VOZIQ | Actionable Customer Intelligence

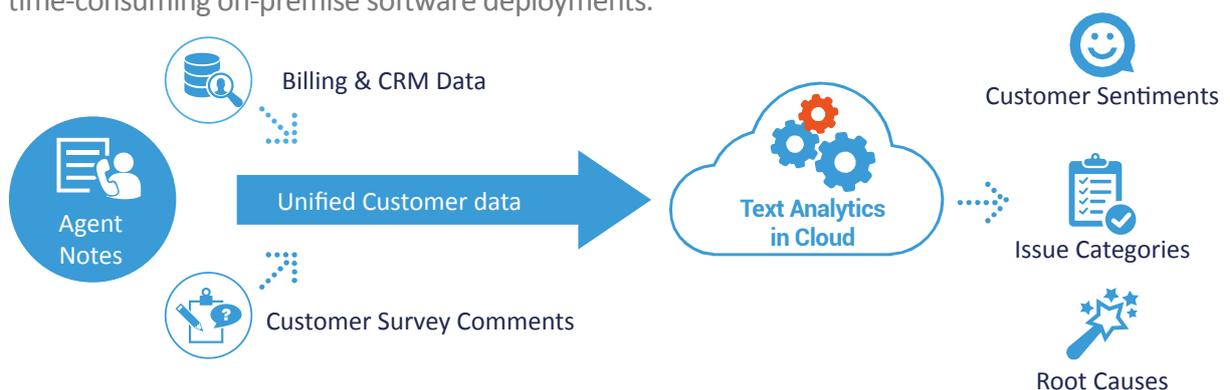# 40 TEXT ANALYTICS USE CASES FOR CONTACT CENTERS

Key Takeaway

Text Analytics technology has varied and transformative applications for businesses by converting unstructured contact center interactions into a sustained competitive advantage. Text Analytics creates a positive impact on key business aspects when used as a strategic voice of customer (VoC) mining tool.

LISTENING TO VOICE OF CUSTOMERS THROUGH CONTACT CENTERS

Throughout the customer journey, the contact center is the go-to place when customer issues are not addressed through other channels of service. These interactions present an enormous opportunity for businesses to make decisions based on real customer perceptions, needs and issues, instead ofas opposed to traditional market research or small customer feedback survey samples. A few years ago, leveraging this opportunity was unimaginable simply because these interactions display typical characteristics of 'big data.'. First, the customer interactions are voluminous— millions of data points logged across several touch points and communication channels. Second, these interactions are spread across various customer-facing functions and several data silos across the organization. And third, the interactions are in the form of unstructured data. Turning this unstructured customer feedback into useful insights used to be an uphill task.

However, advances in big data technology has enabled businesses to maximize the value of customer interactions that are already being captured in contact centers. Specifically, text analytics technology provides an unprecedented opportunity to convert unstructured customer interactions into transformative insights about customers and their experiences. These customer interactions are captured with post-call agent notes and customer surveys. Systematic use of text analytics in contact centers can help in extracting insights from unstructured data and help businesses gain a competitive edge by offering a superior customer experience.

Cloud-based text analytics solutions available in the market place today are making it extremely affordable for contact centers, in addition to delivering an immediate ROI by eliminating time-consuming on-premise software deployments.

How Text Analytics Works for Contact Center

Based on various contact center text analytics implementations in North America by VOZIQ's business consultants, we have compiled a list of 40 use cases for Text Analytics technology that can work wonders for any customer-facing business.

1. Improve Customer Experience

Many businesses see survey score generation as the primary focus of customer satisfaction initiatives. This process highlights the need to improve, but it lacks the necessary insight. Tracking and correlating metadata with customers's reaction to service offered identifies gaps between the desired customerexperience and actual experiences.

2. Understand Drivers of Customer Dissatisfaction

Text Analytics can be used to analyze complaints and can help in eliminating root causes by automatically identifying key terms, and drivers associated with those complaints through usinguse of categorization techniques.

3. Use VoC to Boost Revenue

The VoC helps companies determine the reaction of customers to a new product or a service. This provides an early warning for products or services that will likely annoy customers. Businesses can boost their revenue by detecting product or service issues early in their life cycle and addressing any issues with their design before spending money on large scale marketing activities.

4. Reduce Customer Churn

Companies use text analytics to identify "at risk" customers on the verge of cancelling services. They can be proactively contacted or their future calls can be routed to agents specifically trained to deal with such caller needs.

5. Analyze Customer Intent

Identification of intentions from text, whether the is intention to purchase, sell, or to complain, inquire, advocate quit is done by performing text analytics on incoming customer messages and/ or call center transcripts.

6. Predict Customer Behaviors and Actions

Text Analytics is used for predictive modeling and coming up with the next best action to improve customer service. Using such models, a customer's next course of action can be predicted, helping businesses improve customer satisfaction and drive sales.

7. Analyze Customer Sentiments

Text Analytics is used for sentiment analysis. The sentiment topics are categorized based on industry-specific customer call types and issues. It is observed that text analytics-based sentiment analysis has greater accuracy than speech analytics analytics-based sentiment analysis.

8. Create Deep Customer Segments

When no other effective technique is available to segment customers, text analytics can be an excellent option to segment customers based on keywords related to products, services or a specific issue. These on-demand categories can be used for continuous monitoring of improvement solutions.

9. Acquire New Customers

Timely action from a customer's previous communications can result in retaining existing customers and gaining new ones. For example: customer inquiries on new features can be fed to sales teams as leads and better equip them to pursue these opportunities.
Text Analytics can capture and categorize such unstructured customer demands at scale to create newer customer acquisition opportunities.

10. Boost Sales

Text Analytics is used on customer metadata to establish better context for customer needs. This can be combined with caller demographic data and previous conversations to identify new products-related customer inquiries.

11. Eliminate Customer Pain Points

Text Analytics can be used to mine huge customer feedback to identify pain points in a customer's journey. Such pain points, result in poor experiences and lead to attrition. Once these top pain points are identified, appropriate measures can be taken to eliminate the scenarios leading to these issues.

12. Improve Customer Loyalty Scores

Customer surveys contain closed-ended questions that generate structured data and open-ended questions or comments that generate unstructured textual data. Open-ended feedback from multiple surveys, such as post-transaction, anniversary surveys, etc., can be categorized using text analytics to identify the satisfied or dissatisfied customers along with specific reasons. This intelligence can be further used to create proactive strategies to engage and retain the customers, thus improving the overall customer loyalty with these insights scores.

13. Reduce Customer Effort

Text Analytics finds out areas with high customer effort and which generally result in high handle times or repeat calls for contact centers. By applying text analytics on customer interactions, these high handle time interactions and repeat calls can be specifically analyzed to identify aspects of the customer journey which presents key opportunities to reduce overall effort by fine-tuning the processes or automating the responses by proactively addressing those needs.

14. Create and Track Key Metrics

Text Analytics Solutions offer scalable, real-time computation systems. They help convert qualitative, open-ended comments into quantitative figures through boolean logic-based keyword searches and sentiment scores, making it easy to analyze both structured and unstructured data. Examples can be customer satisfaction levels, volume and trend of various product and service inquiries, or even competitor name mentions - all uncovered from textual data sources

15. Create Better Understanding of CSAT Scores

Customer comments can be assigned sentiment scores using sentiment analysis. This can be used as a complementary metric for customer satisfaction survey scores – at significantly high volume compared to survey samples. ATo make it actionable, root cause analysis of positive and negative sentiment can be immediately performed through natural language processing (NLP) of the same textual data.

16. Improve Effectiveness of Decisions

Text Analytics allows the processing of large sets of historical data within a short time period, aiding data-driven decision-making. Categorization and correlation techniques on textual data can help in validating hypothesis and supporting Voice of Customer based decision making.

17. Augment Data-Driven Marketing

Integrating transactional data with call center agent notes and surveys throws in additional insights into the psyche of the user and provides accurate information about customers. Marketing teams get holistic views of the customer sentiment, and make customer-centric data-driven decisions.

18. Take Timely Actions

Text Analytics quickly identifies dissatisfied customers and helps in service recovery by converting unhappy customers into happy customers. This helps you in track, spot and respond to the events of interest using role-based alerting systems.

19. Perform Competitive Analysis

Text Analytics identifies the frequency of customers mentioning alternate products or services. Regular analysis of names of competitors, context in which they are being mentioned etc, can help not just contact center teams, but your marketing team as well in developing strategies to improve market penetration by addressing each scenario.

20. Analyze Root Causes

Text Analytics is useful to drill-down trending customer reactions and hot topics for most specific underlying drivers of customer contact. Attaching customer profile information to such analysis can significantly enhance understanding and action planning around scenarios like product returns, pricing disputes, declining sales etc., by various customer segments.

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21. Perform Cross-Channel Analytics

Using data joiners, Text Analytics enhances insights about customers when combined with customer meta-data from multiple communication channels and data sources. Data sources for such analysis could be past purchases and customer demographic data, along with contact center inquiries in the form of agent notes, emails, web and mobile chats, SMS messages and IVR logs.

22. Reduce Call Time

Text Analytics identifies call types by call duration, and helps in deep diving into understanding the reason(s) for longer call durations. By sharing insights identified for such long calls with training and knowledge management teams, similar inquiries in future can be addressed quickly.

23. Reduce Channel Shifts

Text Analytics identifies and avoids unnecessary interactions with the same customer across multiple channels. This intelligence supports promoting self-service and channel optimization solutions that can help businesses reduce overall service costs.

24. Reduce Repeat Calls

Applying text analytics on repeat calls helps in discovering specific issues driving costly repeat calls. This insight can be used to improving both agent knowledge as well as eliminating operational gaps across business units that drive repeat calls.

25. Improve Workforce Management and Forecasting

Text Analytics spots reasons for call surges and trends. This data can be used for operation planning and forecasting. It helps identify cross-departmental operational gaps that lead to unexpected call volume.

26. Identify Call Drivers

Text Analytics can be used to identify call types and the reason behind customer calls. Custom call types can be defined with text analytics without database changes by using Boolean keyword combinations. These on-the-fly call type categories can help in identifying reasons behind customer calls in order to develop proactive solutions.

27. Map Customer Journey

Using event squencers, Text Analytics gives clear visibility into the customer journey by providing detailed information from the VoC within each stage of the customer journey. By bringing quantitative data about how often customers go through a typical journey step, sentiment associated with it, and the root causes of positive and negative experiences within that step of the journey, businesses can develop effective customer journey maps.

28. Engage Customers

Sentiment analysis helps focus on empathy. Using other metadata (Ex. products purchased or date of purchase) personalized customer engagement strategies can be developed by targeting segments of customers with positive, negative and neutral sentiment after experiencing different products.

29. Reduce Call Transfers

Real-time integration of text analytics with IVRs can help in identifying customer contact reasons based on recent past activity from each customer. These advanced analytical techniques and integrations can help in developing dynamic self-service systems or in routing the calls effectively to the correct agent first time in order to reduce costly call transfers

30. Manage Call Center Compliance

Text Analytics solutions allows companies to monitor up to 100% of textual conversations to look out for specific words or phrases that could lead to out of-compliance scenarios.

31. Lower the Cost of VOC Insights

Text Analytics solutions can be cloud-based and typically cost much less compared to speech analytics solutions. By eliminating the need to invest in IT infrastructure of their own, call centers can lower the cost and improves speed to insight.

32. Accelerate Product Defect Detection

By identifying trends, sentiments and drivers against a product, text analytics detects product defects in a short period of time.

33. Improve Training Processes

One of the important aspects of text analytics is categorization. Categorizing unstructured data makes analyzing rrelevant content faster for identifying key topics to incorporate into training curriculum. Keeping training processes updated by regularly incorporating top issues discussed by customers helps in quickly on-boarding newer agents and managing costs.

34. Discover Emerging Hot Topics

Using natural language processing of text, emerging Entities and Themes can be extracted automatically from large volumes of text. Named Entity Extraction tells you "who, what, where" without having to-maintain a list for rapidly discovering competitor names, specific products or locations causing issues etc. Theme detection gives you the buzz and helps in understanding "what" people are talking about.

35. Aid in Tech and Customer Support

Transaction data and agent notes can be linked to individuals along with prior call reasons. This linking is handy when the customer calls into the call center. Agents can quickly access historical interaction reasons and understand the customer's issue without the customer having to repeat the details of the situation.

36. Reduce Lost Sales

With the help of entities, one can identify the number of callers mentioning competitor names during sales operations. This data combined with each product's sales growth can be used to develop appropriate sales and marketing strategies targeting each competitor.

37. Improve Customer Productivity

Text Analytics improves self-service rate by understanding individual customer channel preferences and offering appropriate choices for each customer. These personalized choices help in promoting channels that work for each customer, improving their overall productivity.

38. Improve Employee Productivity

Insights gained from agent notes can be analyzed and used to train the agents to be more attuned to customers' needs.

39. Improve Website Performance

By analyzing contact center interactions specifically related to functions that are supported on the website, various usability issues can be discovered and provided as feedback to website and ecommerce teams. VoC based feedback from contact centers can significantly enhance project scoping and prioritization for web development teams.

40. Improve IVR Performance

Similar to website performance improvement, IVR performance can be improved by tracking what was discussed in the call centers after leaving IVR at specific menus. This helps in identifying options missing in the IVR to increase automation rates.

KEY RECOMMENDATIONS

Text Analytics helps companies better understand customers and take effective actions. This results in improved customer experience, higher loyalty, and improved operational efficiency.

Here are three recommendations to implement Text Analytics most effectively:

1. Enhance your VoC insights by deploying text analytics on contact center post-call agent notes in order to extract sentiments and root causes at scale

2. Complement these insights with measurements and score trends from surveys

3. Improve your ability to act on VoC insights by integrating, with this mix, the data from billing and CRM systems for further segmentation

ABOUT VOZIQ

VOZIQ is a Washington D.C. based technology company helping enterprise contact centers mine cross-channel customer interactions to improve customer experience and contact center performance. Our managed analytics services offer benefits of synergy of cloud-based technology, proven solutions and a team of industry experts.

VOZIQ, 11951 Freedom Drive, 13th Floor, Reston, Virginia, 20190, USA.
www.voziq.com