

How Unsolicited Feedback Can Be Rocket Fuel For Your CX Engine

How Unsolicited Feedback Can Be Rocket Fuel For Your CX Engine

According to Forrester Research customers are in a space of survey overload. "We are now sending customers so many surveys that it hurts our CX performance."

But how do you get data aside from surveys? Forrester recommends, "use behavioural data from customer interactions."¹ Those interactions and engagements are considered unsolicited feedback and it is received without asking for it.

There is a huge disconnect between the real customer experience and what is being reported in most companies. Without analyzing every interaction, it is impossible to identify the complete journey of your customers with confidence. It's also more difficult to spot possible problems, or opportunities, or pick up on trends without data-driven evidence.

Capable speech or engagement analytics solutions offer an incredibly rich source of customer experience and voice of the customer detail to help you gather effective CX insight from every touchpoint. This level of detail and coverage can't be obtained anywhere else!



1. We Passed "Peak Survey Effectiveness" In CX Measurement – What Now?. Maxie Schmidt. Forrester Research. February 7, 2019

It's time to create a complete picture of the customer experience with unsolicited feedback

Most organizations record customer calls and capture other interactions via email, chat, SMS and social channels for the purposed of quality assurance. But this rich source of what the customer really says, and how the agent performs is often ignored. In fact, most organizations only listen to between 1% and 3% of the calls they receive each month. As a result, the vast volume of speech data that is available to you as unsolicited feedback within your customer interactions remains unused.

Combining your solicited feedback with the unsolicited feedback

Every call to a contact center is a contextual resource for why they called, how the agent handled their issue, was it resolved, and the sentiment verbally expressed and demonstrated within a conversation. If you analyze every one of these interactions, you will be able to listen to, and act on, the get a true voice of the customer along with how your frontline employees represent your brand.

When you combine the insight from this unsolicited feedback with the result from solicited feedback surveys, you will realize the full, 'before, during and after' picture of the customer experience. Integrate this 'engagement' feedback with data from CRM systems.

Now you will be able to identify operational problems and CX issues, as well as uncover sales and marketing opportunities that can spark engagement and revenue. Unsolicited and unstructured data defines speech analytics. When customers call your contact center, speech analytics converts that rich freeform audio into structured data.

What makes speech analytics CX effective is that it's not simply transcription delivering a "blizzard of words". "Categories" are applied to define intent, sentiment and more to focus attention from the "big data" of contact center interactions. For example, there are many ways to express dissatisfaction. It's not just the words you say, but the way that you say them. Capable speech analytics captures this meaning with contextual value, acoustics for sentiment and scoring for attention. That's why we think unsolicited feedback could be rocket fuel for your CX engine.

40% of CX pros feel capturing more customer data is an area of improvement.

Solving for CX: Customer Experience Survey

Converting unstructured data into rich insight

The structured data that comes from a Net Promoter Score, for example, is certainly valuable.

But unstructured data can be an even more extensive resource for CX awareness from an outside-in perspective as well as for effective root cause analytics. For example, your attention might be drawn to a low scoring survey perhaps from a longtime customer.

You can use speech analytics to review the interaction that is linked to that survey response. At your fingertips are satisfaction and emotional scoring for the customer as well as for how the agent handled the interaction. A bonus is that you can experience the audio as well as review a tagged transcript. Insight revealed from this validation in some cases will not be what you expected.

You may find that the agent did everything in their power including being empathetic and polite in dealing with an unreasonably irate customer. Or, you might uncover a previously unknown CX impacting issue that the agent had no control over. In either case, audio, transcript and survey data is available for you for further investigation or as evidence to more effectively drive change.

You can receive all kinds of CX insights when customers have the freedom of expression beyond a directed format. As Gartner research noted when highlighting important advancement in the VOC market:

Several important developments have been observed over recent years in the VOC including: “increasingly sophisticated capabilities to ingest, parse, understand and obtain insight from unstructured data of both text and voice, including customer service calls, social media posts and open-ended survey questions.”

38% of CX pros
improving analysis
of customer data is
a key area.

Solving for CX:
Customer Experience Survey

Use Cases: How to capitalize on unsolicited & solicited feedback with engagement analytics

Customer engagement analytics provides many powerful ways to capitalize on unsolicited feedback to optimize the customer experience. It can provide the insight needed to improve products and services. It can deliver feedback to improve operations or create a business case for investment in new technology.

And, at the direct interface with customers – the contact center – it can provide agents the information they need to go the extra mile and ensure that every interaction exceeds customer expectations and thus creates engaged and loyal customers. Below, we have identified three valuable use cases for converting unsolicited feedback into a better customer experience.

55% of customers say they would switch suppliers after a bad call center experience.

The CallMiner Index:
Consumers switching by sector, the reasons and the impact of call centers

1. Enhancing survey with conversational data

Encouraging survey engagement to improve response rates and feedback is an ongoing challenge. Personalization is one way to help boost your feedback effectiveness. Personalization helps by showing customers you already know something about them.

For example, if the survey is transactional in nature, include relevant details about the transaction such as the channel, location and offer additional questions based on those transactional details. Most organizations can access this data today via their CRM. But what if you could make a survey more meaningful and engaging with additional personalization? Speech analytics supports this by structuring data that can be used to “personalize” at least to certain degree survey questions.

Speech analytics powers this with contextual awareness. What this means is that you can search for customers that are exhibiting a predictive behavior and then issue a survey with questions that target that behavior. For example, in speech analytics you could search for interactions where customers were emotionally frustrated with a reference to a particular product or service. Resulting customers could then be issued a survey with questions tailored to target needs of the customer linked with the product or service they are involved with.

78% of Customers say they would stay loyal to a supplier after a good call

The CallMiner Index:
Consumers switching by sector, the reasons and the impact of call centers

2. Send every customer away happy

Every call center agent will have to deal with customers who arrive in a negative frame of mind. The CallMiner Churn Index that the majority of callers arrive unhappy. Over a third of customers (36%) say they arrive annoyed; one in six (16%) arrive angry and the same number arrive ready for an argument.²

Managing a call in a way that converts an unhappy customer into a happy one is therefore incredibly valuable.

Customer engagement analytics can identify words, phrases and acoustic qualities that demonstrate when a customer is unhappy. They can also identify what triggers positive and negative reactions and outcomes on a call.

Armed with this insight, agents can adjust what they say, and how they say it, according to the behavior of the customer. By providing supervisors and agents access to post-call analysis of this unstructured and unsolicited feedback, it is possible to identify best practice and reinforce positive behavior.

Real-time analytics enables organizations to go one step further and identify when a call is deteriorating and alert the agent to adjust what they say, and the way that they say it, in time to rescue the call so that every customer leaves the call happy

3. Understand your customer journey across every channel they use to interact with you

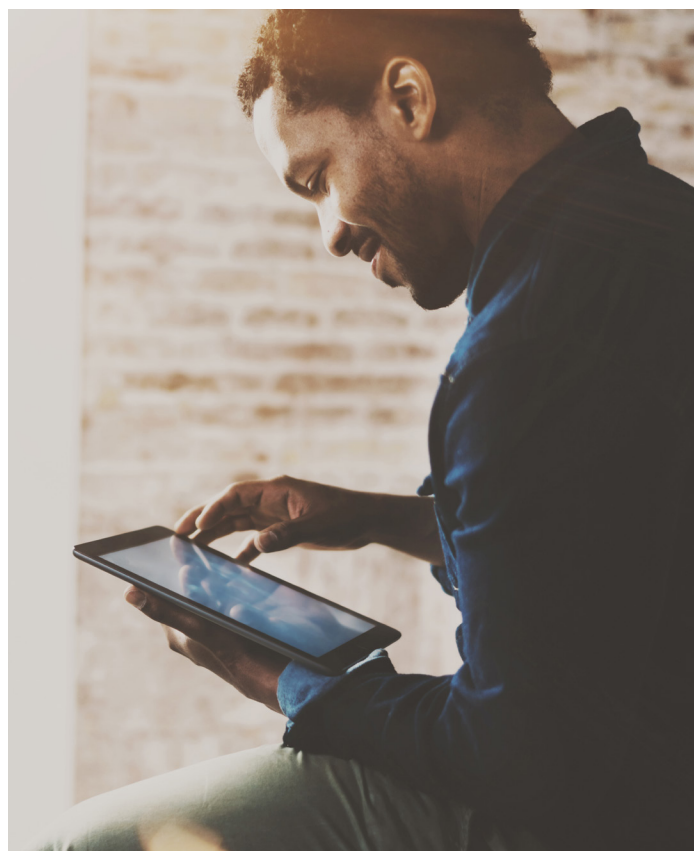
Using customer engagement analytics to monitor, analyze and score 100% of customer interactions across all the channels they use to interact with you, will enable you to create a full end-to-end picture of your customers' interaction journey.

Because these interactions will be happening on different channels, such as phone, text, chat or social media, it is

important to be able to analyze them all in one system. This allows you to unify your VOC and VOE scoring across multiple channel with consistency, as well as having a single point of access to data. In today's multichannel world, it's not uncommon for customers to use multiple channels to resolve a single issue.

If you solicit feedback at one touchpoint, you may feel that the customer is happy. But unsolicited feedback at another point on the journey may tell a very different story. If your analytics software doesn't cover all the methods a customer uses to communicate with you, vital pieces of information will be missing – leading to an incomplete picture of the customer journey – and their overall satisfaction.

This, in turn, will mean vital information is not available to enable you to deliver an excellent customer experience.



2. The CallMiner Index: Consumer switching by sector, the reasons and the impact of call centers. September, 2018.

About CallMiner

CallMiner is the global leader in conversation analytics to drive business performance improvement. Powered by artificial intelligence and machine learning, CallMiner delivers the industry's most comprehensive platform to analyze omnichannel customer interactions at scale, allowing organizations to interpret sentiment and identify patterns to reveal deep understanding from every conversation. By connecting the dots between insights and action, CallMiner enables companies to identify areas of opportunity to drive business improvement, growth and transformational change more effectively than ever before. CallMiner is trusted by the world's leading organizations across retail, financial services, healthcare and insurance, travel and hospitality, and more.



©2021 by CallMiner. All rights reserved.

Corporate Headquarters

200 West Street
Waltham, MA 02451
+1 781 547 5690

Sales

sales@callminer.com

Social

[facebook.com/callminer, inc.](https://facebook.com/callminer,inc.)

twitter.com/callminer

linkedin.com/company/callminer