LEVERAGING BIG DATA TO OPTIMIZE CUSTOMER EXPERIENCE

16th November, 2015
Empowering Organizations to Work Smarter by Unleashing the Power of Data
People’s Experiences are an On-going Journey
Little visibility and data-sharing across touchpoints
Growing interaction complexity
Limited proactive initiatives
Service rarely contextual and personal
Challenge 1: Number of Channels is Growing

channels to interact with service providers

NICE Global Consumer Survey, 2015
Challenge 2: Data Resides in Many Different Places

- ACD – call center switch records
- Chat logs
- Branch / Retail Store Transactions
- Web transactions
- Billing transactions
- Case Management Information
- Customer profile information
- Agent profile information
- Call Recordings
- IVR Logs
Challenge 3: Interactions are Unstructured

“…unstructured data needs to be brought into their information management platforms. Otherwise, they're not getting the complete view of the different data points that they should be looking at to make decisions.”

Anjul Bhambhri, IBM VP of Big data
Challenge 4: Insights are Hard to Operationalize

“Big data really is about having insights & making an impact on your business. If you aren’t taking advantage of the data you’re collecting, then you just have a pile of data, you don’t have big data.”

Jay Parikh, Facebook VP of infrastructure engineering
Recipe for enabling a great customer experience

UNDERSTAND YOUR CUSTOMER’S JOURNEY
Limited omni-channel interaction visibility hinders ones ability to deliver proactive, optimum and consistent customer experiences

KNOW YOUR CUSTOMERS SITUATION
Distributed and fragmented data sources inhibit ones ability to learn and predict customer behavior

ACT IMMEDIATELY AND CONSISTENTLY
Untimely customer insight and prediction hinders relationship oriented interactions
Customer Journey Building Blocks

NICE CUSTOMER ENGAGEMENT ANALYTICS

- Customer & Agent Association
- Text Analytics
- Contact Reasoning
- Sequencing

Customer Data Store

BI Data Mart

RT Personalization
Customer Journey
Scenario Analyzer
Reports

Calls
Web
Chats
Surveys
CRM
Aggregating & Visualizing Customer Journeys
Customer Engagement Analytics

Creating perfect experiences!
One of the largest wireless operators in the world

Profile

- Over 60MM subscribers
- Over 4K retail outlets all over the US
- Over 35K customer care agents

Clear vision to differentiate via customer experience and service level
At first, achieving customer experience leadership seemed impossible

First call resolution was worse than its nearest competitors by 20%.

Customer churn rate was double the rate of the industry.

The average time a Customer waited on hold was 14x the industry average.

35% of customers simply quit waiting and hung up.

Customers had to call twice as often to resolve an issue.
This was a clear call to action

**Situation**
- Zero ability to sequence contacts
- Inability to understand why people call
- Lack of visibility on how individual agents improve
- No accountability for closing the loop with agents

**Solution**
- Transaction Analytics sequences all touch points
- Algorithms measure upstream containment and contact reasons
- Segmentation and Behavior-based Coaching
- Systematic ability to measure and drive agent consistency
Customer journey effort was visualized

‘Go to’ Channel is Voice
<20% have a previous interaction where they’ve tried to self-serve

Opportunity: Next Call Prevention
Multiple Repeat Call instances
17% Repeat Calls within 14 days

Opportunity: Next Call Prevention
20.1% 72
35.8% 214
33.2% 71

Opportunity: Promote web self service
<3% using Web for next contact
Impacts driven

Result #1: Soaring Customer Satisfaction

15 pt gain in CSAT

56 → 71

Won most improved in service across 47 industries according to ACSI

Result #2: Dramatic Call Volume Reduction

Reduction in Customer effort and overall improvement in Customer experience
Reduction in Care Operations costs
Improvement in First Call Resolution
Reduction in calls per subscriber

ALSO...

Customer churn rates were cut to <2%
The number of call centers required to deliver improved service was reduced
NICE Collaboration in European Big Data Research Initiatives

✓ Participated in 4 projects in the 7th research framework program (FP7)

✓ Managed FP7 consortium EXCITEMENT – achieving Excellent score for 3 years in a row

✓ Participating in Horizon 2020, focusing on Big Data, Data Privacy & Creative technologies
THANK YOU

NICE Customer Experience Analytics