

How Uncovering Key Business Intelligence Can Save Revenue from Dropping Off the Bottom Line

Callminer

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The real 'voice' of the customer

“The voice of the customer is more than their satisfaction. It is their feedback, ideas, thoughts, feelings and patterns. The key is to collect, analyze, interpret and take action on everything that can be learned from the conversation the consumer is having with your contact center.” *

Richard Feinberg. Ph.D.
Director of the Center for Customer Driven Quality
Purdue University

* *Speech Analytics is not a Luxury Anymore*

Business Value

■ Customer Satisfaction

- Customer retention
- Customer loyalty

■ Agent Performance

- First call resolution
- Call compliance

■ Sales

- Cross sell/up sell

■ Marketing

- Timely tracking of:
 - Competitive activity
 - Program effectiveness
- Customer preferences
 - Direct from the customer

CallMiner Eureka!

A Direct Link to the Voice of the Customer

- Without manually listening to a single call, CallMiner Eureka! lets you discover...
 - Why customers call
 - What they care about
 - And how your agents are handling customer contacts
- CallMiner Eureka! is the only speech analytics solution that...
 - Captures and analyzes all call data – speech, acoustic and metadata - to accurately **discover** the purpose of the call
 - Analyzes all recorded conversations to deliver a complete view of key issues & trends
 - And automatically delivers information that you can use across the organization

CallMiner Eureka! – 100% of call data analyzed

Actual content, context and outcome discovered

Agent: Thank you for calling 123Bank. How can I help you?

agent id politeness branding compliance

Customer: Yeah I just called and <silence> I got cut off. I need my savings account balance

repeat caller acoustic stress

Agent: Oh I'm sorry about that. Your Gold Savings account balance is \$12,456.30

empathy account number

Customer: I need to transfer money into my current account so I don't get hit with more overdraft fees

dissatisfaction acoustic stress acoustic tempo

Agent: OK I can help with that. <silence> Would you like to sign up for overdraft protection at \$5 per month?

product pitch upsell language

Customer: Forget it! Other banks do that for free! <silence> Just move \$500 for now.

acoustic stress competitive language churn language

Agent: OK I've taken care of that for you. Is there anything else I can help you with today?

Metadata

*agent id
call routing
account number*

Speech Data

*politeness
branding compliance
repeat caller
empathy
dissatisfaction
product mention
upsell language
competitive language
churn language*

Acoustic Data

*acoustic stress
acoustic tempo
% of silence
% of talk*

CallMiner Eureka!

Accurately discovers root cause

Agent: Thank you for calling 123Bank. How can I help you?

Customer: Yeah I just called and <silence> I got cut off. I need my savings account balance

Agent: Oh I'm sorry about that. Your Gold Savings account balance is \$12,456.30

Customer: I need to transfer money into my current account so I don't get hit with more overdraft fees

Agent: OK I can help with that. <silence> Would you like to sign up for overdraft protection at \$5 per month?

Customer: Forget it! Other banks do that for free! <silence> Just move \$500 for now.

Agent: OK I've taken care of that for you. Is there anything else I can help you with today?

Purpose/behavior/outcome:

- Account transfer
- Unhappy customer
- Improper agent response
- Competitive offer
- High churn risk

CallMiner Eureka! Key Differentiators

Features

- Capture & analyze all call data for 100% of recordings (speech/acoustic/meta)
- Call scoring through indicators & indexes
- Comprehensive discovery & analysis tools
- Multi call center site support
- Distributed processing architecture
- Multiple recorder integration
- Customizable reporting

Benefits

- Symptom and trend analysis
- Discovery of the unknown
- Accurate root cause analysis
- Automated results (w/o listening to calls)
- Scalability (proven and efficient)
- Recorder compatibility (current/future)
- Data longevity (beyond call life)

Demo

CallMiner

Discovering the Unknown

- Voice is Data
 - All data discovery techniques are feasible and usable for Data uncovered by CallMiner
 - Frequency Analysis – Who is saying what *suddenly* that wasn't before?
 - Clustering Analysis – What are the most prevalent topics IN THE DATA
 - Link and Time Analysis – What was being said before and after a topic of Interest
 - You cannot do discovery activities with Search and Word Spotting

Scale – Size does matter in the Enterprise

- Ingestion Scaling
 - How fast can you get audio into data
- Data Scaling
 - How long can you store it (How big is it?)
- Analysis and Search Scaling
 - How fast can you find results
- Presentation Scaling
 - How fast can those results be delivered and available
- Enterprise Collation
 - How many different sites/environments can you integrate

Time Matters: Speed of Data → Intelligence

Business Examples

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Business Example – Financial Services

Upsell/Cross Sell

- Problem
 - Lower than expected close rate
- Root Cause Analysis
 - Compared calls from top 10% closers to the bottom 50%
 - Analysis discovered how top 10% better handled objections
- Benefits of Analysis and Targeted Sales Training
 - 15% improvement in close rate due to additional training on handling objections
- Results
 - Increased sales by 32%

CallMiner Eureka!
Everything else is just talk.

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