



**SPEECH ANALYTICS**  
FOR IMPROVING  
CUSTOMER EXPERIENCE

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## Introduction

In today's hyper-connected world, creating a unique customer experience is one of the best ways to achieve sustainable growth. A customer experience strategy is crucial to retaining customers and build strong and lasting relationships with them. Every customer retained is worth more than the money spent to acquire new ones. For instance, a banking customer may be worth about \$1000 a year and losing him means the company must spend twice that to match his/her monetary value. It is critical to note that customer experience is simply a matter of customer service. Servicing customers and striving towards better end-to-end customer experiences involves the entire organization. Industries that skillfully manage and execute customer experience strategies achieve higher customer satisfaction, reduced churn, increased revenue, and greater employee satisfaction.

In the current market landscape, businesses are struggling to find ways to differentiate themselves from their competitors. The kind and quality of customer experience delivered is unique to every organization. It is difficult to imitate and can be a significant source of competitive advantage. Companies that consistently deliver rich and excellent customer experiences have realized material and measurable business benefits far beyond improving customer loyalty and profit. Companies focusing on end-to-end customer journeys across multiple touchpoints and channels can build significant competitive advantage, reduce customer churn and differentiate their brand from their competitors. This end-to-end focus on customer experience also improves up-sell and cross-sell opportunities, reduces operating expenses, and decreases customer attrition.

In the contact center industry, Speech Analytics is one of the fastest growing applications in the emerging world of customer journey analytics. As a method for understanding various aspects of the customer experience, it enables the contact center to identify and understand specific customer behaviors and attitudes by mining call center recordings to gather information about customer service and customer satisfaction in order to drive improvements to the total customer experience delivered.

## Problem

Contact centers of all sizes operating in different verticals and business domains face the critical challenge of improving the quality of customer experience they deliver. By using a combination of Customer Satisfaction (CSAT), Net Promoter Score (NPS), and Customer Effort Score (CES), your customer service operation can establish a consistent calibration and reporting mechanism to measure its progress towards its business objectives. Contact centers employ a variety of these evaluation methods in order to capture insights into the current quality of customer experience they deliver and the outcomes they seek to achieve. However, the insights these methods produce can be limiting. They serve as poor indicators in gauging customer loyalty, identifying fixed cutoffs for customer categories not valid across industries and cultures, and incapable of measuring other aspects of customer experience other than customer service.

### Customer Satisfaction (CSAT)

In contact center operations that focus on CSAT measurements, the natural focus is on enriching customer experience and exceeding customer expectations. However, this often leads to a great deal of confusion, wasted time and resources, and high costs. CSAT surveys typically utilize a five-point scale, ranging from 1 (being 'highly dissatisfied') to 5 (being 'very satisfied'). The difficulty is that the points in the scale are very vaguely defined and highly subjective in their interpretation, which can result in a great deal of confusion in the customer's mind, thereby considerably raising the risk of errors in judgment and unrepresentative data. As a result, the metric fails to provide an accurate picture of customer pain areas.



## Net Promoter Score (NPS)

Customer loyalty is measured by the Net Promoter Score. The NPS is based on one simple question: How likely is it that a customer will recommend a company to a friend or colleague? The answers to this question are based on a ranking scale and allow contact centers to determine whether their customers are Promoters, Passives or Detractors. By tracking the NPS score, the contact center can understand any change that the customer expects from the organization. However, it is a complex analytical task that requires dedicated resources that could otherwise go to other more operationally critical activities.

## Customer Effort Score (CES)

Customer satisfaction and customer loyalty are measured based on the Customer Effort Score. In contact center operations, the effort of reaching out repeatedly to get an issue resolved through nonresponsive contact channels often results in frustrating experiences for a customer. Long wait time prior to connecting to an agent, navigating through various IVR options, and having to repeat the information already provided can lead to customer dissatisfaction and create detractors.

The focus of CES is not only to reduce customer dissatisfaction, but also to eliminate the reasons why customers need to contact the call center and request support. Research has shown that contact centers have a major impact on repeat call percentages. By failing to make simple key improvements to the evaluation method, contact centers not only reduce the accuracy of CES measurements but also spend more time and resources resolving repeat calls due to a failure to address root causes.

## Solution

Customer satisfaction is a key performance indicator for consumer-facing companies, but the abundance of customer service support metrics have made it difficult to identify the best way to gauge actual customer sentiment. Advances in data analytics tools and platforms have made it imperative for the service industry to keep up, not only with technological advancements, but also with rising customer service level expectations.

The top three reasons why contact centers proactively manage and invest in customer experience are:

- Improving customer retention
- Improving customer satisfaction
- Increasing cross-selling and up-selling

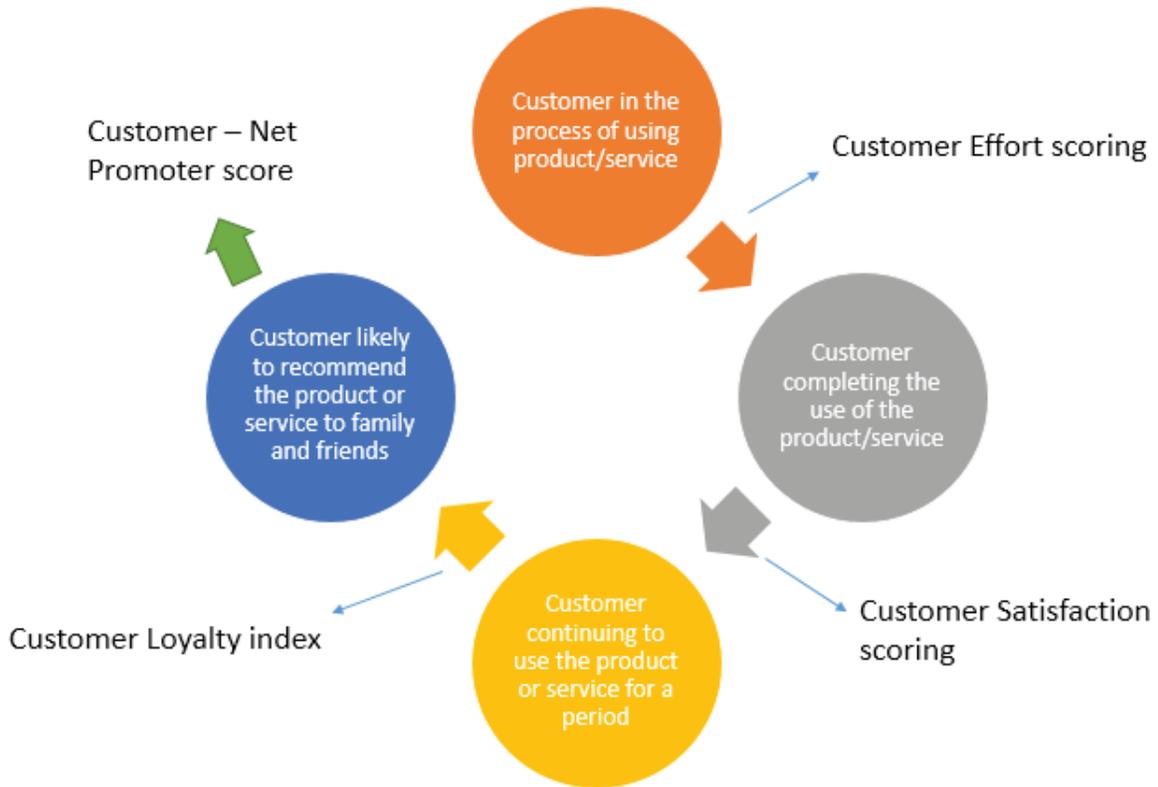
Taking critical steps to systematically pursue these objectives can positively impact the top line revenues and bottom line profit of companies.

In order to achieve these objectives, the contact center industry are leveraging the power of new speech analytics technology to drive the next level of customer experience. Due to its ability to capture critical customer related information through in-call analysis, speech analytics is quickly becoming the primary axis upon which they can achieve the next level of customer experience and service levels. Apart from this, making the most of



the voice of the customer through the use of Speech Analytics actually streamlines your processes, reduces costs, and drives revenues. This means to achieve that all important ROI on the company’s speech analytics technology investment is not just probable but also attainable.

The flow diagram below illustrates how CSAT, CES and NPS are measured with respect to either the contact center's customer engagement process or the product they support.



Allsec’s Voice Intelligence speech analytics software enables contact centers to evaluate the customer service index, including customer loyalty and NPS. The following table illustrates the differences between CSAT, CES and NPS.

Customer experience Index	Customer Service contact process/support	Product supported
Customer Effort score	"I tried connecting to your support center many times"	"I tried to use the card, but it was asking"
Customer Satisfaction score	"Finally I'm happy that you were able to solve the problem"	"The credit card is great to use as it ...."
Customer Loyalty index	NA	"I've been a customer of this credit card for several years"
Customer - Net Promoter score	NA (rare)	"Yeah, I'll definitely recommend this to my friend"



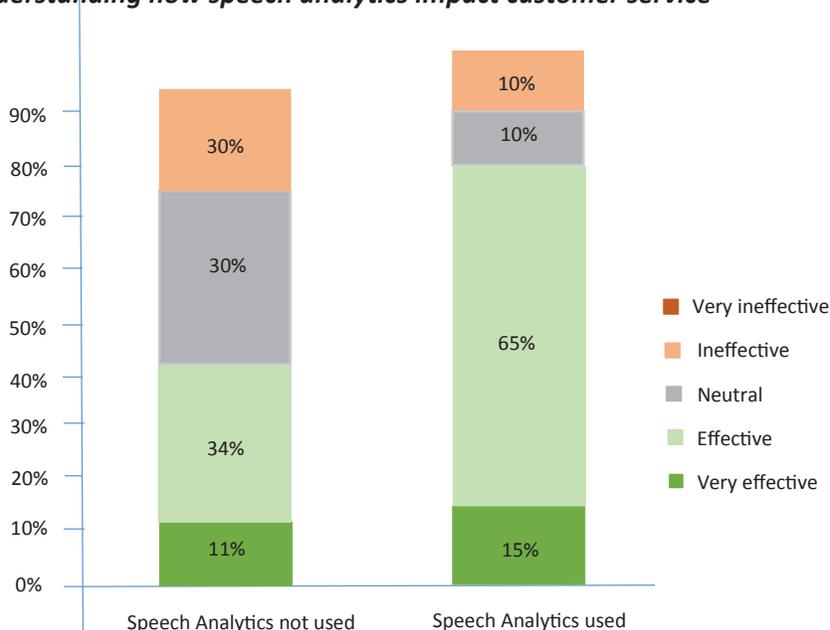
Speech analytics solutions analyze customer interactions based on keywords, call flow, and emotional parameters on both the customer and agent side of an interaction. It enables the contact center to meet the critical workforce optimization challenges they face primarily through real-time analysis and assistance, thereby improving each agent’s ability to deliver satisfying customer experiences. The technology involved is our keyword spotting engine along with propriety recommendation algorithms that allows them to identify and prescribe improvement opportunities for established business goals.

The table below describes the customer channel keyword topics, words, and phrases involved in each topic.

Keyword Type	Words and Phrases Involved
Customer Churn Keywords	“cancel the service”, “disconnect”, “unsubscribe”, “revoke”, “suspend”, “remove”, “move away”
Customer Sentiment	“disappointing”, “frustrated”, “very bad”, “terrible”, “horrible”
Customer Abuse	“@&abuse”, “shit”, “no good”, “abuse”
Customer Competitor Keywords	“company 1”, “but others”, “market is giving”, “other companies”, “company 2”
Customer Escalation	“supervisor”, “manager”, “talk to someone”, “boss”, “team lead”
Customer Not-Aware Keywords	“don’t know”, “know nothing”, “not aware”, “did not know”, “not informed”, “nobody told me”
Customer Wants Keywords	“wanted to know”, “just wanted information”, “eager to know”, “what was the”
Customer Legal Threat	“court”, “lawsuit”, “attorney”, “lawyer”, “fines”
Customer Avoidance Keywords	“not now”, “later”, “some other day”, “not possible”
Customer Probing Keywords	“do not”, “don’t want”, “not acceptable”, “did not expect”, “not interested”, “not required”,
Customer Acknowledge Keywords	“how”, “what are”, “who”, “why”, “which”, “how many”
Customer Reasoning/Explanation Keywords	“ok”, “yeah”, “yes”, “fine”, “sure”
Customer Effort Keywords	“tried to use”, “tried to reach”, “made calls”, “connecting”

## Effectiveness Of Speech Analytics

*Understanding how speech analytics impact customer service*



(Source: Genesys – How to use speech analytics to improve your customer experience)



## Allsec Voice Intelligence

Allsec's Voice Intelligence is an advanced speech analytics solution that monitors verbal exchanges on both the customer and agent side of a call to extract critical customer information (their needs, wants, market intelligence), sentiment, and satisfaction levels (angry, satisfied, delighted), enabling contact centers to achieve a better understanding of their customers.

Voice Intelligence enables contact centers to drive critical business goals by analyzing existing speech data to build statistically strong customer response function models and enrich it with ongoing data to predict outcomes and prescribe likely successful customer engagement process recommendations. It is an integrated data mining and analytics solutions for spoken conversations, providing actionable insights for improving agent quality and customer experience, identifying revenue generation opportunities, and managing risks and compliance.

Voice Intelligence helps contact centers identify and understand specific customer behaviors and attitudes by mining call center recordings to gather information about CSAT, CES, NPS and customer loyalty index. This information can then be leveraged to generate sales opportunities, reduce customer churn, and build new customer relationships. Voice Intelligence is available through both On-Premise Private Cloud and SaaS – Cloud subscription service models.

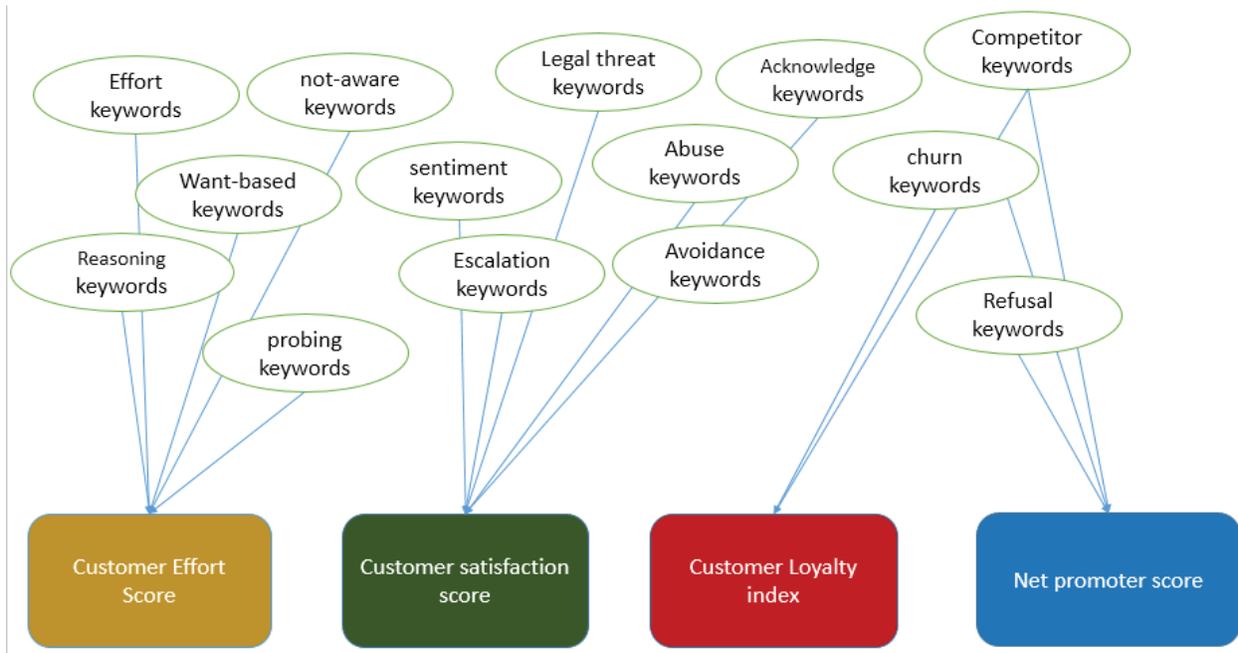
Contact centers of all sizes can leverage the power of Voice Intelligence to gain valuable insights into how business processes can be optimized to deliver rich and high-quality customer experiences.

- Voice Intelligence provides a complete customer intelligence solution through speech analytics. The system analyzes all conversations between customers and call center agents, track and identify customer satisfaction metrics, and recommend strategies to improve Net Promoter and Customer Effort scores. The results of this analysis are presented through an intuitive workflow that includes customizable dashboards, reports and alerts.
- The system automatically highlights keywords and trends spotted in recorded conversations and notifies agents with responsive alerts aimed at improving customer satisfaction.
- It aims to help contact centers understand the importance of every customer call, improve capitalization on up-sell and cross-sell opportunities, and gain insight into how business processes affect customer experiences.

The core technology used in Allsec's Voice Intelligence is Automatic Speech Recognition (ASR) – an advanced keyword spotting engine. Smart business rules are formed for the purpose of scoring, recommendations, MIS, reporting and triggering alerts based on the keyword spotting technology. These business rules can be refined based on the requirements of the contact center, whether it is to generate greater revenue opportunities or build stronger and longer lasting customer relationships.

The diagram below shows a list of customer channel keyword topics and how these topics are mapped to the score component.

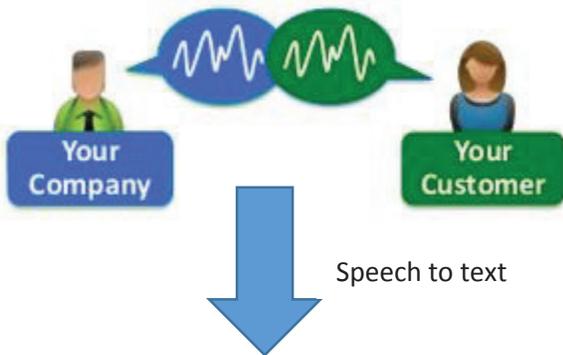




The simplest and most cost-effective route to well-defined journeys leverages speech analytics as the foundation. Rather than working to custom integrate multiple vendors or channel solutions, contact centers can better sustain excellent customer experiences by leveraging a unified speech analytics platform that aligns all customer touchpoints with business expectations and optimizes engagement across all channels.



## How Allsec's Voice Intelligence Works in the Contact Center



Agent: Good morning. Thank you for calling. My name is jerry may I please have your phone or account number.

Customer: Well before I give you my account information I just want to let you know that I'm **really pissed** I'm paying you guys lots of money and you can't even provide a **decent service** I want to **talk to your supervisor** and I want **totally unaware** of the modem issue.

Agent: I'm really sorry for the inconvenience. Your issue will be resolved soon. Let me get first your account number so we can check your account would that be ok?

Customer: Sure. My account number is 860-995-\*\*\*\*

Agent: got it. May I please verify the name on the account?

Customer: It's Robert. I am the account holder....

Text analytics through AVI

### Keywords

really pissed (0m20s)  
decent service (0m25s)  
talk to your supervisor (0m30s)  
totally unaware (0m35s)

### AVI Alerts

Potential customer churn warning - 10s  
Customer churn detected - 12s  
Frequently occurring keyword detected - 1m1s  
Customer aggravated churn - 1m 17s  
Extremely dissatisfied customer - 1m 54s  
Customer abuse detected - 5m 26s

## Conclusion

Allsec's Voice Intelligence is a powerful tool that enables contact centers to accurately gauge NPS, Customer Effort, and loyalty with the goal of improving the customer experience across the entire customer engagement process. It allows contact centers to meet and exceed customer expectations, identify critical market intelligence for improving their products or services offerings, and drive higher revenues and lower costs for businesses.

