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Customer Interaction Analytics: Quality of Care on the Critical Path

As customer care spans multiple modalities requiring real-time responses, "Analytics" has become an all-purpose word that embraces monitoring and recording, knowledge management, business intelligence, word spotting, data mining and analysis of data from a multiplicity of sources. Yet the most important aspect of new systems is the ability to correlate measured activity in ACDs, IVRs and agent workstations with overall business objectives, including customer satisfaction and retention, increased sales, agent productivity and, ultimately, profitability.

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Key Findings:

Businesses benefit when they offer the best user experience possible to customers who contact them over the phone or through their self-service Web sites. A growing number of customers expect customer care to include text-messages, email response and IM-like "chat." Tracking and refining interactions over this multiplicity of communications modes and channels has become increasingly complicated and requires new tools, software platforms and approaches. Specifically:

- **Quality of care has achieved "critical" status** – Cost-cutting measures have had their effect on ROI. Far-sighted companies now look for technologies that help grow revenues by offering better customer experience.

- **Customer care transcends space, time and contact centers** – A major challenge for all customer-centric companies is to recognize that customers expect timely, appropriate responses via the phone, Web, IM, email or text messages.

- **Operation and remediation at the speed of life** – Although "operating at the speed of life" is a cliché, the slogan captures the necessity for rapid aggregation of data, isolation of issues and correction of problems as they arise and before they become crises.

- **Role-based presentation** – Contact center supervisors have different "pet metrics" than CMOs, CIOs, CFOs or other executives more closely associated with business performance; thus information must be tailored or personalized according to their need to know, roles and responsibilities.

- **Mobility and migration to VoIP has added immediacy** – Customers avail themselves of immediate communications through wireless phones or Web sites that support click-to-talk and expect immediate response.

- **Cutting through the fog of multiple options** – There is a dizzying variety of solutions that include recording and performance monitoring, business intelligence, knowledge management, speech analytics, data mining and a variety of statistical methods for business optimization. These offer at once "too much" data and not enough information to support business objectives.

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