice of the customer, and improving operational efficiency.



The platform can analyse **voice, email, chat, and social media interactions in the language of choice**, which can help uncover behavioural insights for businesses to achieve:

Superior customer experience

Understand customer emotions and gain actionable insights for delivering 'great' interactions and service recovery.

Customer intelligence

Correlate why customers are contacting the business, their issues, and expectations, to uncover the root cause for an improvement action plan.

Increase sales effectiveness

Gain the ability to understand sales conversation patterns and establish best practices for upsell or cross-sell offers and effective handling of customer objections.

Improve operational efficiency

Decrease cost to serve by understanding broken processes and fixing service gaps through deep dive analysis and focused root causes for long hold times, repeat interactions, and leading organisational process redesign initiatives.

Automated quality management

Revamp quality management functions and move from 1% sample auditing to 100% interaction analysis.

Risk and compliance adherence

Ensure 100% compliance with the process and risk adherence practices ensuring policy and brand standards adherence.



Key features

- Omni-channel platform** 1 Get visibility of all interactions across channels (voice, email, chat, and social media)
- Multi-language platform** 2 The solution supports 40+ global and 14+ local Indian languages.
- First call resolution analysis (FCR)** 3 Know the common repeat call categories
- Escalation trends** 4 Find out the actual percentage of escalation calls by call category, agent, and department
- Customer journey mapping** 5 Integrate and understand the customer experience across channels to improve overall the customer experience
- Transaction net promoter score (tNPS) correlation with interactions** 6 Know the reasons, call categories, and agents responsible for low NPS and customer satisfaction (CSAT) scores
- Productivity and performance tracking** 7 Measure and monitor agent productivity (speech) and non-productivity (silence, holds, music, crosstalk) and KPI performance to reduce call handling time (AHT)
- Customers intend and call categorisation analysis** 8 Get insights on call duration, productivity, and customer emotion based on the type of call
- Automated agent scorecard** 9 Identify non-performers and their areas of improvement for targeted coaching and training
- Custom reports and alerts** 10 Create custom reports based on criteria that can be defined for different analytics parameters. Alerts can be linked to each report to inform the user
- Emotion and sentiment analysis** 11 Identify dissatisfied customers based on displeased emotion (acoustic parameters) and negative words for customer recovery programmes
- Intelligent and interactive dashboards** 12 Get easy-to-comprehend and dynamic dashboards for real-time insights and to make data-driven decisions
- Flexible and customisable** 13 The platform can be configured based on the KPIs to be monitored and the use cases that one wants to solve
- Easy implementation and deployment** 14 Easy integrations with existing systems and the CX landscape with multiple hosting options



The value proposition and key benefits

	Improves customer engagement	Increases operational efficiencies	Optimises quality management and call handling cost	Discovers improvement areas timely
Omni-channel and multilingual support for 100% interactions	✓	✓	✓	✓
Performance and quality management	✓	✓	✓	
Voice of customer	✓			✓
Compliance monitoring	✓			✓
Empowering analytics and reporting	✓	✓	✓	✓
Highly customisable		✓	✓	✓
Scalable			✓	✓





Interaction Analytics in action: A case study

The challenge we helped address: One of India's largest e-commerce companies has 4000+ customer service associates handling 400,000 monthly call volumes managed by 14 different service organisations. In addition to managing this scale, the client had challenges across the board, from inconsistent customer experience, and inefficiencies in call handling and service recovery, to long hold times leading to customer frustration and limited visibility on outlier coaching.

We deployed interaction analytics to



- Identify dissatisfied callers through sentiment analysis and displeased emotion
- Understand behavioural insights and process improvement opportunities
- Know the reasons for long holds and high call handling time
- Monitor the continuous negative sentiment trend
- Check the agent compliance score and script adherence and enhancement
- Identify the region and department for specific repeat offenders
- Know service lapses leading to negative experiences
- Identify highly negative calls with no CSAT survey
- Right feedback is given to the right team and targeted agent coaching
- Identify CSAT manipulation and correction
- Gain actionable insights through business intelligence (BI) dashboards



Interaction analytics is a powerful tool within their CX operations for businesses to improve the customer experience and drive business success. By reviewing and evaluating 100% of their customer interactions across multiple channels, organisations can gain neutral, inclusive, and accurate insights into customer needs, preferences, and pain points. We enable organisations to identify opportunities for improving customer experience processes and efficiency. Our solutions are built to be customised as per organisational needs and market requirements.

Outcome highlights

- **> 45% increase in** quality process automation
- **100% successful** agent performance analysis
- Improved efficiency due to average handle time (AHT) optimisation
- Targeted agent coaching and effectiveness tracking
- Process design revamp based on insights
- Reduction in customer dissatisfaction emotion index



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