

AVOKE

Caller Experience Analytics

Analytics for Operational Business Intelligence

Voice Search 2008

C205 Speech Analytics for Business Intelligence

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TECHNOLOGIES

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Business Intelligence In The Contact Center

Strategic

- Can we give the company insights into changing customer needs?
- Can we provide insights to guide the products and services our company offers?
- Typically historical / batch reporting

Operational

- Can we give the customer a better contact experience?
- Can we satisfy the customer's contact need more efficiently?
- Can we increase sales conversion rates?
- Real-time process visibility

What Will Really Make A Difference?

- ✓ **Reduce Call Volume**
- ✓ **Reduce Cost Per Call**
- ✓ **Increase Satisfaction**
- ✓ **Increase Sales**
- ✓ **Increase First Call Resolution**
- ✓ **Increase Self-Service**



- ? **Policy/Process Changes**
- ? **New IVR/CTI Applications**
- ? **More Training**
- ? **New Agent Desktop**
- ? **Workforce Management**
- ? **Quality Monitoring**
- ? **Performance Management**



Operational Business Intelligence Needs Caller Intelligence



Can we...

- » **Eliminate The Caller's Need To Contact Us?**
- » **Satisfy The Need In Another Channel?**
- » **Take Less Time From The Caller's Day?**
- » **Improve The Caller's Satisfaction With The Call?**
- » **Anticipate Additional Caller Needs?**

Caller Intelligence Puts the Caller First

Existing Call Center Reports

Organized by internal structure

For Each Group of Agents

- Call volume
- Queue & handle time
- Transfer rate
- CRM reports
- Agent quality scores

IVR Team

- IVR containment
- IVR availability

Speech Team

- Recognition rates

IT Group

- CTI availability
- Desktop availability

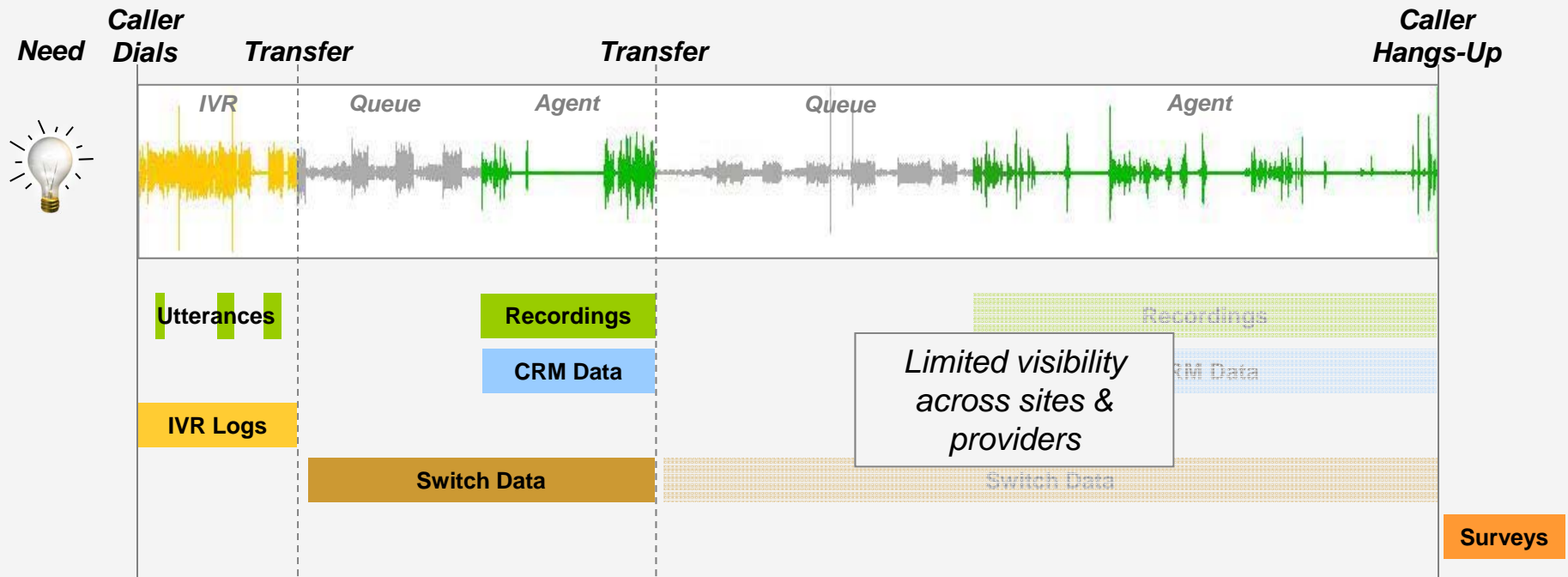
Telecom Team

- Trunk status



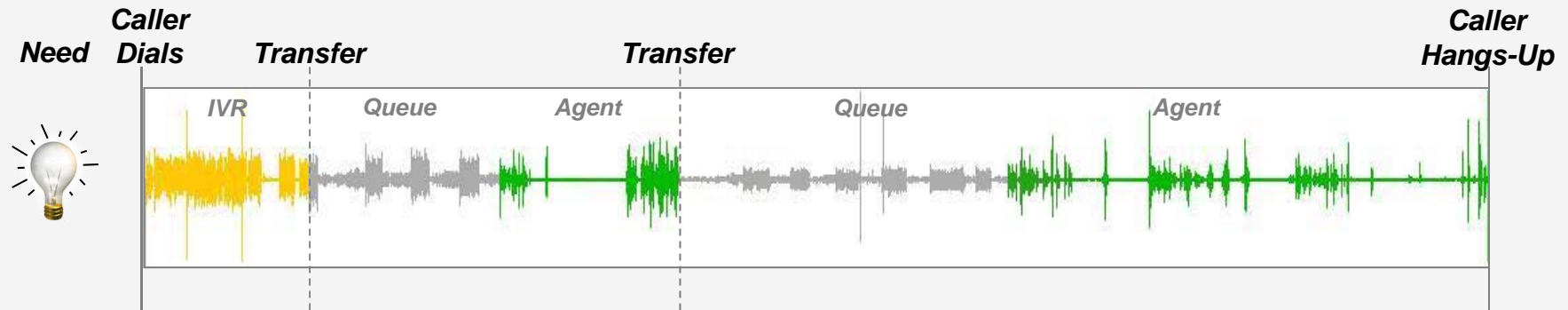
- **Why do callers contact us? What is the volume for each reason?**
- **Can we reduce call volume?**
- **What is the dialing to hang-up caller experience? ...including all in-house & outsourced resources?**
- **What is the experience for our most valuable callers & call types?**
- **Where are the inefficiencies that drive excess cost per call?**
- **Where are the dis-satisfiers and pain points that drive down satisfaction scores?**

Fragmented Data In Most Centers



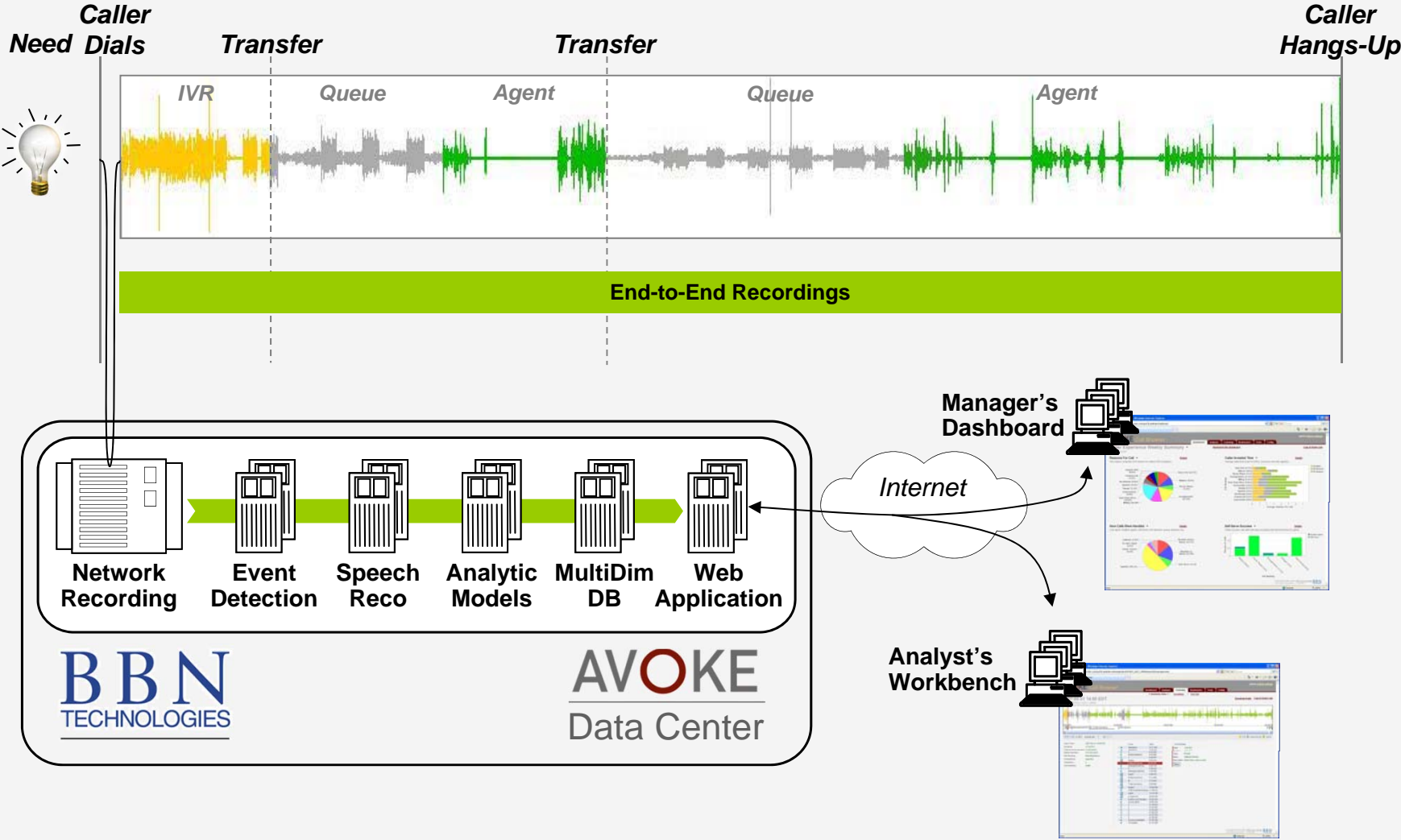
- Existing data is required to manage each resource
- But can't be effectively aggregated to:
 - » Manage end-to-end customer experience
 - » Identify cost-saving process improvements

Optimizing End-To-End Call Processes



- **Two ways to reduce call volume**
 - » Proactively address caller's need
 - » Reduce unserved & unresolved calls
- **One way to measurably improve satisfaction**
 - » Find systemic dis-satisfiers in the entire experience
- **Any time savings anywhere in the call = cost savings**
- **Success patterns show how to increase sales**

Caller Experience Analytics



Monitor Real-Time Caller Experience Metrics

- Why are people calling?
- How are we serving them?
- Where are agents and callers spending their time?
- How are self-serve applications working?

- Metrics can be monitored over time to find changes.
- They can also be combined.

Are important call types being handled better or quicker?



Drill Down To Gain Understanding

- Start with Dashboard chart showing change in caller behavior or handling.

Driven by regular monitoring or specific studies

- Refine Analysis view to isolate change.

Interactive exploration with point & click charting and filtering

Filter properties are derived from detected call events, recognized words, and topics

- Examine specific calls to learn root cause.

Listen to cradle-to-grave audio

View event sequence and full text

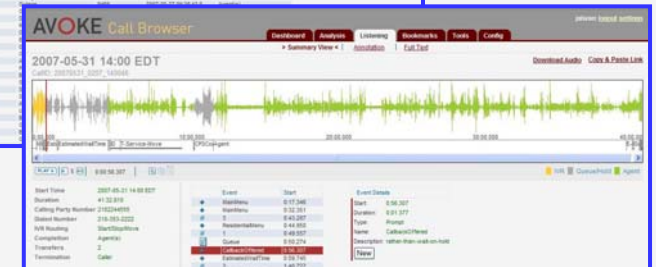
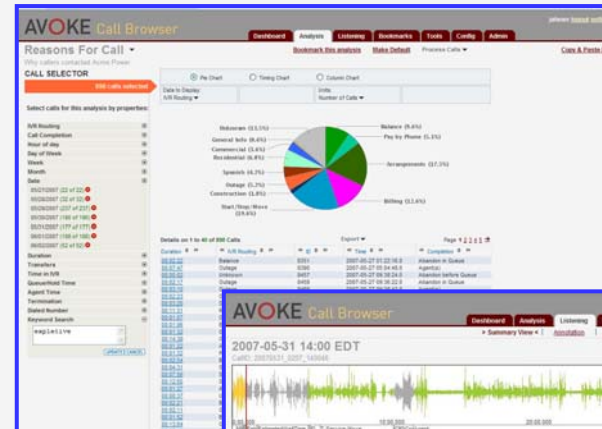
Annotate calls with observations

Send call URL to share findings

- Quantify impact.

Measure frequency & effect on call time

Create charts to illustrate findings



Build Improvement Roadmaps

- **Identify where callers (and agents) waste time.**

IVR inefficiencies, misrouting, unnecessary interactions, ...

- **Identify the root causes of wasted time.**

Poor IVR design, business rules, communication skills, ...

- **Develop specific remedies.**

From technology to training

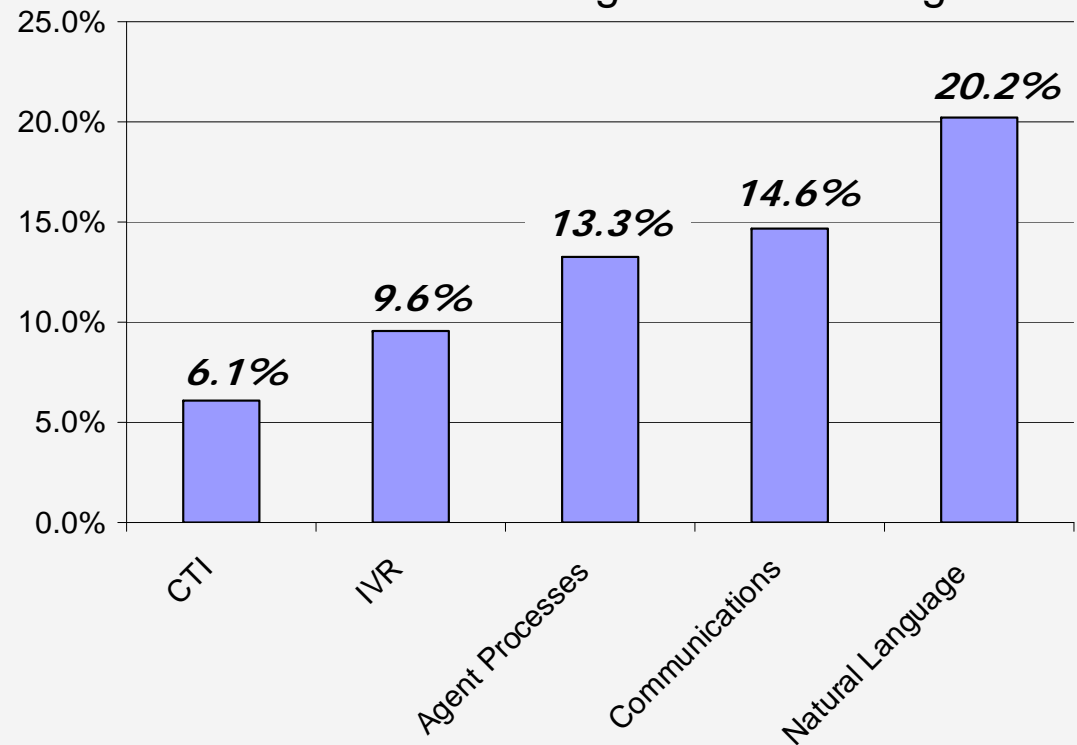
- **Quantify expected time savings.**

Measure actual time wasted

Project realistic impact of remedies

- **Prioritize initiatives.**

Cumulative Agent Time Savings



Example IVR Improvement Initiative

#	Description	Projected Savings Potential	
		% Agent Time	% Caller Time
1	Increase robustness of yes/no	0.8%	0.9%
2	Improve reservations module	2.5%	2.5%
3	Reduce "deadends" by 50%	0.5%	1.1%
4	Reduce misroutes by 50% using ...	0.4%	3.8%
5	Reduce abandons with agents due to volume or accent by 50%	0.9%	0.8%
6	Add 4 specific new self-service applications	2.9%	
		8.0%	9.2%

AVOKE Caller Experience Analytics

Breakthrough Caller Experience Analytics

- The Only True End-to-End Solution
From dialing to termination
- Multiple Techniques To Extract Understanding
Prompt and speech recognition, telephony data, and human annotation
- Real-Time Data-Driven Insights
With drill-down to listen for root cause
- Zero Integration
No on-site hardware or software

To Manage & Optimize Contact Processes

- Improve Operational Visibility
- Reduce Agent Time by 10-20+%
- Boost First Call Resolution
- Eliminate Customer Dis-Satisfiers

