Analytics for Differentiated Customer Service

How embedding analytics inside customer services processes is changing the game

Contents

1 The importance of customer loyalty and the customer intimacy paradox

2 Using analytics in customer service organizations to differentiate the customer experience

2 Predictions in actions: Customer behavior is not static

3 Analytics in action: Case examples

4 For more information

The importance of customer loyalty and the customer intimacy paradox

Organizations intuitively recognize that driving customer loyalty directly impacts both the top and bottom line by growing share of wallet, drawing new customers to the business and lowering the cost to attract new customers. According to a recent study of over 1,500 CEOs, getting closer to customers is the most important issue to address over the next five years. Nearly nine in ten CEOs said that they will focus on getting closer to their customers. CEOs want to better understand customer needs and actively work with them through more collaboration and information sharing.

Today, however, a fundamental shift is occurring in the ways consumers communicate with organizations for support, learn about products and make purchasing decisions. A customer's experience is no longer driven by face-to-face interaction with organizations, but rather through one, two or even three layers of technology. Telephone support is migrating ton ascent channels such as email, chat, social media and even "app"-based support channels. Product information is moving from the realm of website FAQs to the social web, where consumer specialists, not corporations, are becoming trusted advisors for purchasing advice and support. Paradoxically, technology is moving companies further away from their customers. Human-to-human interactions are being replaced by reams of data. If the objective is to develop a closer relationship with the customer, leaders have to start asking: *How can we analyze and use this data to optimize the customer's experience and achieve the vision of getting closer to the customer?*

Using analytics in customer service organizations to differentiate the customer experience

By applying analytics in the customer care organization, they can not only learn more about their customers, but can also predict their future behavior, act on that behavior almost instantaneously and adapt to changing behavior. It enables organizations to answer questions such as: How do we analyze the volumes of data sitting in the customer care organization? How do we understand how customers are using nascent care and information channels? How do we leverage insights from this data to impact our top and bottom line?

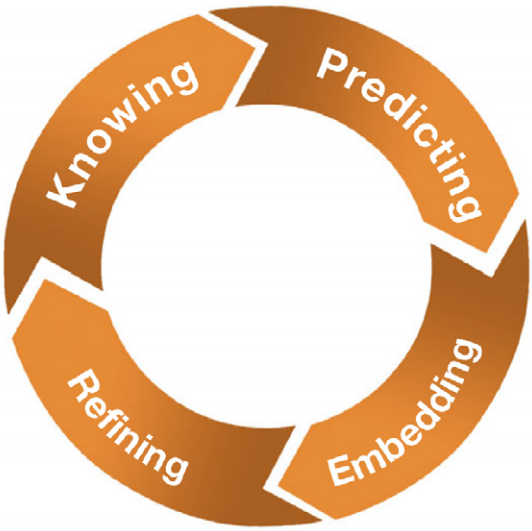

Figure 1. The Analytics Continuum

Given the proliferation of digital channels, customers are reaching out for help across an increasing number of media including voice, web chat, IVR, email and, increasingly, via social media. There is considerable insight to be gleaned from "listening" to these various channels around customer sentiment, as well as customer attitudes and issues with regards to products and services. These insights, when coupled with traditional data elements such as transactional data, can be used to predict future customer behavior. Knowing if a customer is at risk of defecting or determining what they would be likely to buy in the future enables companies to proactively engage with customers possessing better knowledge of their wants and needs.

"Awareness of the importance of **not just customer acquisition**, **but retention**, has increased. Increased focus on **customer centricity** is enabling an increase in wallet share, hence making customer satisfaction **critical for success**."

- Suchitra Narayan, Senior Research Manager for IDC's Asia/Pacific Services Research Group

Predictions in actions: Customer behavior is not static

As users of products and services, our perception of brand or reputation can change quickly if something malfunctions or a service does not meet expectations. Customer care organizations should be able to listen and act on these "moments of truth." By embedding predictive analytics into the care organization, we can harness the power of customer data coupled with predictive analytics to deal with a customer situation as it is happening. For example, customers may call in with a billing issue, but may decide during the course of the conversation to change something else on their account, such as payment plans. Could these be triggers of customer dissatisfaction? With embedded predictive analytics, we can help empower front-line customer representatives not only with the knowledge of dynamically changing outcomes, but also with the knowledge of how to remedy them. These kinds of insights can lead to measurable increases in customer loyalty and share of wallet that directly impact the top and bottom line.

Analytics in action: Case examples

To compete successfully, a leading Europe-based communications service provider needed to build stronger relationships with consumers. This needed to be accomplished by continue into provide one of the best user experiences and monetizing its consumer offerings—both directly for current offerings and indirectly through alliances.

Teaming with Concentrix, the company undertook consumer sentiment analysis to listen to what customers were saying across multiple channels, such as chat, email, call transcripts, blogs,discussion forums and specified URLs. Key themes in product chats included subscription transactions (27 percent), followed by payment problems (20 percent), payment mode (15 percent and pricing (13 percent). This has helped the customer service organization identify specific business and customer problems,and facilitated implementation of targeted training programs to support customers with a better and more streamlined experience.

Another example illustrates how an alert mechanism for proactive identification of business issues can help drive revenue growth. Early identification of frequent issues among customer complaints helped a leading auto manufacturer identify product problems early on and devise intervention strategies. This was made possible by leveraging CONCENTRIX™ Voice of Customer Analytics (VOCA) solutionto analyze structured and unstructured data generated from call logs, customer complaints and customer feedback forms. From this analysis Concentrix was able to help accurately understand the reasons driving customer dissatisfaction, identify leading indicators of dissatisfaction and develop a predictive model built to support proactive intervention. This helped the auto manufacturer improve customer satisfaction by 30 percent. Because 13 percent of these customers were in-market scouting for new vehicle purchase, the satisfied customers increased potential incremental profit and drove over $100,000 of incremental profit per outbound agent.

Customer behavioral data, transactions and preferences are increasingly viewed as competitive assets. With analytics, Concentrix is helping today's leaders get closer to customers by empowering organizations to orchestrate business processes,analytical tools and social media platforms as sustainable sources of competitive advantage and differentiation.

For more information

To learn more, please contact us at inquiry@concentrix.com or visit www.concentrix.com

Concentrix Corporation
44201 Nobel Drive
Fremont, CA 94538 USA

ABOUT CONCENTRIX

Concentrix, a wholly-owned subsidiary of SYNNEX Corporation (NYSE: SNX), is a leading business services company. We focus on customer engagement and improving business outcomes for over 450 global clients across five continents. Our 100,000+ staff deliver technology-infused, omni-channel customer experience management, marketing optimization, digital, consulting, analytics and back office solutions in 40+ languages from 125+ delivery centers. We serve automotive; banking and financial services; insurance; healthcare; technology; consumer electronics; media and communications; retail and e-commerce; travel and transportation; and energy and public sector clients.

© 2017 Concentrix Corporation. All rights reserved.

Please recycle.