

# Use Case: Limit customer churn with automated conversation analytics

## Description:

CXM's 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. Recording samples of acquisition and retention calls are collected and separated into churn and non churn outcomes. Churn and retention drivers are uncovered through data mining.

## Pain Points

- Customers exiting early in contract
- Churn rates higher than budgeted/expected
- Churn drivers not as clear as they could be
- High cost of customer acquisition
- Underperforming cross-sell and upsell

## Desired State - how to fix it:

- Transcribe audio recordings into text and deliver a rich metadata stream containing information about the conversation content, sentiment and emotion to preempt customer churn and retention drivers, triggers and events and customers' possible future behavior.
- Spot verbal trends of your customers and agents
- Lessen the possibility of customer churn by accurately identifying what products and solutions are working
- Improve customer profiling by getting deeper insights about customer life cycle

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. Do you know why your customers are leaving?
2. If you do, can you quantify the drivers in relative terms?
3. How do you look for triggers and events to understand customers' future behavior?
4. Do you know why your retention campaigns have high/low conversions?
5. How quickly can you shift gears to try / test new campaigns?
6. How many agents are in your contact centers?
7. Where are your agents located and what is their language of choice?

## Business Benefits

- Decrease customer churn and maximize customer lifetime value (Revenue)
- Enhance customer retention by understanding churn drivers (revenue)
- Increase revenue and customer conversion due to better understanding of customer journey (Revenue)
- Pinpoint areas of improvement for the business (Efficiency)
- Improve sales and retention conversations (Experience)
- Identify root cause of customer churn (Experience/cost to serve)
- Improve NPS by uncovering satisfaction and dissatisfaction