![aaum research & analytics logo]

Contact Centre V 2.0

ENHANCED BY BUSINESS ANALYTICS

A Contact Centre has its magnitude in upholding the customer life time value by looking after the key determinants like customer acquisition, customer retention and customer margin to foster a business to outshine in the industry like insurance, logistics, health care, travel and ticketing, banking, financials, research and analysis, mortgage, telecom, HR and recruiting. A healthy Contact Centre must conserve excellent hardware and software solutions, quality assurance/success metrics, call statistics, customer implementation and eminent, fluent, proficient Contact Centre agents.

Inside a Contact Centre ...

First-call resolution (FCR) is widely regarded as an important facet for achieving customer satisfaction in the Contact Centre. However, as today's customers tend to ring with increasingly complex queries, it isn't always possible to provide an immediate answer. If callers end up having to speak to several agents regarding a single enquiry, the customer experience becomes inefficient and satisfaction levels plummet.

A recent survey reveals that 20 to 30 percent of a Contact Centre's call volume is call backs from previous, unresolved issues. In another survey, it was found that 70% of UK customers speak to an average of two to five customer service representatives before resolving a single issue which has reflected the preference of consumers across the UK from Contact Centres to various other channels like email, chat, or use social media or mobile apps and a host of other sources to drop a line.

For Contact Centres, time is Money. Longer it takes to deal with a customer's issue (handle time), higher the cost. Also, having to call the Contact Centre repeatedly for the same reason can be a huge aggravation for the customers.

Customer call Contact centres for information, but when the customer care agent is unequipped with the solution, this aggravates the customer. Agents put the customer on hold and the longer customers are put on hold, the more they get frustrated.

IVR (Interactive Voice Recording) Systems have been in use recently to reduce the number of calls reaching an actual agent and preventing many of the problems mentioned above. This helps reduce the cost of the customer care service of a company but also has its downsides. Some say the voice prompts are difficult to understand and give too much of data in too short a time (Misroutes analysis). Also, most of the time, customers dislike talking to a machine and request to be transferred to an agent (Customer drop-out rate).

Being a cost centre of a company, the cost occurrence for the dynamics would imbibe heavy cost, but these costs could be reduced to one third by backing up with Business analytics.

All these problems in the Contact Centres cause increased Churn rate and loss of revenue for the company. An efficient solution for an intelligent system to solve these problems is required.

Background: Market size and recent development in the industry

Contact centre is treasured with piles of data acquired through daily process like telesales, telemarketing, customer surveys, collections by means of outbound services and customer services, emergency response past inbound services. The data is managed to report, evaluate, digitalize, transcript and bill, but when utilized appropriately though business analytics adds in assertive value to the Contact Centre.

Through analytics calls between customers and Contact Centre agents are brimmed to yield valuable insights to organizations that improve the customer experience by monitoring key phrases and then prompt the agent in giving proactive responses and identify the challenging calls for agents to handle.

Companies that utilize automated IVR systems have data that can be analysed to improve the quality of the customer experience. Conducting analysis can produce valuable insights on reason for call, the caller, Opt out Rate, self-Services rates and misroutes.

The performance of IVR is measured by indicators like

- Customer displacement/automation rate (which explains the percentage of calls that do not require the help of agents)
- The customer dropout rate (pinpoints exactly where callers request the assistance of a live agent)
- The Average Time in IVR (determines when there are changing patterns and alerts the company to potential issues)
- The percent of repeat callers (aids to detect and trail repeated IVR callers).

Exhibit1 explains some considerable approaches for a contact centre to become radical progresses.

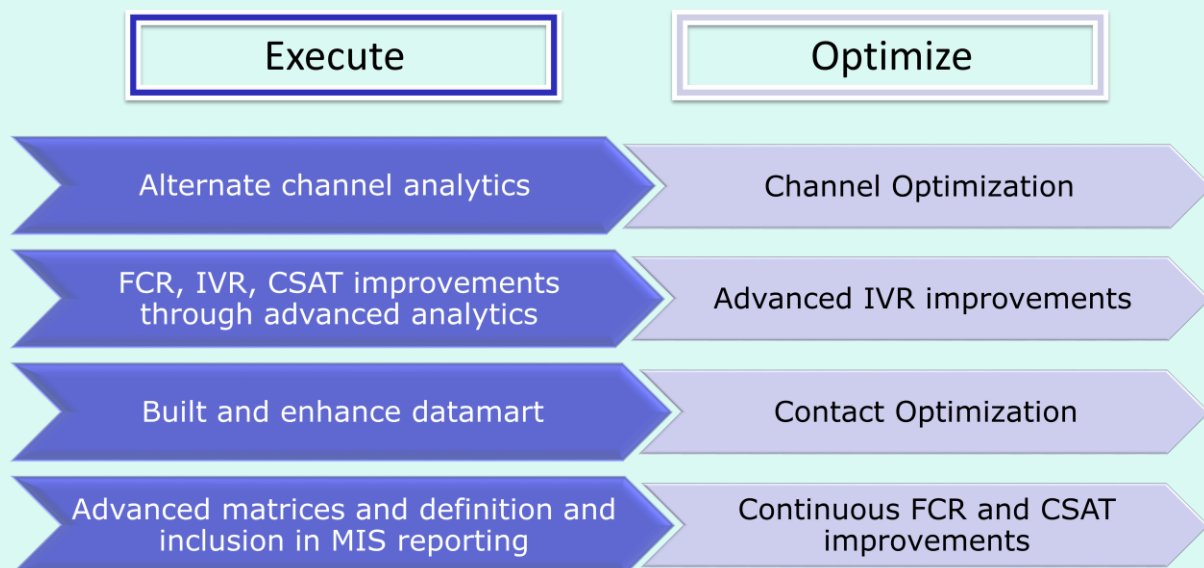| Execute	Optimize
Alternate channel analytics	Channel Optimization
FCR, IVR, CSAT improvements through advanced analytics	Advanced IVR improvements
Built and enhance datamart	Contact Optimization
Advanced matrices and definition and inclusion in MIS reporting	Continuous FCR and CSAT improvements

Exhibit 1: Approaches to be executed to optimize an advanced contact centre
(FCR- First Call Resolution, IVR- Interactive voice recording and CSAT- Customer Satisfaction)

Aaum Research and Analytics bring forth various analytical solutions to enhance the customer experience thereby converting contact centres to revenue centres. Most of these solutions uses advanced analytical techniques through various statistical models and machine learning algorithms to qualify underlying patterns and mine hidden insights from data. Some of the solutions include:

- Uplift Modelling to identify the right set of customers to be targeted for marketing campaigns. Through uplift modelling customers are bucketed as sure things, lost causes, sleeping dogs and persuadable based on the past promotion and buying patterns. The persuadable are the set of customers who when approached with campaigns would buy thereby enabling the agents to target on this customer segment having high propensity score.

- Cross sell/Up sell recommendations based on affinity analysis/association rules mining to analyse the co-occurrence of relationships among activities performed by customers and discover the cross sell/up sell opportunities accordingly.

- Recommendation Systems to predict the best products to offer to the customers. These systems help customers find products they will like and helps in identifying several forms of personalized offers and recommendations for each customer.

- Customer Life Time Value Analysis to assess the value of individual customers based on customers' current contribution along with the discounted future contribution to arrive at the customer life time value metric.

- Customer journey analysis to identify the pain points that customers face while traversing channels for a specific purpose. This qualifies the behaviour pattern of the customers along different journey paths and uncovers opportunities in the path to enhance customer experience.

- Predicting customer churn rate to identify the customers who are likely to leave the network. It qualifies the steady state level of customers.

- Predicting the customer intention by modelling past events and recent events of the customer along with customer specific attributes. The system would suggest intentions along with probabilistic scores for the corporate to reach out to the customer.

- Path analysis to identify the patterns in menu/caller path in a time slot tying all metric dimensions to arrive at actionable insights about the customer/customer segment in qualifying dominant paths, dependent paths, and average time spent on the path, etc.

- Customer Effort Analysis to measure the efforts spent by customers to get various services rendered through various touch points.

- Interaction platform suggestion to formulate a predictive model to suggest the right interaction platform for the customer.

- Sentiment mining to analyses the sentiment of the customers on service level parameters such as resolution effectiveness, feature variety etc. by leveraging social media sentiments of the public on various products or services of client for improved business services.

Conclusion

Business analytics has huge potential to change the day-today operations of Contact centres. With extensive information about customer, their behavioural and non-behavioural data, product experience, interactions with the contact centre staff; contact centres gain wealth of information about their customers. With appropriate analytics, the information could be modelled to predict very useful characteristics to promote the product, up-sell/cross-sell, predict the intent of the customer call, etc. Analytics is indeed the game changer to build the next generation centres from a reactive approach to proactive approach. Without use of analytics, even a very well established player might fall behind in this extremely competitive business.

About Aaum

Aaum Research and Analytics Pvt Ltd founded by IIT Madras alumnus, brings in extensive global business experience working with Fortune 100 companies in North America & Asia Pacific. Established at IIT Madras Research Park with a focus on researching and devising sophisticated analytical techniques to solve pressing business needs of business ranging from travel & logistics, finance, insurance, HR, health care, entertainment, FMCGs, retail, telecom.