

## Enhance Customer Experience And Improve Net Promoter Score With Conversation Analytics

### Description:

Call Journey bridges the gap between audio sources and business analytics and intelligence providers. We streamline the process that allows customers to analyze their voice interactions in Microsoft Ecosystem. Our 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.



### 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?



### 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



## Solution? CONVERSATION ANALYTICS!

### 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)

### Top 3 Buyer Personas:

#### Edith – VP FOR CX



**CHALLENGE:** Incomplete and inconsistent insights from post-call surveys.

**HOW WE HELP:** Call Journey accurately identify what products and solutions are working and improve sales offering through in-depth customer insights. Call Journey's AI-powered solution enables Edith to get near real-time finger on the pulse of customer insights and the risks and opportunities for her business.

#### Carl – CONTACT CENTER DIRECTOR



**CHALLENGE:** Discover the drivers behind the significant AHT discrepancies.

**HOW WE HELP:** Call Journey is not only able to reduce AHT but also helps reduce workforce churn, monitor agent performance and improve internal product roll-out process.

#### Bettina – CMO



**CHALLENGE:** Create the right content and develop more personalized campaigns to keep the ever-growing customers engaged.

**HOW WE HELP:** By utilizing Conversation Analytics, Lisa was able to build in-depth customer profiles to improve messaging, make smarter optimizations and provide more personalized experience that drive revenue.

### Easy Integration with Microsoft Suite of Products:

Call Journey's audio connectivity and voice flow module integrates with many of the world's leading audio capture platforms, making the automated process of audio extraction from hundreds of different audio formats and structures – easy.

Data is delivered straight into the Microsoft Analytics ecosystem, allowing you to easily analyze and monitor 100% of customer conversations to track agent engagement, performance and measure customer satisfaction – all at a click of a button. Tools utilized include Azure Machine Learning studio, Customer Insights, CRM, Power BI and Insights tools such as Sales, Customer Service and Marketing.