



THE TOP 10 USE CASES FOR

**CONTACT CENTER**

# Analytics

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# BREAKING DOWN THE BUZZ

“Analytics” is one of the biggest buzz words in the business world—and now the contact center world is buzzing about customer analytics, as well. But as with most new technologies, exciting conversations about the potential tend to race ahead of the basics. Put another way: People tend to confuse the value the technology delivers to the business with actual use cases. For example, countless white papers, reports and blogs talk about “using” contact center analytics to “drive revenue” or “increase loyalty.” But these aren’t use cases—these are the ultimate impacts of use cases. In fact, the use cases for contact center analytics are much simpler—though their collective impacts can quickly become profound.

This simple guide covers the top 10 ways to put analytics tools to targeted use in your contact center—proven strategies that are driving business value for some of the leading brands across nearly every industry.

## THE CONTACT CENTER ANALYTICS TOOLBOX

The modern multi-channel contact center has three distinct types of analytics tools at its disposal:



### Speech Analytics:

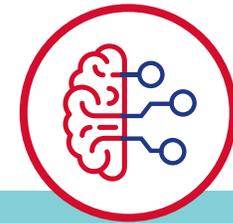
Acoustic modeling that analyzes sound data, converts to 44 English phonemes (the building blocks of speech), and matches phonemes to words and phrases.

Speech-to-Text Analytics (LVCSR): Language modeling that converts audio recordings to searchable transcripts and mines them for words, phrases, and contextual analysis. Text Analytics: Brings comprehensive QM and analysis capabilities to text-based channels (email, text, chat, social media, surveys, etc.)



### Desktop Analytics:

Correlates the content of an interaction (what your customers and agents are saying) with agent desktop activity (what your agents are doing).



### Predictive Analytics:

Leverages predictive modeling, machine learning and artificial intelligence (AI) to make predictions about the future of otherwise unknown or hypothetical events.

**LET'S TAKE A CLOSER LOOK AT THE CAPABILITIES AND STRENGTHS OF EACH OF THESE ANALYTICS TOOLS...**



### **Phonetics & Speech-to-Text (LVCSR) Analytics**

Since the vast majority (~64%) of contact center interactions still take place through voice channels, phonetics and speech-to-text (also called Large Vocabulary Continuous Speech Recognition or LVCSR) analytics are essential to a contact center analytics program.<sup>1</sup> Each has its relative strengths which complement the other. The use of phonetics is great for detecting slang, jargon, and regional accents. The use of speech-to-text is great for in-depth investigation, ad hoc searching, and helping you find things you weren't even looking for. Best-in-class contact center analytics solutions combine speech and speech-to-text analytics to give you everything you need to examine customer calls.



### **Text Analytics**

One-third of the typical multi-channel contact center's interactions are now text based—email, chat, text, social media, surveys, etc.—and that's expected to jump up to half in the next year or two.<sup>2</sup> Fortunately, text-based interactions are actually much easier for analytics engines to digest, because they don't require any special phonetic recognition or transcription. In essence, text analytics tools blend the capabilities and strengths of phonetics and speech-to-text tools to your text-based customer interactions. And because the text is already transcribed, text analytics avoid many of the downsides or shortcomings of their speech counterparts: there's no risk of transcription error and there's no transcription time or processing requirements.



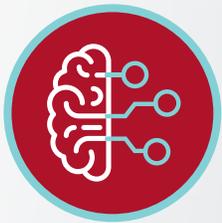
<sup>1</sup> <https://www2.deloitte.com/content/dam/Deloitte/us/Documents/strategy/us-con-2017-global-contact-center-survey.pdf>

<sup>2</sup> <https://www2.deloitte.com/content/dam/Deloitte/us/Documents/strategy/us-con-2017-global-contact-center-survey.pdf>



### **Desktop Analytics**

Whether your agents handle an interaction via phone, email or chat, their desktops serve as the command center. Beyond logging the details of the interaction, agents may access internal resources, search for answers on external sites and use other applications to assist in helping the customer. With desktop analytics, you can finally connect what agents and customers are saying (voice or text) to what your agents are actually doing on their desktops as they work to resolve an issue. Desktop analytics can drive automated workflows based on agent actions—such as auto pause-and-resume to prevent recording sensitive information, or automated reporting and escalation for specific call types—and can correlate agent applications and resources with higher (or lower) customer experience metrics.



### **Predictive Analytics**

In the simplest sense, predictive analytics tools use current and historical facts (data) to make predictions about the outcomes that most affect the contact center and enterprise. Advanced predictive modeling, machine learning (ML) and artificial intelligence (AI) all drive these intelligent predictions. Predictive analytics tools leverage call recordings, quality management scores, customer surveys, Net Promoter Score (NPS), as well as text and speech analytics to create mathematical models of both customer and agent behavior. This enables predictive quality evaluation scoring and predictive NPS for 100% of customer interactions, allowing the organization to take proactive measures to manage agent performance, improve customer engagement, and gain deeper insights into the customer journey.



## PUTTING THE TOOLS TO WORK

Now that you have a baseline understanding of what each analytics tool does—and how it does it—let’s talk about how you put them to work.

### THE TOP 10 USE CASES OF CONTACT CENTER ANALYTICS

1

**INCREASING FIRST CONTACT RESOLUTION (FCR)**

2

**INCREASING CUSTOMER SATISFACTION**

3

**ENHANCING ESCALATION MANAGEMENT**

4

**COMPLIANCE & RISK MITIGATION**

5

**EVALUATING TECHNOLOGIES**

6

**IMPROVING CROSS-SELL & UPSELL SUCCESS**

7

**DELIVERING COMPETITIVE INTELLIGENCE**

8

**EVALUATING MARKETING CAMPAIGN IMPACT**

9

**OPTIMIZING INVENTORY & SUPPLY CHAIN**

10

**INCREASING AGENT ENGAGEMENT**



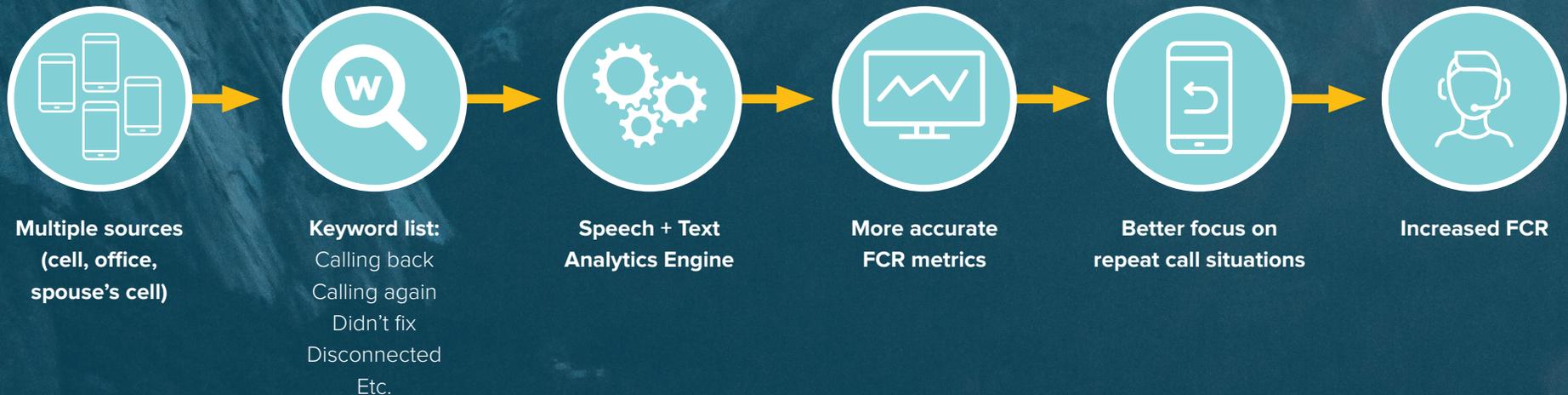
1

USE CASE #1

**INCREASING FIRST CONTACT RESOLUTION (FCR)**

FCR remains the most important KPI in many contact centers, and for good reason: Studies have shown that customer satisfaction drops by 15% for each additional contact (beyond the first) required to resolve a customer’s issue.<sup>3</sup> FCR is also an extremely effective use case for analytics—even if just applied to one channel. Looking at voice contacts, a single customer may call from a home, cell or office phone, as well as a spouse’s cell, a co-worker’s office phone, etc. Many contact centers struggle to link a single customer’s repeat calls from different sources, skewing their FCR scores. You can use speech analytics to build a list of common words and phrases that indicate someone is calling back on the same issue, enabling you to accurately link repeat calls from disparate sources. This increases the accuracy of your FCR and lets you take a deeper look at repeat call situations to identify potential changes to process, training or tools that can help increase FCR.

**ANALYTICS IN ACTION**



<sup>3</sup> <https://www.sqmggroup.com/customer-experience-best-practices-blog/one-contact-resolution-metric>

2

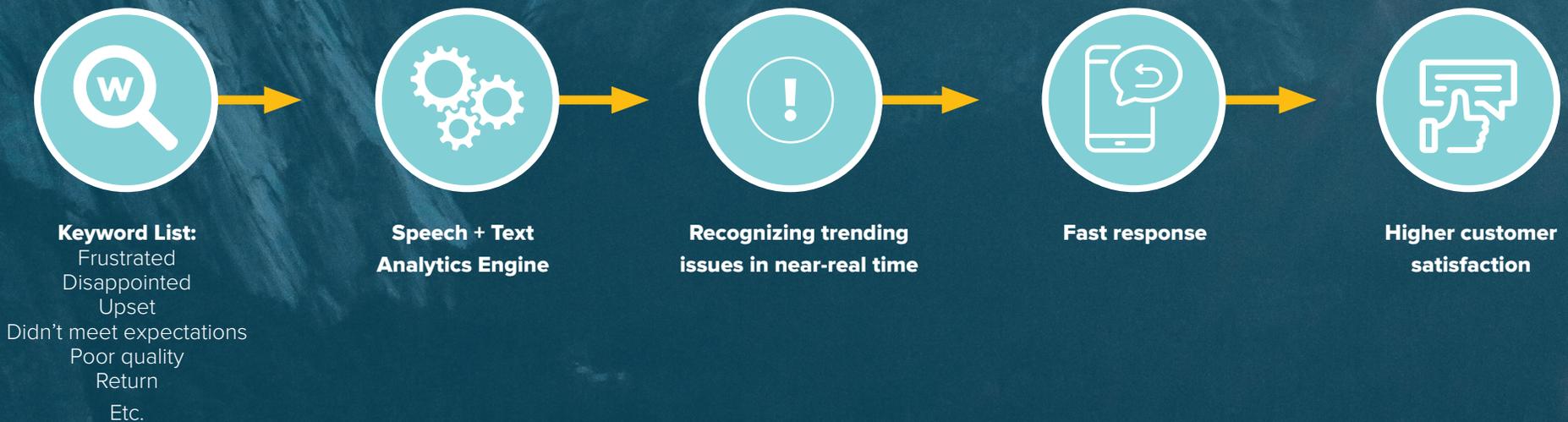
USE CASE #2

**INCREASING CUSTOMER SATISFACTION**

Honing in on keywords and phrases that imply customer dissatisfaction can help your team identify customer pain points in near-real time—issues with the contact center experience itself, problems with your business’ products or services, etc. This short-circuits the feedback loop, allowing you to jump in to address pain points quickly, improving customer satisfaction, increasing loyalty and decreasing attrition.

In addition, predictive NPS can give organizations complete visibility into their key promoters and detractors, allowing them to target these audiences with specific marketing, engagement and outreach efforts to maximize satisfaction and loyalty.

**ANALYTICS IN ACTION**



3

USE CASE #3  
**ESCALATION MANAGEMENT**

Escalations in the contact center are extremely costly to organizations, both in terms of their operational costs (longer contacts, more agent time, more management/leadership time) and customer costs (lower customer satisfaction, loss of loyalty and potential brand damage). Analytics allows you to build a list of keywords and phrases that indicate the need for escalation. You can assess whether agents are properly escalating issues—and provide coaching on when to escalate. You can also conduct in-depth review of flagged interactions after the fact, glean insights for agent training and process improvement. This smart approach to escalation management ultimately helps to reduce overall escalations, improving customer satisfaction.

**ANALYTICS IN ACTION**



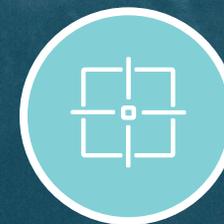
**Keyword List:**  
 Speak to a supervisor  
 Who's in charge  
 Make an exception  
 Talk to your manager



**Speech + Text  
 Analytics  
 Engine**



**Interactions  
 flagged for  
 immediate  
 escalation or  
 priority review**



**Improved focus  
 on highest-risk  
 interactions**

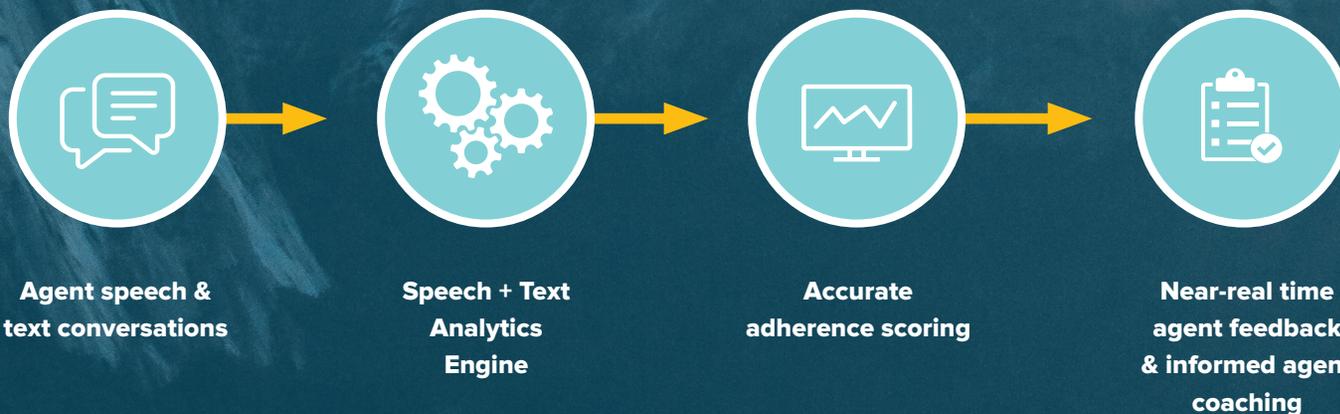
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USE CASE #4

**COMPLIANCE & RISK MITIGATION**

Auto pause-and-resume capabilities of analytics tools supports compliance with PCI, HIPAA and other data regulations, preventing the recording of sensitive customer information. Analytics tools can also assess agent transcripts for script adherence rates—detecting the words and phrases they said—or omitted. And with 100% call capture and instant searchability, analytics tools offer robust capabilities for investigating disputes and other issues.

**ANALYTICS IN ACTION**



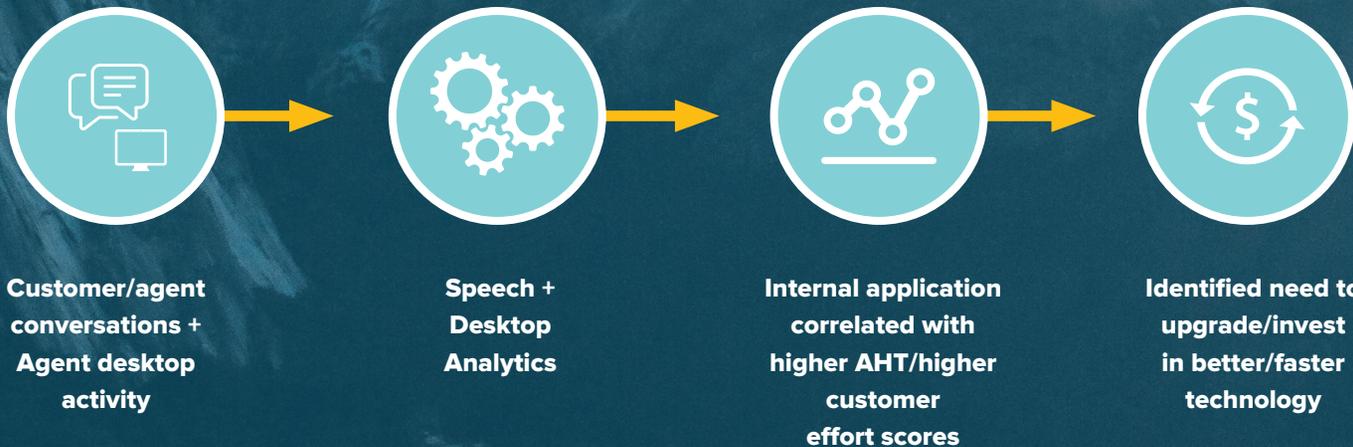
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USE CASE #5

**TECHNOLOGY EVALUATION**

By cross-referencing speech analytics with desktop analytics, you can investigate how agent technologies correlate with call times, resolution rates and customer satisfaction scores. These insights can justify technology investments that make agents more efficient and boost customer satisfaction.

**ANALYTICS IN ACTION**



6

USE CASE #6

**IMPROVING CROSS-SELL & UPSELL**

By building a list of keywords, you can identify and evaluate cross-selling or upselling. Cross-referencing sales data and customer satisfaction scores reveals effective sales strategies that are well-received by customers.

**ANALYTICS IN ACTION**



Customer interactions

Speech + Text Analytics

Cross-reference with  
Salesforce data

Identify successful  
agent cross-sales for  
further study

Develop best practices for  
agent cross-selling

7

USE CASE #7

**COMPETITIVE INTELLIGENCE**

Examining customer interactions for mentions of competitors' names reveals your and your competitors' relative strengths and weaknesses in your customers' eyes. Near-real time analytics also reveals competitors' special offers or promotions, so you can respond quickly.

**ANALYTICS IN ACTION**



**Competitor Keyword List:**

- Brand names
- Product names
- Taglines
- Etc.



**Speech + Text Analytics**



**Trending correlations (product + price increase, for example)**



**Feeding competitive insights to marketing & sales**

8

USE CASE #8

**EVALUATING MARKETING CAMPAIGN IMPACT**

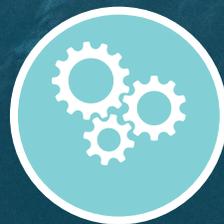
Building keywords and phrases around a targeted marketing campaign can allow you to see, in near-real time, how your customers are receiving the campaign. You can see what resonates and what successfully drives action—including by demographic—and adjust messaging and targeting accordingly.

**ANALYTICS IN ACTION**

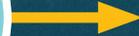


**Keyword list:**

- Tag lines
- Marketing messages
- Coupon codes
- Promotion details
- etc.



**Speech + Text Analytics**



**Trending correlations (specific marketing message driving more sales calls)**



**Incorporating campaign feedback to adjust marketing efforts**

9

USE CASE #9

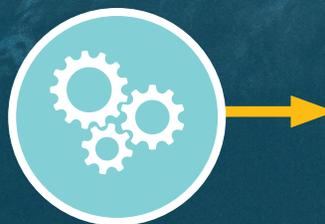
**OPTIMIZING INVENTORY & SUPPLY CHAIN**

Analytics can show you the products or services your customers are talking about right now. Trending keywords may indicate surging demand, giving you a head-start on replenishing inventory. Trending products may also be early warning signs of inventory or supply chain issues. Historical analysis of these product keywords can be used for inventory and supply chain planning, revealing seasonal fluctuations in product demand, for example.

**ANALYTICS IN ACTION**



**Keyword list:**  
 Product names  
 Can't find  
 Unavailable  
 Out of stock  
 Etc.



**Speech + Text + Predictive Analytics**



**Demand surge identified/predicted**



**Feeding insights to supply chain team**

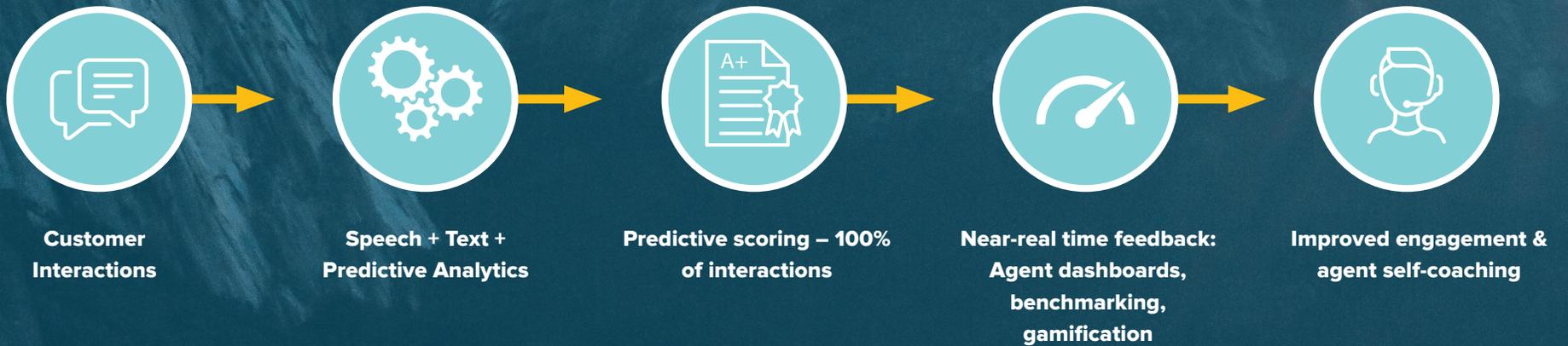
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USE CASE #10

**INCREASING AGENT ENGAGEMENT**

Predictive analytics can be used to generate agent performance scores for 100% of customer interactions, and even give near-real time feedback to agents. These predictive scoring tools feed into agent dashboards, performance benchmarking and gamification features that further engage agents and drive performance.

**ANALYTICS IN ACTION**





## Get started:

### POINT YOUR ANALYTICS TOOLS AT A PROBLEM OR GOAL

Analytics tools have come a long way in the past few years. The cloud makes them cost-effective and easy to deploy. It's intuitive to use the tools and easy to understand the outputs—no data science degree required. But these big steps forward in ease-of-use lead to a common and problematic misconception: that you can just plug an analytics tool in and it will automatically deliver insights and solve business problems. Analytics engines are tools. Like any tool, you need to put it to work for a specific problem, goal or use case.

The good news is that even small analytics initiatives can quickly produce significant impacts. The even better news is that, as with implementing most technologies, it's all about momentum: By implementing any one of the 10 common use cases detailed in this ebook, you can get your contact center analytics program off to a rolling start—demonstrating powerful potential, gaining buy-in from key stakeholders, and inspiring creative thinking about how your analytics tools can be applied in innovative ways to solve your unique business problems. The most important part is just getting started.

Learn how Calabrio ONE gives you the complete analytics toolset to create proven strategies that drive business value. [Visit Calabrio.com >](https://www.calabrio.com)