

How to fix

# BROKEN PROCESSES

with

**Conversational  
Intelligence**

# 62%

of people in the UK say they stopped doing business with a brand due to poor customer service \*

## Introduction

We have had customer call centres for many years in the UK. These were primarily for sales, with agents cold calling prospects to sell them any number of products and services. They expanded and became a way for customers to contact businesses as well. Then, as email became the most popular form of communication for many people, call centres evolved into customer contact centres.

The demands placed on customer contact centres have become increasingly more complex. They are now typically used for buying, selling, giving advice (some of which may be regulated and will need to deal with compliance issues) as well as for queries, complaints and information, which may mean that agents need to access logistics and workflow data. These centres must now deal with different contact channels, including call, chat, email and social media. Businesses should be able to tie all these strands together to see the full picture of every customer journey.

As David Samuel, chief product officer at Contexta360, says:

*“For most businesses today, the contact centre is the main doorway into their business. Ensuring that your processes work and that they are transparent is paramount.”*

*“Broken processes can lead to loss of revenue, loss of customers and even loss of staff.”*

## Broken processes

The increasing complexity means that the risk of broken processes is greater. There are many examples of these that may be the result of human, workflow or automation failures. But all of them result in highly frustrated and disengaged customers and, perhaps, staff.

These include:

- **Lack of agent knowledge or understanding**

This may be the result of lack of access to information or lack of training provided by the business.

- **Understaffing leads to long wait times**

This can also lead to staff stress, fatigue and dissatisfaction, resulting staff attrition.

- **Staff attrition leads to loss of knowledge**

High staff turnover in contact centres can mean that knowledge about certain customers and their cases or contacts will be lost if records are not kept and updated.

- **Some automated solutions are not intelligent enough to deal with issues**

Customers will need to be transferred to human agents and the conversation will begin again.

- **Lack of automatic call transcription and summary or poor or inaccurate summary**

This can lead to errors and to customer and staff frustration when repeat calls are made and conversations restarted from the beginning.

- **Lack of integrated system of record**

Again, this can lead to customer and staff frustration as conversations need to be repeated and/or follow-ups are missed.

- **Loss of contextual information**

For example, if a customer calls in to report a missing delivery, the agent can call logistics and get the delivery rescheduled. But the information about why the delivery failed in the first place may not be recorded. Therefore, the understanding of how the failure occurred is missing and cannot be addressed.

## Challenges

In an ideal world, call summaries will be automatically transcribed and summarised accurately and be stored in the CRM system. This will save agents' time in the post-call wrap up and will offer any new agents dealing with the customer the ability to provide a consistent service.

However, in reality many businesses have many different solutions, perhaps from different vendors, that deal with communication with customers. These could include a call recording system, a workforce management system, agent coaching tools, a knowledge base, analytics and so on. Conversational data may be separate from transactional data. To ensure that customers and staff get a seamless experience, these will need to be stitched together or integrated, and you could end up with even more broken processes.

As David Samuel says:

*"You would need to hire an army of data scientists and analysts to unravel this very large ball of string!"*

A single solution that gives the agent everything they need at their fingertips and gives the business actionable insights that can not only improve their processes, but also boost sales, service or customer and staff satisfaction needs to be a key strategy for contact centres today.



## The solution

Speech analytics has been around for a number of years now. This focuses on spotting key words in a spoken conversation and using this to gather insights into a customer interaction to improve future interactions. But this is limiting as many conversations with customers take place in different channels rather than just speech.

To truly gain real understanding of conversations and how a business is performing and responding to its customers, the entire conversation must be analysed, in whatever channel or channels it takes place. This will uncover real insights and discover or prevent broken processes. And when you mine trends and patterns across thousands of conversations, the invisible picture emerges. This is conversational analytics or conversational intelligence, rather than speech analytics.



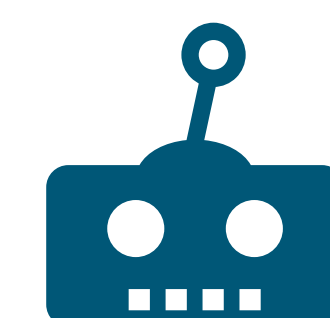
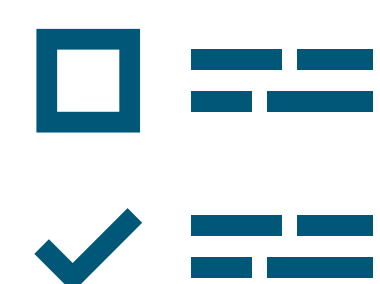
## Conversational analytics - the benefits

Conversational analytics analyses factors such as sentiment, questions asked, topics discussed, silences and agent overtalk, to understand fully why the customer is calling, and how the agent is dealing with it, regardless of the channel used.

This valuable insight can be used to understand agent success and failure and to establish best practice, as well as to not only highlight broken processes, but also to prevent them from occurring in the first place.

*“With conversational intelligence you have a lot more actionable information, enabling you to change and adapt your business processes and, in turn, ensure that both your agents and your customers remain happy.”*

David Samuel





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