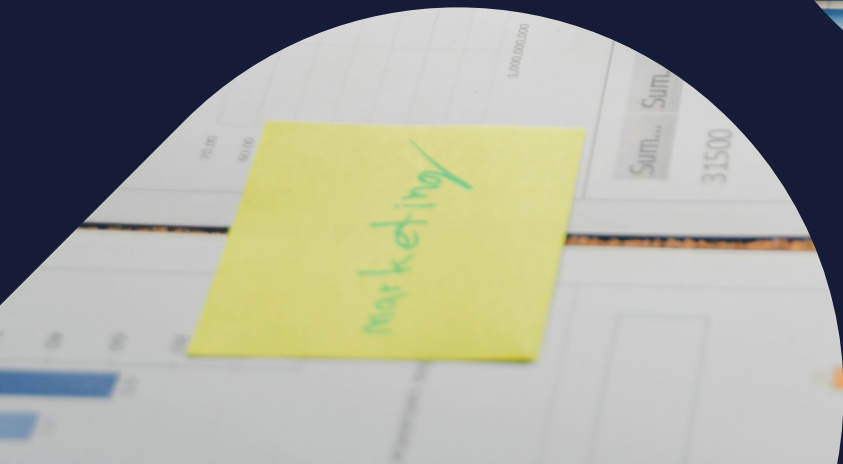# How to Drive Business Improvements with Customer Insights

How conversation intelligence can drive transformational change enterprise-wide, including for product, marketing, finance and beyond

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Introduction

Delivering an exceptional customer experience (CX) is a goal of almost every organisation, regardless of industry. That's because the acquisition of new customers, as well as the retention and growth of existing customers is what keeps organisations in business. Whether you deliver an excellent or a poor CX is a competitive differentiator – brand loyalty is almost always predicated on the products, services and support that customers receive. But knowing where to start and how to make improvements across your business when it comes to enhancing CX isn't easy.

That's Because:

- CX departments are typically siloed from the rest of the organisation, including customer service centres. In fact, according to the **CallMiner 2023 CX Landscape Report**, 92% of surveyed CX and contact centre leaders said their organisation has an independent CX department.

- Organisations aren't collecting the right data. CX measurement has long been synonymous with surveys. And while surveys can be an important feedback mechanism and barometer for satisfaction, they often have poor response rates and primarily solicit only the most highly emotional feedback, either positive or negative. Many organisations are missing out on the customer intelligence that already exists in their contact centre interactions.

- There are no processes or infrastructure in place to get customer feedback and insights to the departments that can actually action tangible change. This could include the product department understanding the new or improved products customers want or marketing understanding how to improve the effectiveness of their offers.

- And more...

Further, according to the same report, **half of organisations (50%) lack effective communication between departments when aligning on** CX data/feedback, which makes it hard to use this data effectively. Another notable barrier for successful collaboration includes a lack of clarity on how to act on data insights (43%).

Organisations need to focus on gathering customer data from every channel, share the insights from those channels cross-functionally (from sales, marketing and product to compliance and finance), and leverage customer intelligence to drive measurable business improvements. Not only will this help move the needle on CX strategies and initiatives, it will drive bottom line results.

Let's dive into how powerful customer feedback can be leveraged far beyond the contact centre.

What kind of customer data is valuable for cross-functional success?

Many customer-centric organisations rely on solicited feedback, such as the data gathered from surveys or focus groups, to dictate everything from marketing programs to product roadmaps. In fact, according to the same **CX Landscape Report**, 71% of organisations collect more solicited (surveys) feedback than unsolicited (customer conversations) feedback.

However, customers are constantly sharing feedback across a range of channels without organisations even having to ask. And much of this feedback is already being captured, such as recording calls for compliance purposes or requirements.

This unsolicited feedback might come in the form of:

- Contact centre calls, chats, or emails
- Social media posts
- Unsolicited online customer reviews
- And more.

Compiling and analysing a combination of solicited and unsolicited feedback at scale is a challenge. In fact, 45% of organisations attempt to analyse this type of customer feedback manually, with the primary goals of making contact centre performance improvements or meeting quality assurance (QA)/compliance requirements. This approach only covers a small fraction of feedback and leaves the vast majority of customer voices unheard and trends undiscovered. When it comes to making better business decisions, 61% of organisations who automate data analysis find that they're able to leverage customer feedback effectively.

Technology solutions like conversation intelligence aid in this automated data analysis by leveraging AI to uncover patterns and trends in 100% of your structured and unstructured omnichannel customer interactions. Use this data to:

- Uncover valuable information on customer sentiment, emotion, contact drivers and more
- Track competitor mentions and risk of churn
- Understand how customers perceive your products, services and policies
- Gain insight into how your promotions or brand campaigns resonate
- Learn ways to improve areas of the customer journey that pose the most friction

Achieving quick wins with conversation intelligence

Conversation intelligence technology offers a range of use cases and applications – from automating QA in the contact centre or understanding brand sentiment. As you'll see with many of the stories below, organisations that start with a single use case or targeted scope often achieve faster time to value and return on investment (ROI) with conversation intelligence, and are able to scale their approach incrementally to incorporate other departments or areas of improvement.

For example, one way to start is by partially automating QA to ensure that your agents are meeting compliance demands and exceeding customer expectations. Automated QA enables your analysts to gain an aggregate view of 100% of customer interactions, and double-click on specific behavioural patterns that require attention or improvement. Using this approach, you can achieve quick wins with conversation intelligence such as improving agent process adherence or the use of compliant language — enabling you to prove the value of this technology before expanding to other areas of the business.

Read more:

The contact center QA "X Factor"

Let's look at how some of the leading customer-centric organisations are using conversation intelligence to collaborate cross-functionally, listen to their customers, and drive the type of improvements that sustain customer loyalty for the long term.

How Radial drives cross-departmental business improvements

Radial is a leading outsourced ecommerce technology and services company, focused on improving every point in the omnichannel customer journey. Radial leverages conversation intelligence as a continuous feedback loop for its 2,000-4,000 agents to improve both the customer and employee experience. In addition, Radial replaced surveys with a conversation intelligence solution, enabling the team to analyse 100% of customer interactions and deliver cross-departmental business improvements.

In the past, when Radial evaluated survey data alone, the team would see a decrease in CX KPIs, without any context into why there may be issues or dissatisfaction among customers. When mining all interactions across channels using conversation intelligence technology, the team has been able to identify opportunities for improvement at the agent level or with overall client programs and promotions. These insights have helped the team gain a much more robust view of CX, and has given them the intelligence needed to act quickly to mitigate potential negative impacts.

Radial is also pulling this data into its business intelligence platform to enrich the data shared across every department in the business. This has revealed areas for improvement outside the contact centre. For example, as last mile local delivery has been increasingly adopted by retailers, there was client interest in understanding the CX improvements associated with order delivery service. Radial conducted sentiment analysis through conversation intelligence and shared key opportunities with the client. These insights enabled the client to engage with their partner to make improvements to the delivery process.

Read more about Radial here.

How UPMC coaching enhances patient outcomes

A premier health system headquartered in Pittsburgh, Pennsylvania and renowned academic centre, **University of Pittsburgh Medical Centre (UPMC)** leverages conversation intelligence to deliver a world-class member experience, fostering a culture of commitment, accountability, and service excellence.

By analysing 100% of customer interactions and using insights from call scoring, UPMC coaches have more access to data to identify areas of opportunity and success. This includes identifying instances of proactive call handling, which empowers the team to take appropriate action and enhance overall CX.

Beyond coach-to-agent interactions, each line of business uses reports from the conversation intelligence solution to understand both positive trends and areas for improvement. The reports help engage the larger team in action plans to improve the member experience. For example, the CX team has shared insights with the marketing team, informing campaigns around LGBTQ+ health services and proactive flu vaccinations, helping to improve patient awareness and outcomes.

Read more about UPMC here.

How an accessory manufacturer used unsolicited feedback to improve product quality

A leading mobile phone accessories company's commitment to their customers is evidenced by the way its customer success team collaborates with consumers to resolve potential product issues. The team captures rich data from customer conversations using conversation intelligence, uncovering critical insights for its product quality and engineering teams, as well as its supply chain partners.

Using this data, teams can more accurately size any given problem. If it's an issue with a material or a specific design, they can correct it and make sure it doesn't occur in any future product lines. For example, they were able to identify an issue around warranty claims, involving a specific colour with one of their accessories. This led the team to find the exact factory using an experimental material in this colour. The material itself was defective, not the design of the accessory itself.

Today, the team is able to use actual customer conversations to inform specific changes to products, including new accessories that are released to accommodate new and changing devices on the market.

The insights from conversation intelligence are shared broadly across many teams, as well. The legal team uses these insights to determine whether the company is meeting regulatory requirements surrounding product changes; and the marketing team leverages insights to refine the focus of its campaigns, making them more accurate and relevant to consumers.

Key takeaways to leveraging conversation intelligence enterprise-wide

- **Start with the baseline:** Start with achievable goals. For example, automated QA unlocks immediate efficiency benefits and delivers actionable insights for contact centre improvements. After you've proven the value of conversation intelligence, it will be easier to convince other team leaders to expand its use to their departments or other use

- **Think about improving workflows:** Technology needs effective workflows to get information to the right people at the right time. Look for a conversation intelligence solution that provides workflows for a wide range of users and cross-departmental use cases..

- **Work with external teams to leverage customer data:** Whether it's through enriched BI-based reports shared directly with teams like Radial, or reporting on customer outcomes to the board, sharing data-driven insight is a first step to driving change..

- **Start with a specific question and work backward:** Like UPMC's marketing team wanting to learn more about LGBTQ+ insights, conversation intelligence systems are easily searchable and can provide a wealth of insights..

- **Aggregate insights to uncover trends:** When there isn't a specific question in mind, stepping back to look at aggregate data can uncover important trends. For example, the accessory manufacturer would never have known a certain colour was contributing to an excess of warranty claims until viewing customer insights at scale.

- **Consider the holistic customer journey:** Layering conversation intelligence insights with customer journey mapping can help your team make specific improvements that remove friction from the journey and improve bottom line business outcomes.

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Becoming a customer-centric organisation

It's easy to say you're a customer-centric organisation, but it's hard to leverage the customer data you already have to uncover insights and make better business decisions. By leveraging feedback from 100% of omnichannel customer interactions, you can gain a better, more holistic understanding of your customers.

Starting with a concentrated effort on the contact centre, the customer data obtained through conversation intelligence can be leveraged for cross-departmental improvements in sales, marketing, product, finance and beyond. With the right strategy, processes, people and technology, organisations have the potential to drive a major impact on CX and impressive bottom-line results. Perhaps most importantly, data-driven insights (and the resulting business improvements) make customers feel like their feedback is heard, understood, and genuinely valued.

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About CallMiner

CallMiner is the global leader in conversation intelligence to drive business performance improvement. Powered by artificial intelligence and machine learning, CallMiner delivers the industry's most comprehensive platform to analyse omnichannel customer interactions at scale, allowing organisations 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 organisations across retail, financial services, healthcare and insurance, travel and hospitality, and more.

CallMiner

Corporate Headquarters

200 West Street
Waltham, MA 02451

Sales

sales@callminer.com

Social

facebook.com/callminer, inc.

twitter.com/callminer

linkedin.com/company/callminer