

# Use Case: Enhance Customer Experience and improve Net Promoter Score with conversation analytics

## Description:

CXM' recording platform, records, compresses and stores the call. Call Journey's AI-based processing engine called Emotive Voice Stream (EVS) then transcribes the audio recordings into text and delivers a rich metadata stream containing information about the conversation. This information includes: every word and every utterance transcription and "score". Gender, % Silence, Sentiment, Emotion, Call duration, agent I.D, Agent/Client Classification, Diarization, Redaction (audio & text), Emotional Intelligence, Confidence, % Overtalk, Speaker Clarity Punctuation and Call Success. The data is then ingested into our text mining platform – WordBench or can be ingested into the customers analytics platform/s.

## Pain Points

- Unclear Understanding of customer journeys
- NPS performance not where it should be/could be
- Lack of insight into NPS performance
- Poor customer experience
- Cost of acquisition/retention needs addressing
- Incomplete insight from post-call surveys

## Desired State - how to fix it:

- Transcribe audio recordings into text and deliver a rich metadata stream containing information about speaker's sentiment and emotion to validate CX / Customer Satisfaction/ NPS Score
- Improve conversation analytics process to detect the parts of a conversation that work and don't work and to analyze what is driving good and bad experience
- Through conversation analytics, get constant pulse from your customers on how good your business is performing and where the gaps and opportunities are
- Significantly increase insights over and above post call surveys, verbatims, social media monitoring and market research

Call Journey's solution is fully integrated with CXM environment offering a secure and efficient way of streamlining your data discovery. The offer is also one of the most flexible on the market; providing services both via Cloud or on premise. Data produced by Call Journey can be ingested into your chosen analytical tools or visualized in Call Journey's native dashboard, dramatically increasing the visibility of what's happening on your business calls and supporting your decision-making process. The full use case outlined here is available in CXM.

## Solutions

- Analytics – Conversation Analytics

## Top 3 Buyer Personas:

- VP of Customer Experience (Edith)
- Chief Marketing Officer (Bettina)
- Contact Center Director/Manager (Carl)

## Qualifying Questions:

1. What business benefit would you get with an improved NPS?
2. Where do you get insights about your customer experience?
3. Do you REALLY understand your customer journey ?
4. Do you have a Voice of the Customer Program ?
5. Do you have a strong qualitative/quantitative understanding of customer experience?
6. What sources of data do you use to understand customer life cycle?
7. How many agents are in your contact centers?
8. Where are your agents located and what is their language of choice?

## Business Benefits

- Improved NPS Score (Revenue/Cost )
- Enhance customer retention by understanding customer experience drivers (revenue/cost)
- Increase revenue and customer conversion due to better understanding of customer journey along with improved cost of effort (Revenue/cost)