

WHITE PAPER

20 speech analytics use cases to help you succeed

For nearly two decades, speech analytics software has transformed how organizations analyze conversations in the contact center. Whether you're a marketing executive, a business process guru or a seasoned contact center professional, it is important to know all the ways to leverage this powerful analytics tool. This white paper discusses the features of speech analytics and how they can be used to gain insights that will improve the customer experience, employee engagement and drive compliance.

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The most common contact center metric for this use case is call avoidance. The most common metric used by the channel owner is channel containment. One represents reducing calls to the contact center and the other represents the

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4. What are customers escalating?

"I WANT TO SPEAK TO YOUR SUPERVISOR!"— the words that no contact center agent ever wants to hear. Escalations are the symptom of something terribly gone wrong or customers' perceived injustice. For this best practice, organizations should not limit their search to the phrase "want to talk to a supervisor." They should start by building a search on the phrase, but then let concept-based understanding reveal the surrounding words and phrases.

The escalation root cause can be:

- **Agent related:** "Related concepts" word maps will review cases that are due to agent behaviors, such as a lack of empathy, knowledge or action. These calls can be automatically classified with an "Escalation" tag and used for coaching. Further in this document, the section on evaluation plans discusses how to avoid escalations.
- **Business related:** With the phrase "no offense to you, but I need speak to a supervisor," there is a subtle difference in tone and wording. But this escalation is generally because of something beyond the agent's control. These instances can be a real process breakdown, but can also be an example of fishing. Fishing means repeated attempts at a task, such as asking supervisors to secure a refund, concession or upgrade. Businesses can learn from these fishing expeditions to prepare for loopholes and ways to please customers from the onset.

Lastly, escalations unchecked can lead to a more serious type of speech analytics query, which includes mentions such as:

- Attorney general.
- Better Business Bureau.
- My lawyer (attorney).
- See you in court!
- Consumer Financial Protection Board (CFPB).
- File a complaint.

Organizations can find escalations, coach employees and fix business-related challenges before problems go from bad to worse.

An organization can list its competitors as separate Smart Views and track results. These results can drive:

- Pricing decisions.
- Product design.
- Brand awareness.
- Advertising threats.

While social media is a frequently used tool for competitive intel, it only represents a fraction of the customer's voice.

6. Trigger surveys with a purpose

When a customer survey form is designed in most enterprise feedback management (EFM) tools, the design of the form is typically based on a broad audience. Full of question branching, jumping and options, these forms are reusable across different call types, customer types and scenarios. With this approach, customer survey forms have questions such as:

- What was the purpose of your call today?
- How did you feel about the service you received today?

With the addition of speech analytics, organizations can:

- Route specific surveys based on the topic of conversation AND the metadata.
- Reduce customer effort by only asking relevant questions.
- Increase survey acceptance rates by offering shorter surveys.
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"Many retailers rarely ask these "effort" questions. Yet, they are at the very core of the Goliath's strategy that is gobbling up customers at an amazing rate... Increasingly, the "effort" required on the part of the customer is as important as product and price."³

9. Call dispositioning

Customers don't typically dislike the service in one channel or another, it is the "runaround" effort of bouncing between channels, the lack of process follow-through and the deficiency of agent knowledge.

One of the most common requests of a speech analytics project is "I need speech analytics to show me the reason people are calling." For decades, call dispositioning has been attempted with varying levels of success in CRM screens and automatic call distributor (ACD) call codes. Symptoms of poor call dispositioning are agents:

- Classifying 89 percent of calls as "miscellaneous" or "customer service."
- Choosing not to use any type of call dispositioning to save time.
- Struggling to choose between varying call reasons on the same call.
- Having trouble understanding complex codes or call types in a never-ending tree of call disposition codes.

The knowns: Speech analytics can be used to classify interactions with "known" call reason codes by building Smart Views associated with terms for that reason and tagging interactions for further analysis and reporting.

The unknowns: Advanced speech tools can also be used to analyze the "unknown" reasons for a call that are deeper than the basic reason code. For example, the reason code could be "product return" for returning a purchase; however, the reason for the return may be trapped deeper in CRM with other codes not identified in the call codes. Organizations can leverage speech to build related concept maps and let the solution build out the "unknown" factors in the initial codes.

Faulty math: With most methods, a call has a single disposition code. The sum of all interaction codes should match the overall call volume. With speech analytics, an interaction can have multiple call types and reveal interactions that warrant several reason codes. Users must ensure this is clear when sharing data.

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10. Net Promoter Score (NPS) validation

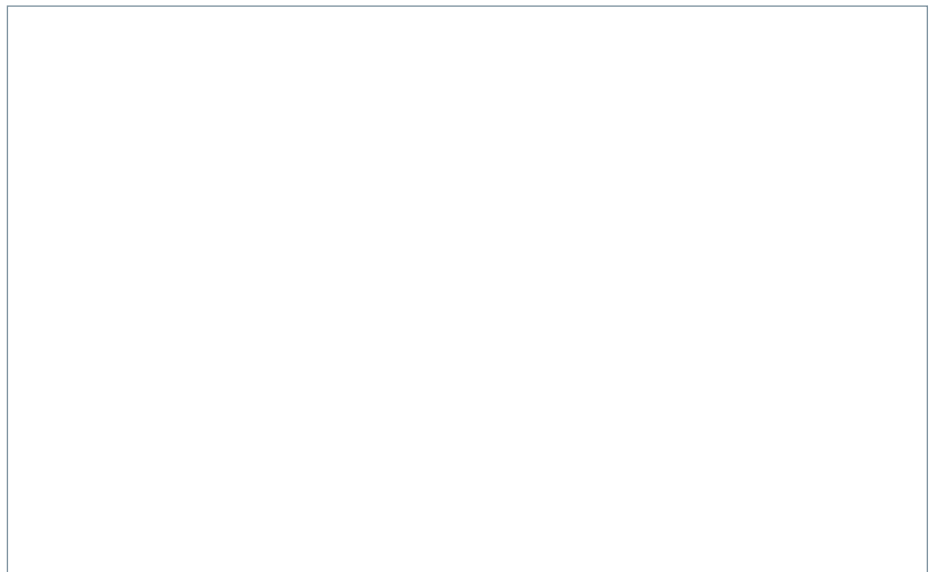
Should customer 'willingness to recommend' data go to the boardroom, the marketing department or the contact center floor? The answer is "all of the above."

Detractors in NPS are more likely to churn than promoters. In fact, 50 percent of NPS detractors are likely to churn within the next 90 days.⁴ If this figure is shared in the boardroom, the organization is missing the action needed in the contact center. If the contact center can't resolve some of the frustration, customers will head toward the exits.

Speech analytics can reveal the reason for a customer's unhappiness. This enables organizations to use the feedback customers provide.

Promoters: Users can link NPS promoters to their verbatim survey comments, or better yet, to the entire interaction. They can link call disposition codes mentioned above with the score and let conceptual matching and sentiment reveal what part of their organization makes the promoters feel special.

Detractors: Users can perform the same exercise with detractors, looking for ways to personalize their response. Follow-up should not be defensive or out of context, but rather a conversation should start to listen, resolve their issue and track success.



Using fewer samples also hinders a contact center's ability to include samples of every kind of interaction in the dataset. For example, a contact center agent may handle a mixture of sales, fulfillment, billing and return authorization calls throughout the course of a month. If the QA team was staffed to coach the agent on just three calls that month, the agent's quality score for that month would be based on a dataset that did not include a sample of at least one type of interaction. Furthermore, it would be inferred that the agent's performance was consistent on all types of calls, even though all types of calls were not included in the study. The same could be said about not including samples of calls collected at different times during the day or work week or not including samples of calls of various durations or complexity.

An analytics-enabled contact scoring platform can provide additional and significant visibility into contact center performance and the customer experience—insights not available via traditional measurement methods. With the right solution, this unique measurement process can be highly flexible and easily configured to measure a variety of business objectives. In most cases, the measurement of agent script adherence, agent skills proficiency and customer experience can be automated with speech analytics and this type of analysis can

13. Automating traditional QA scoring

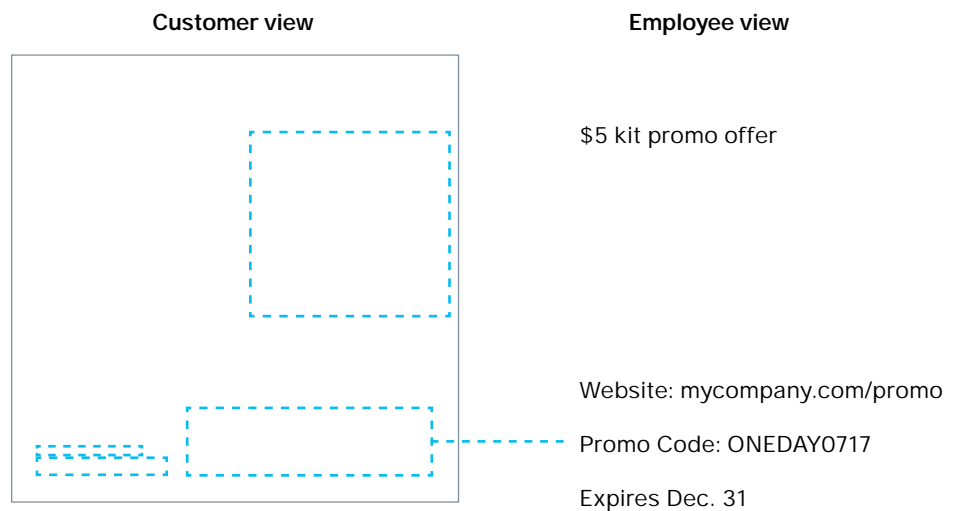
Some analytics-enabled solutions on the market have been advertised as a complete replacement to a traditional QA model, and examples have been made of contact center organizations that have abandoned their manual QA process in favor of an automated solution. Conversely, contact centers could view the

They can start by listening to employees. Speech analytics reveals the employee's side of the story with searches such as:

- My system.
- My computer
- In my system.
- Please hold.
- I don't see the same thing as you do.
- Running slow.
- I/We can't do that.

The pain caused by applications is easy to hear and often referred to as "my system" or "my computer" by an agent. These include:

- Complexity of screens or steps in a process.
- Network or computing bottlenecks that lead to slow response.
- Alternate views of data compared to the customer view, for example statements vs. CRM or advertising vs. promo codes.



Leaders should identify these issues, classify the interactions and present the data to management. With these insights, organizations can ensure that front-line leaders' actions appeal to employees' hearts and minds.

15. Agent training

Coaching employ,

20. Compliance and the customer experience

Compliance also has an impact on the overall customer experience. Negative press because of PCI, HIPPA, GDPR or other PII violations is never a good thing. Speech analytics helps organizations create smooth processes, target areas that require