

Engagement **Optimization**

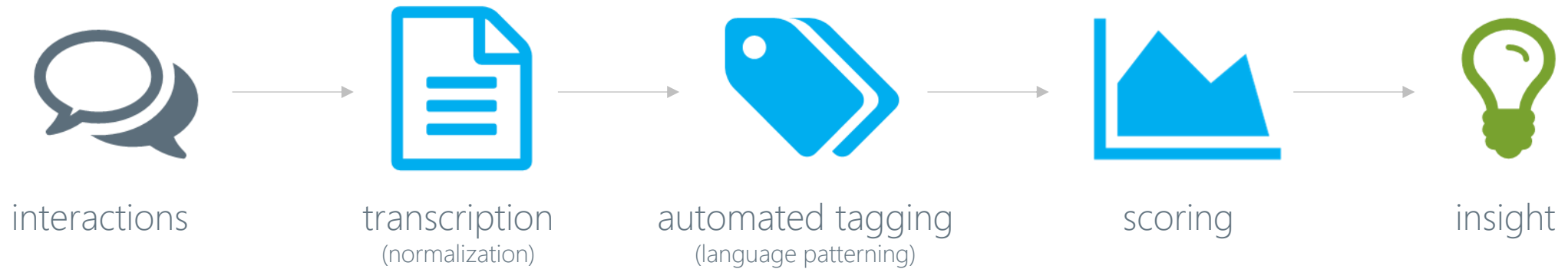
Future Collaborative Approaches
to Omni-Channel Analytics

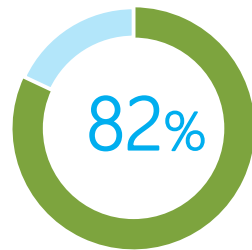
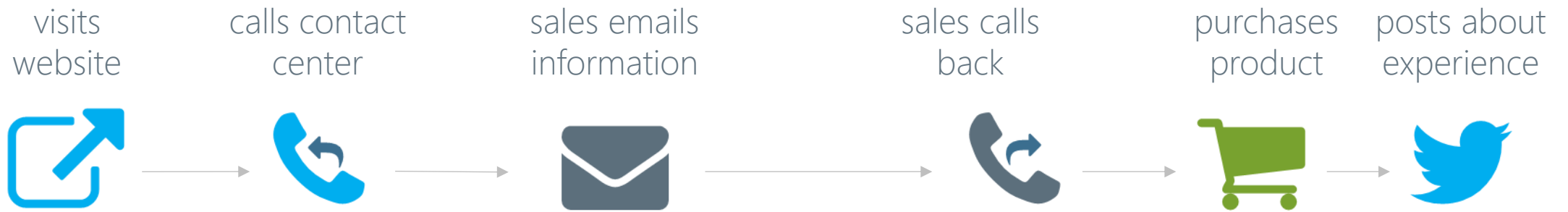
CallMiner

LISTEN TO YOUR CUSTOMERS. IMPROVE YOUR BUSINESS.

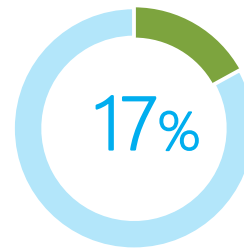


Mike Dwyer
VP Research





revenue from journeys with > 3 touches



post about their experience on social media

interaction metadata

customer ID: 1298281
agent: **Gabriel Nelson**
department: **sales**
supervisor: **Jay Schmidt**
date: **Oct 15, 2012 – 9:36AM**
direction: **inbound**
DNIS: **800-555-5595**

workforce metadata

agent tenure: **senior**
service level: **94%**
shift time: **3.25 hours**
skill set: **technical sales**

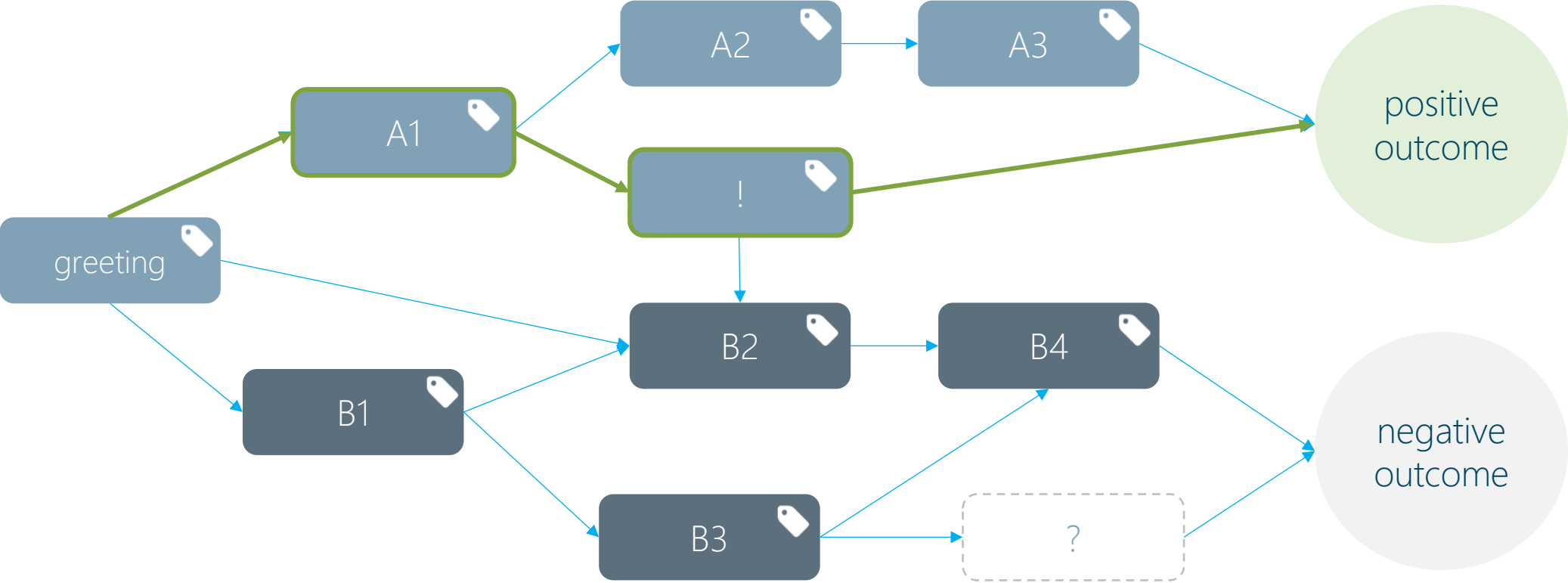
crm data

customer ID: 1298281
customer tier: **gold**
customer ACV: **\$1,649**
products: **Triple Play**
city: **Fort Myers**
subscribe date: **8/23/2010**
successful sale: **yes**

marketing automation data

campaign: **Bing PPC Mobile**
geo location: **Northeast**
lead score: **110**

Discover the optimal path to increase speed and rate of positive outcomes



language patterns



sales / marketing
technical support
customer service
collections

communications
utilities
retail
banking
healthcare
insurance
technology

reasons
procedures
behaviors
outcomes
products
competitors
features

scores



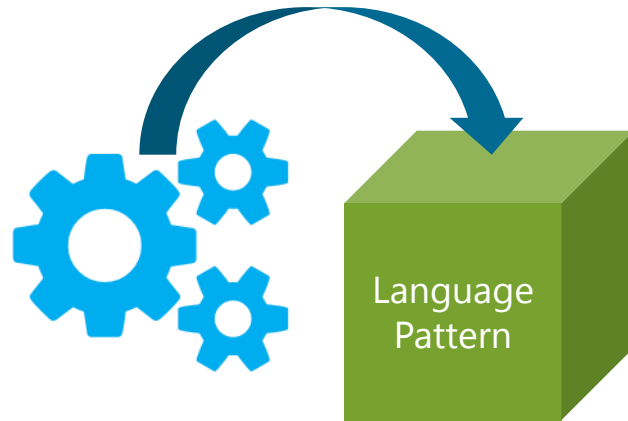
agent performance
compliance risk
customer sentiment
net promoter
churn risk
sales effectiveness
efficiency rating



- Crowd/team enabled insight model development
- Community enabled insight model sharing



- * Users offer corrections
- * System learns from feedback
- * Use the constant eye of the users to find and correct transcription and category errors, and feedback into the system



- * Automatic semantic based topic identification & model generation
- * Tools to support and simplify
 - Recommendations
 - A/B comparisons
 - Word flow diagram

Based on existing usage and social influence, anticipates what information and insight you are seeking next...

Search "Customer Saves" returned 425 new results in last 24 hours... 32% more than last time



32 of your Agents have calls with >60% silence, is there a problem?



Category "Dissatisfaction" is trending up by 35% with calls that also mention category "Product A"



"Policy Change" is suddenly appearing near most Dissatisfaction mentions



 www.callminer.com/demo

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THANK YOU

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