

CALL & BIG DATA

How to Rise to the Top Instead of Drowning in Information

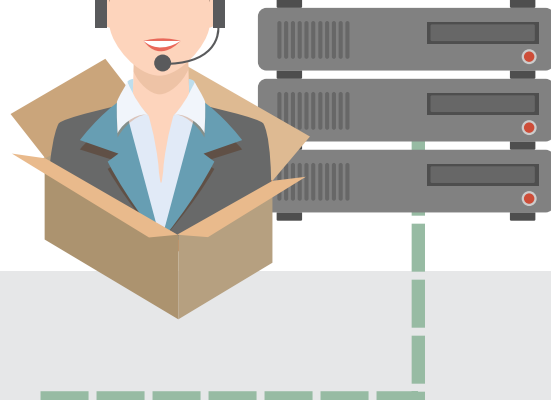


Congratulations!

Your call center has more data on customers than ever. Through online and telephone surveys, IVR, social media monitoring, agent transactions, speech analytics, and more, you can collect a ton of valuable information. But do you know how to take the best advantage, to gain insights that improve efficiency while bringing a smile to customers' faces, time and time again?

For now, it's okay if the answer is no. Most call centers face the same challenge. However, as your competition ramps up its big data game, you'll need to follow suit.

The good news: a lot of smart people have given considerable thought to this topic. Best practices are emerging that you can use right now.



Analyze Data To Learn How Customers Want To Interact.

85% of customer interactions will be automated in the near future. –Gartner

67% of people over the age of 65 prefer live customer service interactions.

– Software Advice



Hello! My name is John, how can I help you today?



Your data can help you decide the best ways to connect with customers—that is, the way each individual customer prefers. For example, there's plenty of data suggesting that more people want digital contact versus a traditional phone call. They'd rather use email, web chat, social media, and self-service channels.

Gartner predicts that in the near future, customers will manage 85 percent of their relationship with the enterprise sans human interaction. If your call center hasn't invested in digital communication and automation technologies, now is the time to start.

Though your data would likely confirm that trends are moving from human to machine communication, it nonetheless pays to do close analysis. Some people still want to talk to a real live human being. A survey by researchers at Software Advice showed that 67 percent of people over age 65 would rather get the slower-paced service of a traditional call.

As you hone your analytics, your call center will get better at knowing which mode of contact to use, that will speed up positive resolutions in return.

Use Data Insights To Personalize Service

Once you know how a customer wants to connect, big data can further help by revealing opportunities to personalize and customize service interactions. This is where it's vital to break down data silos and connect information. Your agents need access to customer information such as previous interactions, support requests, emails and agent notes, plus data from your CRM system, the helpdesk, back office solutions, billing, social platforms such as Facebook, Twitter, and LinkedIn — the sources go on and on. It's all good stuff, but only if it's synced, analyzed, and delivered as actionable intel.

Reality check: It takes time for most organizations to synthesize customer data, but it's worth the effort. Your agents will be able to communicate more relevantly and profitably. They'll communicate in context, knowing previous customer interactions, purchase and service histories, as well as likely product or service preferences.



Other keys: sharpening your customer segmentation and purchase journey mapping, along with knowing which agents best handle certain calls. To accomplish all this, you'll need data that is both quantitative (transaction amounts, number and frequency of interactions) and qualitative (data from customer surveys, call transcriptions, and voicemail recordings). Equipped with data that drives faster and better decision-making, agents can understand customers, deliver great service, and improve your call center's overall productivity.

PRIORITIZE METRICS

make the smartest changes!

NOT EVERYTHING THAT CAN BE COUNTED COUNTS, & NOT EVERYTHING THAT COUNTS CAN BE COUNTED.

~ Albert Einstein



In other words, analyze with care. As you examine data in unprecedented volumes, you'll want to know the metrics that matter and how to make any changes that the numbers strongly encourage.

For instance, in call centers, two metrics stand out: first call resolution (FCR) and average time to handle (AHT). These rates are often in conflict — handling a call quickly but poorly might result in a second call — so you'll want to decide which metric gets the highest priority.

Prioritizing FCR can lower your operating rates, saving agents from repeatedly dealing with the same customers. However, FCR can be tough to track. You may have to rely on customers to self-report their satisfactions via phone, web, IVR survey, end-of-call survey, or voice menu. You can also use your CRM system to see whether someone has called multiple times or only once. Regardless of how you measure it, FCR is essential.

For the average call center, a 1% improvement in FCR may shave operational costs by

\$276,000



Giving more priority to AHT reduces costs in a different way. The lower your AHT, the lower your cost per call. U.S. call centers receive 45.4 billion inbound calls per year, with calls costing an average of \$5.90. Prioritizing AHT might prompt you, for example, to add FAQs to your inbound call scripts as a standard procedure.

So, which metric counts most to you? It depends on your call center's goals. Raising customer satisfaction rates might lead you down one path, while focusing on cost savings could take you down another. Either way, it's good to know that . . .



. . . when you use **BIG DATA** intelligently, your call center can enjoy the rewards. **HAPPIER CUSTOMERS** and **INCREASED PRODUCTIVITY** makes it possible for you to **have your cake, and eat it too.**



Learn more about putting big data to work in your call center.

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