



**nextcaller** 

Conversational Interaction  
2017

San Jose, California

Unified Dynamic  
Data:  
the Keys to Omni-  
channel  
Engagement

# increasing DEMANDS ON CUSTOMER SERVICE

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65%

Expect real time response, and  
Have inconsistent experiences across channels

Anticipated Increase in new Customer Service Metrics

81% growth in Customer Effort Score

111% growth in Social Promoter Score

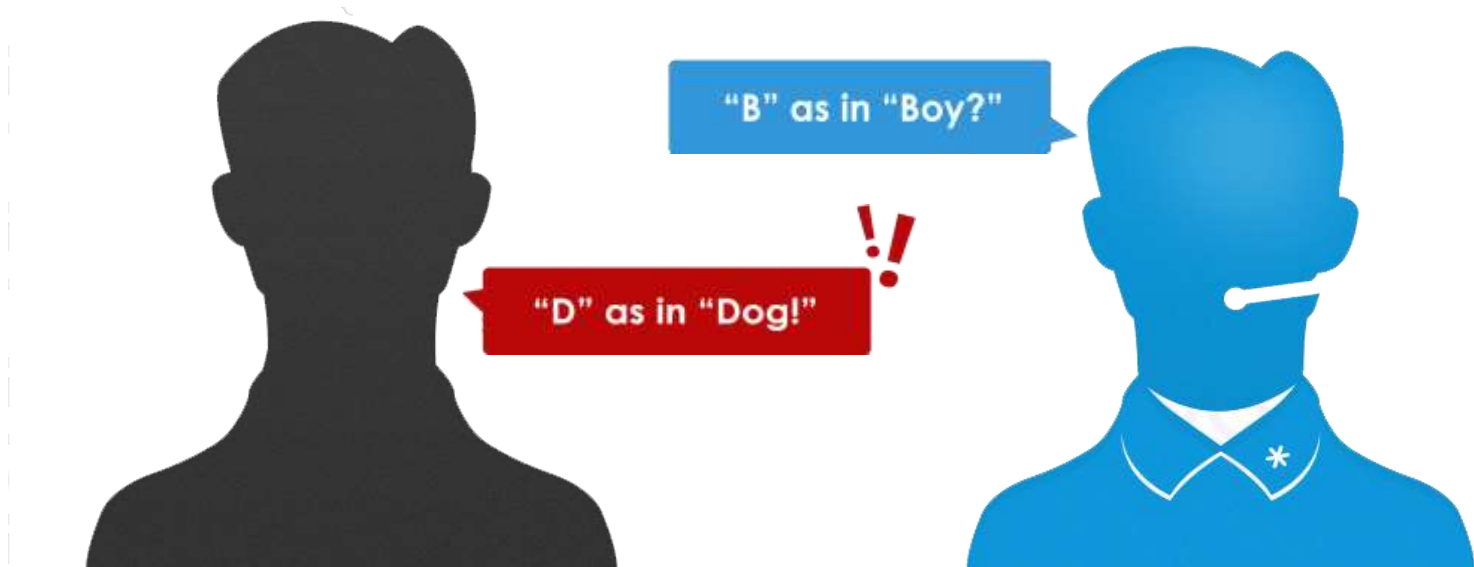
# THE FIRST STEP

customer  
identification

# customer IDENTIFICATION

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Fundamental Question: Who is this caller?



# Customer identification

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## Challenges

**Basic ANI MATCH**

**Mobile Phones have  
changed Caller ID**

**Lost in translation**

**Difficult to capture hard  
to discern information**

**OMNI-CHANNEL  
ID**

**Disparate systems don't  
connect data across  
channels**

**STEP two**

Fraud prevention

# Fraud prevention

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Fundamental Question: Is this caller *really* who they say they are?



# Fraud prevention

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1

Increase in  
Card Not Present  
Fraud

2

Authentication with  
Voice Biometrics

3

Blacklists

4

Carrier Meta-Data for  
Green and Red Light  
Authentication



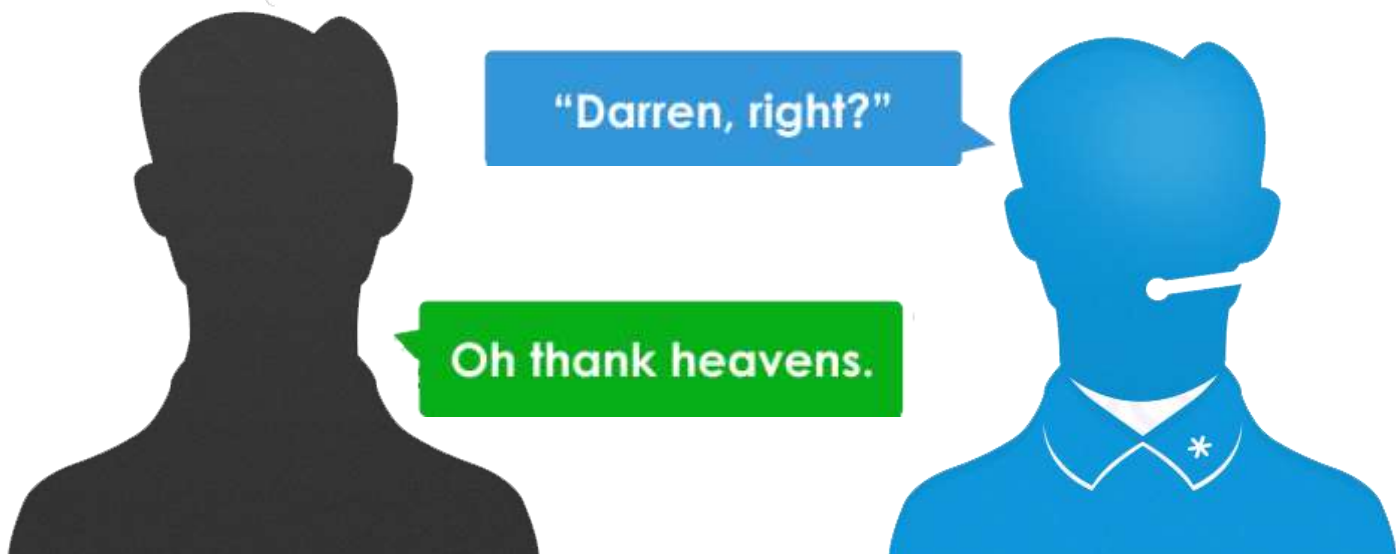
STEP THREE

IN HOUSE DATA

# IN HOUSE DATA

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Fundamental Question: How can we use past experiences to improve this caller's experience?



# In House Data

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1

Purchase History

2

Responsive IVR

3

Intelligent Routing

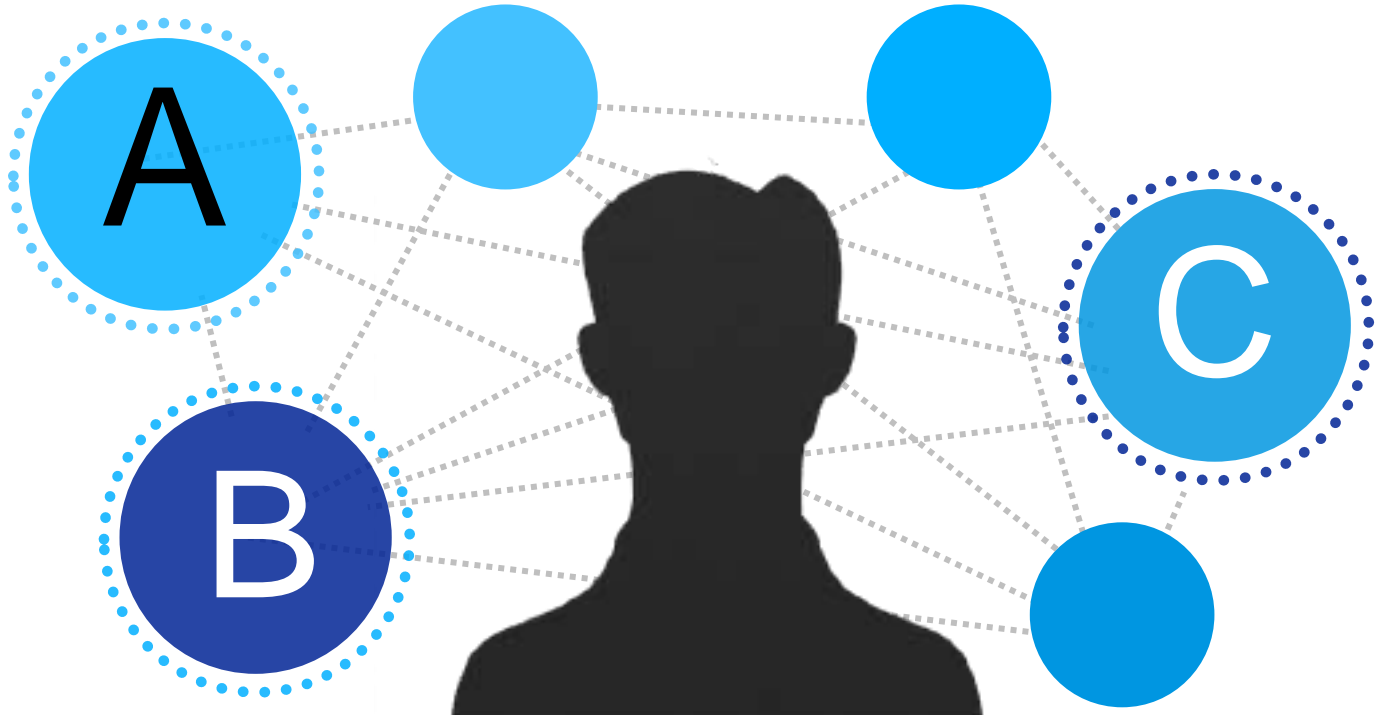
# STEP FOUR

Ambient data

# AMBIENT DATA

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Fundamental Question: What *external* information can we gather about a caller to help us improve that caller's experience?



# Ambient Data

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1

Behavioral Data  
during the call

2

Psychographic Data

3

Demographic Data



**nextcaller** 

Thanks for listening!

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