



IMPROVING CX AND CONTACT CENTER PERFORMANCE

Leveraging AI Powered Speech Analytics

With AI powered speech analytics, organizations can drive efficiencies and performance like never before, allowing an overall view of end-to-end customer experience across every channel.



Overview

Today's contact centers are the critical front lines for how customers interact with businesses. Contact center agents know first-hand the issues, frustrations, and valuable feedback customers provide during daily interactions regarding products, services, and sales. When immediate answers and solutions are needed, contact centers have the critical responsibility of making sure customers receive exactly what they need, when they need it. This is extremely difficult for contact centers due to high turnover, poor efficiency in operations, and varying agent productivity, as well as effectiveness.

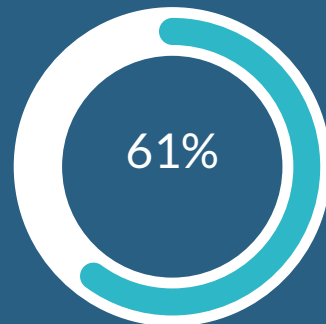


What does this mean for contact centers and the way they conduct customer interactions while also having to continually evolve, ensuring no customer is left behind in the midst of a complex transaction?

Deloitte's Global Contact Center Survey - 2019



Companies say the traditional voice channel is used to handle the most complex transactions.



Companies believe the complexity of interactions will increase self-service options to handle simpler inquiries in the future.



Contact Centers should say No to Traditional Quality Monitoring

Bridging the Gaps

AI Solutions for Evolving Problems

Contact Center Roles and the AI Difference

- Operations
- Customer Service Leaders
- Customer Experience Insights Leaders

How can you know which Speech Analytics technology to use?

- Quality
- Understanding Data
- Self Coaching
- Look Ahead
- Keep it Simple

Drive Efficiencies and Performance

Providing the ability to Understand with Proven Results

Insights from:

- Matt Rocco
- Jim Iyooob

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Transcribing and analyzing every call or customer interaction are nearly impossible. However, monitoring and understanding these interactions manually and resorting to a small sample of interactions is simply not enough.

Few monitoring programs have a good idea of what to look for, but still tend to focus on specific metrics, such as abandonment, hold times, or interaction resolutions. While this information can be helpful, this type of monitoring tends to miss valuable information between agents and customers, leaving actionable insights buried in mounds of dark data.



Bridging the Gaps

Gaps in quality monitoring for contact centers is nothing new. This leaves valuable insights left unobserved, meaning contact center agents are conducting business without necessary information to provide the best support and services to their customers. This results in agents and customers feeling frustrated, with neither understanding how to find solutions to the customer problems.

Finding solutions for agents and customers while trying to fill the gaps of quality monitoring can seem overwhelming and impossible. However, a solution is here that can provide contact centers with valuable insights and resources for their agents, while meeting customer expectations and providing an excellent customer experience.



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AI Solutions for Evolving Problems

The contact center environment is constantly advancing and evolving. Each day brings different information, products, and ways of interacting with customers, as well as how agents are set up to provide those services.

Fortunately, the solution is here with the flexibility needed to solve those ever-changing and evolving concerns using AI-Powered speech analytics.

Brands have been mining for customer insights in small samples, but AI-speech analytics has the power to take large amounts of data while sifting through every interaction.

While artificial intelligence provides many initial benefits for a company, it is the human touch that makes all the difference. When it comes to solving a problem, **56% of consumers prefer to reach out via chat** before calling the company.

Source: Etech Global Services

By using AI, contact centers have an effective lens to dissect interactions, taking the guesswork out when the agent is interacting with customers. AI gives businesses insights into what their customers are experiencing and needing now!

Today's customers expect immediate results and with AI speech analytics, we have the tools needed to provide that.

When do consumers stop interacting with a brand they love?





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Contact Center Roles and the AI Difference

Whether as a leader, customer sales & service agent or quality assurance supervisor, AI impacts every aspect of contact center operations.

Here's how AI powered speech analytics makes a difference:

Utilizing AI, Leaders in operations have been able to identify the following objectives:

Scalable Performance Isolation

- Leaders identify exact points where agents need additional training and support.
- Leaders can identify top-performing agents based on a holistic viewpoint.
- Leaders can identify outliers that affect performance at the population level.

Improve KPI Accuracy

- Leaders deliver improved performance in experience related KPIs by being able to correlate direct customer feedback from post-transaction surveys to events within the transaction.

Target Unresolved Issues

- Leaders can concentrate on target areas of aggregate-level KPIs by focusing on trending topics, customer tone or keywords.
- Leaders can determine optimal resolution responses, processes and conditions by focusing on highest yielding behaviors and predicting outcomes related to those behaviors.

First Call Resolution Protocols

- Leaders can identify areas of improvement for first call resolution, such as better scripting, focused agent training and response protocols.
- Leaders can identify intelligent, efficient processes that enhance response protocols while reducing friction points.





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Contact Center Roles and the AI Difference

Customer Service Leaders

Customer service leaders provide direction for all channels in the contact center, with a focus on ensuring customer satisfaction, as well as areas for training and process improvement. A customer service leader also focuses on bringing in new ways of providing self-service options for customers, which also reduces cost for the contact center.

Analyze Topics for Self-Serving Options

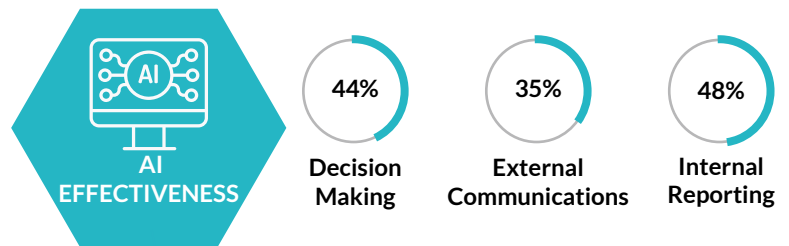
- Leaders can analyze recurring questions and topics across the contact center, for example automated chat topics, website, customer support, etc. Analyzing these topics can show new ways of providing self-service opportunities for customers.

Improve Customer Satisfaction

- Leaders can identify trending issues during customer and agent interactions, in order to compare best practices shared across all channels, to improve responses and customer satisfaction.

Detailed Insights for Process Improvements

- Leaders get detailed insights into why customers choose contact center channels, which then helps to find ways of improving structures and processes.



Early market challenges exist for Ai deployments.

Source:
Outlook on AI for Enterprise



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Customer Experience Insights Leaders

Customer experience insights leaders focus on identifying areas in which they can find ways to bring innovation and promote change within the organization. These leaders delve into the customer's journey, experience, and how to improve outcomes for customer retention and loyalty.

A customer experience leader works closely with contact center managers to solidify ways of making sure customers continue doing business with the contact center.

Provides Actionable Insights

- Leaders get detailed insights on combining speech analytics with customer feedback to improve contact center experiences.

Promotes Innovation

- Leaders find opportunities for innovation by integrating call analytics with experience data, viewing all customer interactions, including physical and digital, across the call center.

Reduce Churn

- Leaders can identify when customers are receptive to additional products and special offers to find new ways of keeping customers satisfied and reducing churn.



CUSTOMER ENGAGEMENT

CX Leaders get 3x greater return (stock performance) than CX Laggards.

Source: Watermark Consulting



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How can you know which Speech Analytics technology to use?

With so many different products to choose from, how can you know what AI powered speech analytics technology will work best for you and your company?

Here are a few guidelines and criteria to review when evaluating AI technology.

Quality

We've all heard the saying, "You get what you pay for;" this can also be true for speech technology. However, just because something costs more, doesn't mean it is always the best option for you. Transcription quality is important in your selection. Punctuation and grammar, speaker separation, as well as, multi-language support should be required.

Speaker separation allows call analysis in aggregate levels, giving you a true voice of customer breakdown; while multi-language support have pre-defined topic lexicons in place. Maintaining sentence context by inserting punctuation and grammar will reveal the "why" behind the interaction topics.

Analyzing Data

There are technologies that can pull lots of data but accurately analyzing that data is a game-changer when evaluating speech technology. Artificial intelligence provides an understanding of data, quickly, with deep insights into the topics that drive negative and positive customer impact. This helps agents learn how to find resolution, regarding customer pain points, and increase customer satisfaction.

Technology that offers dialogue transcription and text analytic solutions will provide acoustic analytics that detects "dead air" or silent time, "over-talk" or talking over the customer, and even vocal emotion. Analyzing data enables you to see the customer's experience in a whole new light and will be an invaluable asset when purchasing speech technology.





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Self-Coaching

Self-coaching has become a major talking point for contact centers, especially with more of the workforce working remotely. Automated analysis can quickly pinpoint specific agents and topics, while adding training modules for specific parameters, such as customer confusion and dissatisfaction or critical failure points.

By giving agents access to their own quality assurance analysis, with the additional function of self-coaching, agents can easily make proper adjustments in interaction processes. By having their own dashboard and access to their analysis information, agents are empowered to improve their productivity and performance.

Mapping with your Future Vision

Flexibility to grow and evolve your workforce is another important consideration when looking for the right kind of speech technology. Think about what will allow the contact center to stay agile and looking ahead. Avoid technologies that do not adapt to change in processes, shifts, locations, or agents.

Keep it Simple

The bottom line is to find a speech technology that can be used by everyone in the organization. Everyone should be able to have their own custom dashboard and ability to navigate through analysis, training, and reporting efficiently.

Waiting 9-12 months to get an on-premise solution launched, with an additional 90 days to fine-tune for accurate results, is no longer a viable option. Working on a solution that is easy to use, intuitive, enables remote administration, and is quick to deploy will add value to your existing tech stack and create a seamless workflow, with fast results.



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With AI powered speech analytics, organizations can drive efficiencies and performance like never before, allowing an overall view of end-to-end customer experience across all channels. Contact centers are experiencing benefits of using speech analytics, such as:

- Improving agent coaching and training by providing AI driven insights to improve performance.
- Providing accurate, real-time, reporting for contact centers with automatic scaling and accurate transcription for every interaction.
- Combining voice interactions with feedback and data analytics for a complete view of the customer's journey, reducing churn and exploring self-service opportunities.
- Transcript level text analysis to identify call reason, customer effort, topics and actionable insights, creating a better, overall customer experience.

Providing the ability to Understand with Proven Results

Etech has been providing AI services and solutions, not only for our own eight, multinational contact centers around the world, but also, for the more than 47 companies we partner with, managing upwards of 100 million voice interactions, 25 million chat and email interactions, and 24 million quality monitoring evaluations annually.

We have the experience and understanding needed to provide organizations with the ability to know what the customer wants and needs, how to train agents better, and provide an overall excellent customer experience, every time. Contact our experts today, to learn more.

\$641B will be spent on CX technologies in 2022, over \$130B more than in 2019.

Source: IDC

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Featuring the Insights from



Matt Rocco

President/CEO

Matt is a 34-year veteran of the call center / BPO industry. He has held key leadership positions within Dun & Bradstreet, The Berry Company (a subsidiary of Bell South), Etech, Inc. and Etech Global Services. In the past 34 years, he has spent time in every facet of call center operations and outsourcing processes. Matt is committed to sharing his experiences and helping others. From its humble beginnings in Nacogdoches, Texas, Etech has grown to over 3,000 employees that provide world-class solutions to Fortune 500 companies from its locations in the US, India, and Jamaica. Matt has been President and CEO of Etech since 2013.

Jim has 30 years of experience in inbound, outbound, chat, analytics, AI, and social media. With an impeccable track record of innovation and advanced business intelligence, Jim has been instrumental in setting up services for the customers needing quick and apt solutions for their daily customer experience needs. Jim has an exceptional understanding of the customers' products, their requirements & processes, and complete analysis to provide the right kind of solution. This has helped him develop, implement, and retain some of the most successful, award-winning programs that deliver consistent ROI. The gained experience over the previous years has enabled him to be a subject matter expert for call center solutions.



Jim Iyoob

Chief Customer Officer

There are many types of leaders, but when it comes to describing servant leadership there are really only two - those who serve themselves and those who serve others. Servant leaders will put the needs of team members, customers, and communities first. They strive to create a safe environment promoting courage, humility, trust, integrity, adaptability and learning.

The focus is not on the numbers but on growing each other.

When this happens, the numbers come!

- Matt Rocco, President/CEO



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