Maximizing the Value of Customer Interactions

OVERVIEW

Some customers call customer service. Some customers browse our web site. Some customers never buy from us again. *Are we listening to what they're saying???*

Researchers at UCLA estimate that 93% of communication effectiveness is determined by nonverbal cues. Imagine how much is lost in translation when customer interactions are limited to phone calls, email, or the internet. When you take into account all of the ways that a company interacts with its customers, either directly or indirectly, it is no wonder that many customers feel like good service is so hard to come by. Poor service leads to dissatisfied customers and ultimately, poor business performance.

Each time a customer calls our service line, each time a visitor surfs our web site, each time a customer request is made, we have an opportunity to gain insight into the customer's thoughts and ideas. The more we understand about the customer's emotions, behaviors, and expectations, the more responsive we can be to their evolving needs. Implementation of a customer interaction analytic solution provides us with the ability to assess trends, identify potential issues, and respond to opportunities that our company faces.

In most businesses, analytical efforts are focused at a departmental level. Call centers record sample customer calls to assess service performance. Marketers poll random customers to gauge customer satisfaction. Sales departments develop reports to monitor business outcomes. While each provides a bit of information, this approach is far from ideal and often leads to large gaps in translation.

The ability to capture customer interactions across the organization, the context of the situation, and the related outcomes provides immense value from the boardroom to the call center and every department in between. Through various techniques like word spotting, emotion detection, or data mining, businesses can fill in the gaps and provide better clarity to the marketplace.

Word Spotting – Identify key words or phrases in an interaction that can provide insight into client preferences, future opportunities, or current competitive threats

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Emotion Detection – Ability to detect changes in inflection or stress levels to identify strong feelings and the underlying factors in service quality or product features.

Data Mining – Process of analyzing large sets of data to derive patterns, trends, and relationships to forecast business outcomes or find associations between two or more objects that may appear unrelated.

These techniques can be written into business rules, monitored for trend analysis, and managed proactively to improve customer satisfaction leading to future business success.

Imagine that a new customer is struggling with his recently purchased home printer. The box said that it was easy to install, but he just can seem to get his documents to print. He reads and re-reads the instructions. He browses the company's website for more information to no avail. He eventually decides to make that dreaded phone call to customer support. To his surprise, you are able to greet him with confidence that you already understand his issues and can provide assistance. You understand that he recently purchased a printer, searched your website for driver updates, and is looking for answers as to why he can't print his documents. The value of the information gleaned from that interaction is priceless.

CONCLUSION

From customer service to product development to sales and marketing, the ability to capture the sequence of interactions, the context of the interactions, and the outcomes of the interactions enables you to deliver a better customer experience, improve customer satisfaction, and drive better business performance.

ABOUT STRATEGIS

Founded in 2006, Strategis Consulting is a boutique technology consulting firm specializing in building strategic information solutions. Our range of services include advanced analytics, business process management, data warehousing, portals, reporting, workflows, mobile apps, integration, custom solutions, and training.

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