

Customer Intelligence & Analytics

October 2022



CEI customer engagement insider

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INTRODUCTION

You cannot meaningfully engage with those you do not understand. You cannot fix what you do not know is broken.

Obvious in all facets of business, the power of data is particularly noteworthy in the realm of customer engagement. Actionable intelligence is what separates brands that anticipate problems and build connections from those that merely sell products and complete tasks.

Despite recognizing the importance of data, brands are nonetheless struggling to capture, unify, analyze, and operationalize worthwhile customer insights. These widespread data challenges are leading to impersonal and inefficient experiences at a time when the stakes of customer centricity have never been higher.

Over the past year, CEI has revealed that the overwhelming majority of customers do not feel their interactions with brands are personalized. It has learned that customers do not feel agents know or care about them and their issues. It has uncovered a categorical *failure* to deliver the digital experiences customers are actually demanding.

It has also highlighted a startling revelation that despite all the talk about customer centricity, the typical consumer does not feel experiences are improving.

Why do brands continue to struggle with customer intelligence? What urgent and long-term opportunities for improvement exist? CEI launched a survey to answer these questions, and the results of its inquiry form this exclusive Market Study.

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METHODOLOGY & DEMOGRAPHICS

To support its inquiry into the state of customer intelligence and analytics, CEI conducted a survey between August and October of 2022. The survey polled leaders in marketing, sales, customer experience, customer contact, operations, information technology, and executive management on their data capabilities, challenges, and investment priorities.

Representing companies of most sizes and industries, the respondents boasted job titles like head of sales, customer experience director, marketing manager, customer experience manager, chief financial officer, chief executive officer, customer insight specialist, and chief experience officer.

ABOUT THE AUTHOR



Brian Cantor

Principal Analyst, CCW Digital

Customer Management Practice



Brian Cantor is the principal analyst and director for CCW Digital, the global online community and research hub for customer contact professionals. In his role, Brian leads all customer experience, contact center, technology, and employee engagement research initiatives for CCW. CCW Digital's articles, special reports, commentaries, infographics, executive interviews, webinars, and online events reach a community of over 150,000. A passionate advocate for customer centricity, Brian regularly speaks on major CX conference agendas. He also advises organizations on customer experience and business development strategies.



KEY FINDINGS

- 1 If businesses want to unify all departments around the idea of customer centricity, they will need to do a better job of democratizing data. Only 20% say that their data is “very much” democratized across the entire organization.
- 2 If businesses want to create more seamless and personalized experiences, they will need to improve their visibility into customers and their experiences. A shocking 69% say they do not have a 360-degree view of what individual customers are experiencing.
- 3 Only 5% of companies are content with their customer intelligence efforts, and many admit they are failing *early* in the process. Nearly 60% are struggling to collect, unify, or analyze customer data.
- 4 A slim majority of brands are successfully collecting customer feedback and direct complaints, but a decidedly smaller percentage are capturing real-time insights from interactions.
- 5 When it comes to the “voice of the customer,” brands are most interested in listening to existing satisfied and dissatisfied customers. Less than half are listening to non-customers – or those who already left.
- 6 Nearly three-quarters of brands are failing to empower agents with predictive insights about customer sentiments, intentions, or behaviors. Alarming, nearly as many are struggling to even provide agents with detailed customer profiles.
- 7 Brands are most confident that they have the data needed to coach employees and improve sales and marketing messaging. They are least confident they have the data to support proactive engagement, intelligent automation, or empathetic interactions.
- 8 Improving CRM and better managing performance are the top priorities for customer intelligence investments.





THE DATA DISCONNECT PERSISTS

Alongside “the customer is always right” and “happy agents equal happy customers” stands another unavoidable discussion topic for customer engagement leaders: operations are siloed.

CEI’s Future of Customer Engagement Market Study uncovered the staggering finding that the overwhelming majority of brands are failing to deliver an end-to-end experience.

This widespread fragmentation is affecting all facets of the customer experience; it prevents customers from seamlessly moving between channels, it prevents departments from sufficiently collaborating on customer engagement strategy, and it prevents brands from making the most of customer data.

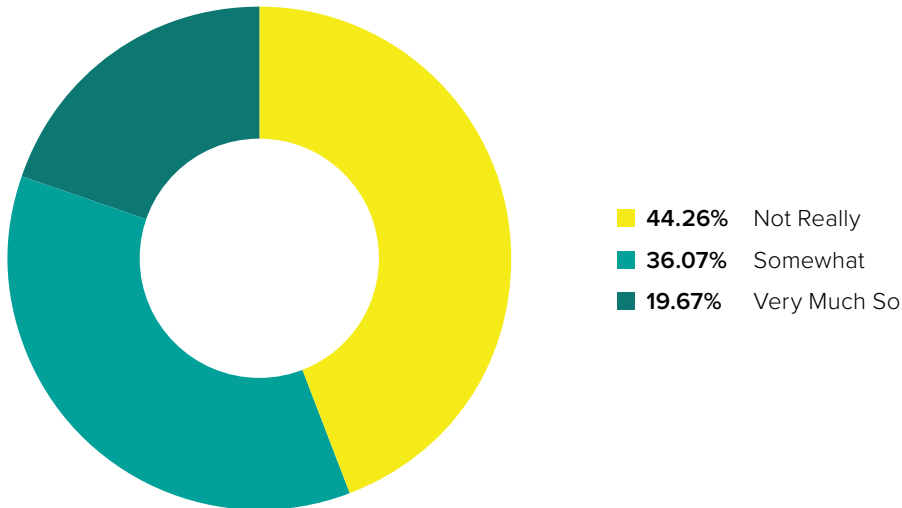
Only 20%, in fact, say that such intelligence is “very much” democratized throughout their organization. While 44% say there is essentially no democratization whatsoever.

The consequences of fragmented data are significant. First, if companies are not *unifying* insights across channels and functions, they are fundamentally incapable of achieving an accurate snapshot of their customers and their experiences. Unsurprisingly, 69% of brands say they do not have a 360-degree view of what customers are experiencing.

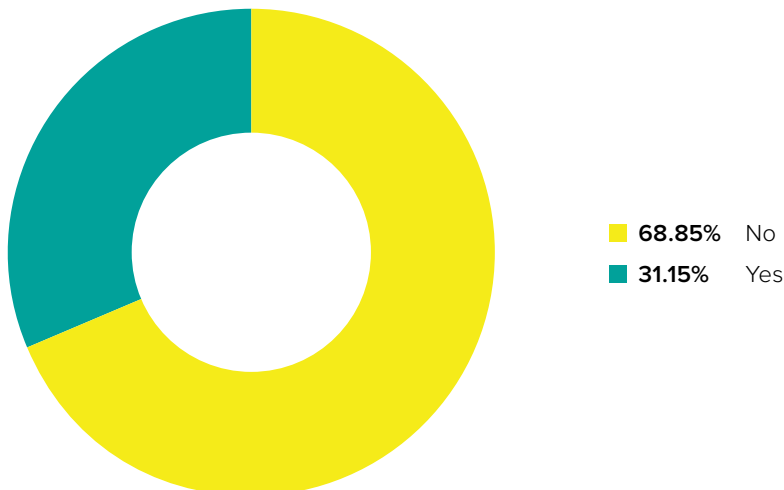
Not simply a bottleneck on the quality of customer data, fragmentation also prevents brands from properly operationalizing it. If they lack a single source of truth about the customer experience, different departments will inevitably develop unique perspectives about the most pressing challenges and most lucrative opportunities. They will consequently establish different priorities, which thwarts collaboration. How can departments work together to correct problems – or support new initiatives – if they lack a consensus on their needs and goals?

Beyond affecting holistic strategy, data fragmentation directly (and adversely) impacts customer interactions. If stakeholders lack a singular, 360-degree view of each customer, how can they ensure their messaging is consistent? How can they ensure their communication is wholly personalized, relevant, and respectful of the customer’s journey?

Do you feel customer data is “democratized” across your organization; all teams and employees have effortless access to the same, unified insights and know exactly how it impacts their job?



Does your organization have a 360-degree view of each INDIVIDUAL CUSTOMER’s experience - instant access to all purchases they’ve made, conversations they’ve had, complaints they’ve raised, etc?





FORGET TAKING ACTION, MANY BRANDS DON'T EVEN HAVE THE DATA

Signaled by the widespread prevalence of slow, fragmented, impersonal experiences, 95% of companies cite problems with their customer intelligence and analytics strategies.

For as alarming as that revelation is, a deeper dive paints an even more damning portrait of today's customer engagement landscape. The majority of companies are not simply struggling to *operationalize* data in a meaningful, customer-centric way but are struggling to even glean actionable insights.

A whopping 25% of companies say their data strategies fail at the collection phase, as they are simply not doing enough to access valuable insights about customers and their experiences. About 15% hit their roadblock when attempting to manage and unify the intelligence they are capturing, while 18% cite difficulty at the analytics phase.

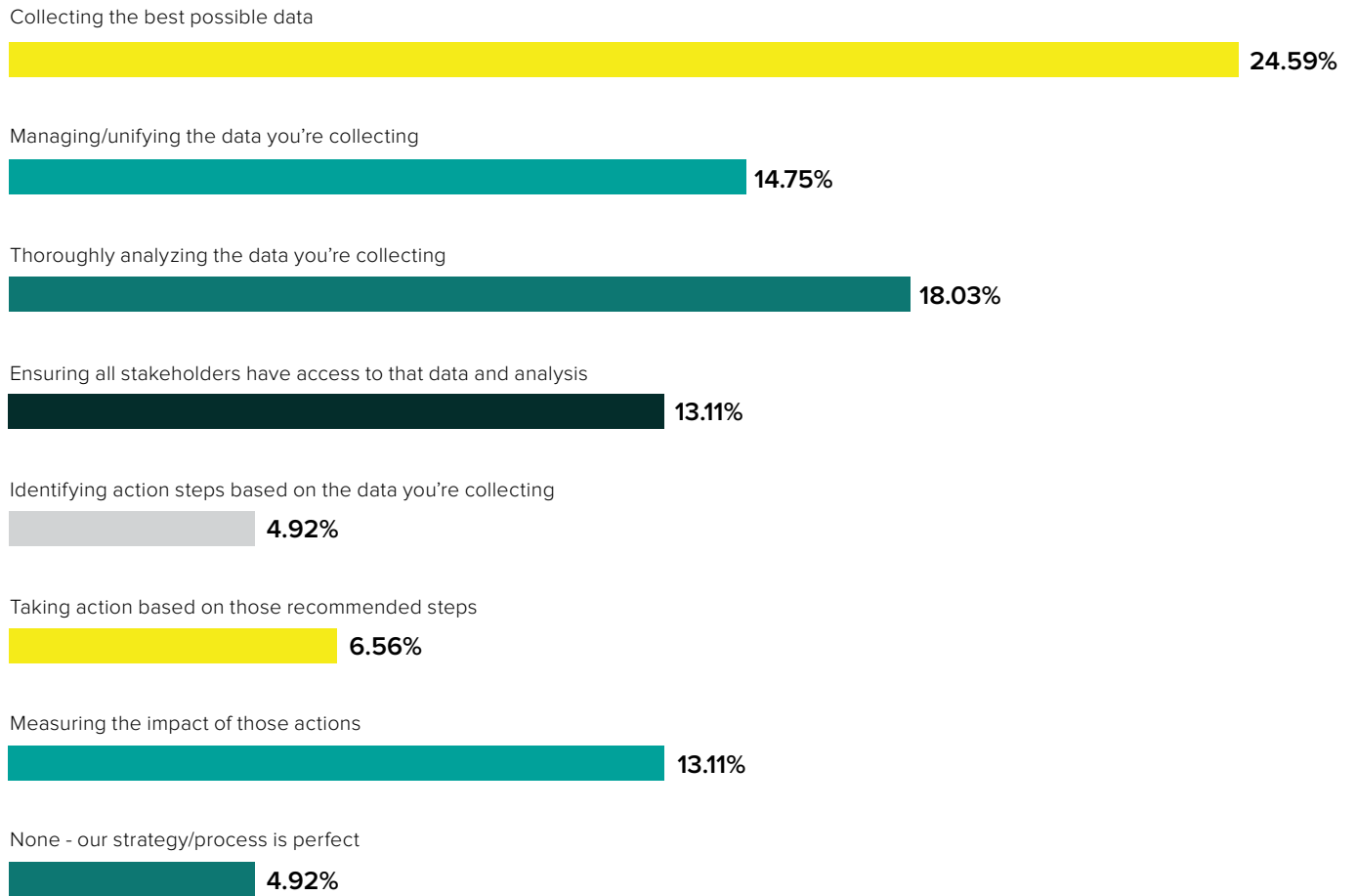
Indeed, 58% of brands lack the data to even *recommend* worthwhile actions, let alone processes for mobilizing stakeholders and measuring results.

A glass half-full thought leader will note the opportunity for immediate improvement. Since readily accessible solutions exist for capturing, unifying, and analyzing customer data, brands can overcome present-day inhibitors with technology.

A glass half-empty thought leader, on the other hand, will express disappointment that companies have not already pursued such solutions. After all, it is not as if survey tools and omnichannel analytics solutions are new concepts. It is not as if the idea of a "single source of truth" just entered the conversation in late 2022.

And if brands have not even taken the simple action of purchasing and implementing technology that allows them to uncover vital intelligence, should consumers be at all confident that they will suddenly be able to not only capture meaningful data but transform those insights into customer-centric actions?

The below is a rough journey of how a customer insight will transform into business results. At which of the following phases does YOUR organization tend to first struggle?





HOW DO BRANDS LEARN ABOUT THEIR CUSTOMERS?

Brands may not be wholly content with their data collection strategies, but just about all are collecting *some* data. This is good news: They are not designing and delivering experiences without any sense of who their customers are and what those customers want.

Granted, their data collection strategies are stunningly minimal, which means their perspectives of customer preferences, behaviors, and intentions are very limited.

Despite years of hype over interaction analytics solutions, traditional surveys continue to take center stage in many organizations. Fifty-two percent (52%) say they are effectively collecting survey feedback, making it the #1 data source for today's brands.

Other leading data sources include direct customer complaints and concerns (51%), insights on sales and marketing (36%), external insights (34%), and insights from employees (34%).

If there is an underlying conclusion, it is that customer data collection is a massive challenge for today's organizations. More than half of companies are struggling to capture data from even the most popular sources, which does not reflect well on their commitment to understanding the nuances of their customer experiences.

If there is a second underlying conclusion, it is that brands are best at capturing *direct* intelligence. Survey feedback, complaints, external social comments, marketing performance metrics, and employee insights tend to be of the black-and-white variety. Though not always rational or addressable, they are rarely ambiguous.

They do, however, possess some fundamental limitations. For starters, only a relatively small percentage of customers will ever complete feedback surveys, voice direct complaints, or discuss a brand on social media. Because this small group tends to contain those with a particularly extreme reaction to a brand and its engagement efforts, it is not even a statistically valid sample. Ultimately, this type of data provides companies with a very skewed sense of how customers feel.

Making matters worse, feedback may not be explanatory in nature. A customer may, for example, complain about a hostile interaction or celebrate an impressive "make good" offering. The complaint will not, however, necessarily reveal what drove the hostility. Was the animosity the product of a disrespectful agent or the arduous journey a customer endured before reaching that agent?

Similarly, excitement over a make-good does not automatically pinpoint what made the customer seek restitution in the first place. Worse, it does not necessarily reveal how the brand could have made the customer happy *without* showering them with coupons or free gifts.

Another limitation concerns *lag time*. Qualitative surveys and customer comments can take weeks, if not months, for organizations to properly analyze. The resulting conclusions may lead to holistic, long-term improvements in experience design and engagement strategy, but they will not empower employees to make instant changes during pivotal moments of truth.

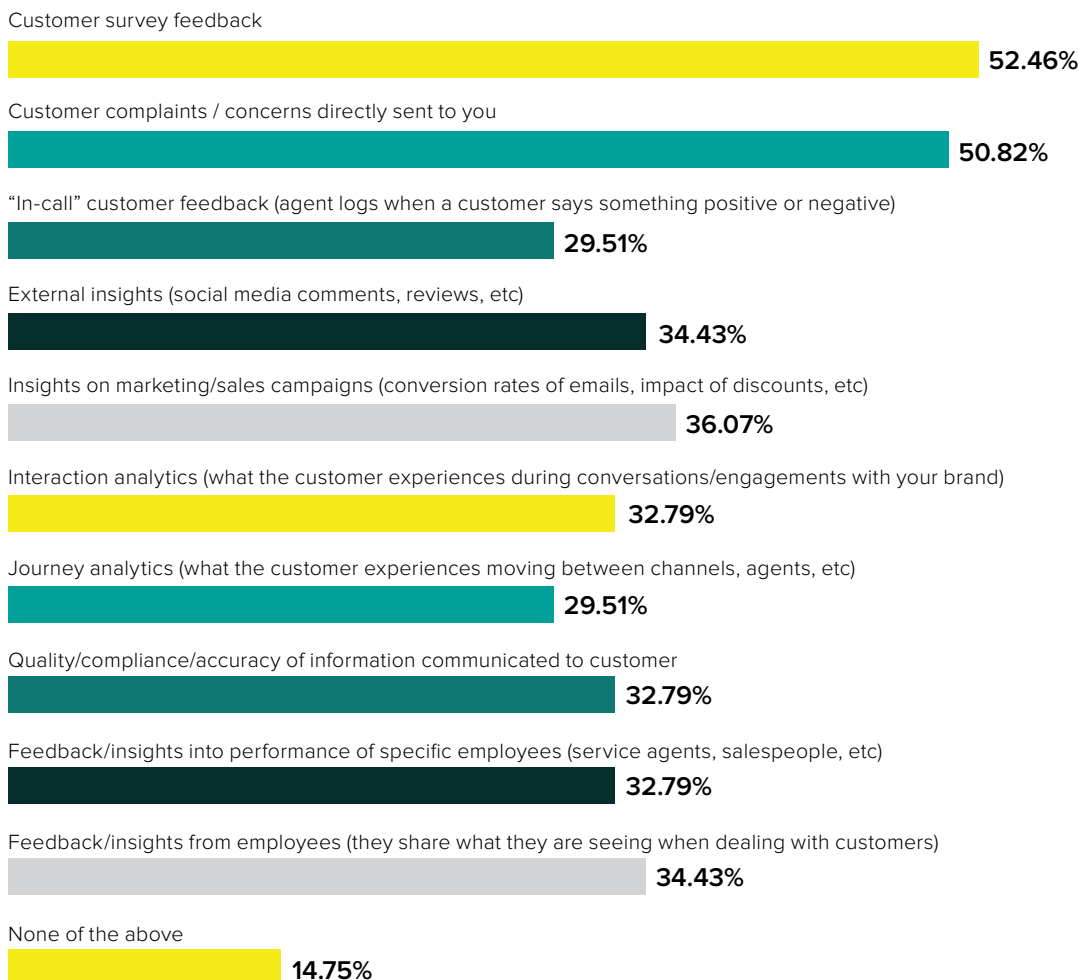
Lag time even inhibits the impact of sales and marketing performance metrics. Such quantitative data may help brands identify optimal marketing messages and strengthen long-term sales training, but it will not

necessarily elevate real-time conversations. It will not help sales representatives predict when a particular customer is most receptive to an upsell – or when another customer is at risk of getting cold feet.

None of these limitations are enough to render direct customer intelligence meaningless; survey research, frontline employee intelligence, and conversion metrics are essential for understanding a brand’s engagement strategy. They do, however, serve as a reminder that brands should be simultaneously capturing real-time experiential analytics.

In the status quo, far too few brands are analyzing customer journeys (30%) or individual interactions (33%). As a result, they have a flawed picture of their customer engagement strategies that lacks insights into root causes, behavioral triggers, and real-time improvement opportunities.

Which of the following types of customer data do you feel you are capturing extremely well – no improvements, investments, or adjustments necessary?





WHICH CUSTOMER “VOICES” ARE MOST IMPORTANT?

Debate over the term “voice of the customer” has historically centered on the definition of “voice.” Does it refer to the general concept of understanding what customers want? Or, does it specifically refer to *direct survey feedback* (what the customer is literally “voicing”) and not interaction analytics?

It is equally important to consider the ambiguity of the term “customer.” As different segments of a brand’s audience will have different experiences, they will develop their own “voice.” Brands that neglect to consider these diverse perspectives will ultimately fail to maximize the lifetime value of each segment and thus stunt revenue and market share growth.

The clear majority of today’s brands recognize the importance of listening to *existing customers*. Eighty-two percent (82%) pay considerable attention to the voice of existing, satisfied customers, while 77% are listening intently to the voice of existing dissatisfied customers.

The comparatively high emphasis on existing customers is certainly logical. Insofar as these customers are regularly interacting with the brand, they can provide accurate assessments of their interactions and journeys.

Conventional business thinking, moreover, places a huge premium on existing customers. Since the cost of retaining customers is famously lower than attracting new ones, brands have a clear incentive for keeping existing customers happy. Knowing what current customers like and dislike is a direct pathway to profit.

Far too many brands, however, seem to be underestimating the importance of non-customers.

Only 51% are actively listening to the voice of prospective customers. The number shrinks to 41% for customers that have already stopped doing business with the brand, and again to 36% for non-customers who are not yet evaluating a brand.

Insofar as the goal for most businesses is not simply to *maintain* existing market share but *grow* revenue, understanding the needs of non-customers is utterly essential. Prospective customers are already approaching the finishing line; knowledge on how to pull them across will prove very lucrative.

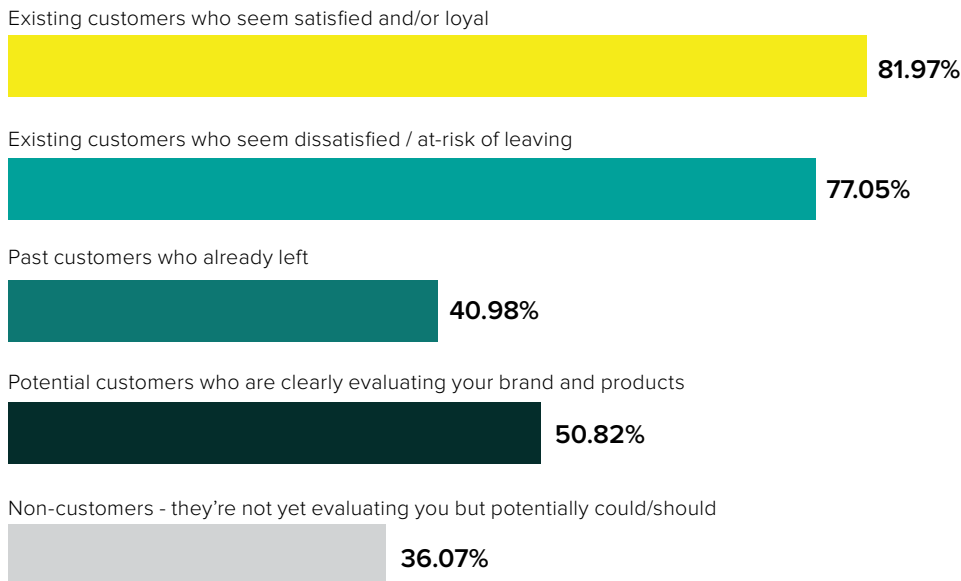
Some former customers may be lost causes, but many can be “won back” with the right initiatives. And even if they will never return, these customers still possess a valid insight: they know what straw broke the camel’s back. By accessing that knowledge, brands can at least minimize the risk of losing additional customers.

Non-customers may not seem like short-term priorities, but they still carry considerable value. They can help brands understand broader marketplace and societal trends, which could help predict how the tastes of existing customers may evolve over time.

Additionally, knowing why these non-customers are uninterested – especially if the product is theoretically relevant to them – could be the key to unlocking considerable revenue growth.

Collectively, non-customer data could help brands anticipate and defend against potential competition. After all, if a given brand is not satisfying a clear marketplace need, it is only a matter of time before a new company will emerge to fill the void.

Let’s talk about the “voice of the customer.” Whose feedback, experience, and behaviors MEANINGFULLY impact your customer experience and/or marketing strategies?





IS CUSTOMER DATA EMPOWERING AGENT EXCELLENCE?

Over the course of 2022, customer engagement leaders have identified agent hiring and retention as top priorities. As customer standards grow and resources tighten, brands know it is utterly essential to cultivate teams of productive, empathetic talent.

Developing these teams will be for naught, however, if brands do not empower their talent to make meaningful connections with customers. Customer intelligence is a vital piece of the empowerment puzzle, and many brands are falling short.

The majority of companies provide agents with basic profile details and information about each customer's previous and current support interactions. They do not, however, empower employees with the kind of intelligence that will allow them to make unique, highly personalized connections at specific moments of truth.

A whopping 72% of companies, for example, say they fail to provide agents with insight into customers' current and future sentiments. Without awareness of how customers feel – or how they *will feel* based on the direction of the conversation – employees cannot accurately tailor the emotional tenor of the interaction. They may have the “soft skills” theoretically needed to succeed, but they will not be able to use them as effectively as possible.

Just over 71% of companies fail to provide predictive intelligence about customer intentions. At the same time, 70% do not provide predictive intelligence about a customer's future behaviors (such as staying with the brand or switching to a competitor).

Predictive intelligence about customer intentions helps streamline conversations; it allows brands to skip the “qualification period” and dive right into the service or sales conversation. Without this information, agents will inevitably have to ask repetitive qualification questions, increasing the length of the conversation while decreasing any semblance of personalization.

Knowing how a customer will react is particularly essential during “problem” calls in which an agent may have to choose between saying “no” or breaking protocol (and potentially creating a cost) to say “yes.” Without quantitative analysis into whether a customer's threat to “take their business elsewhere” is empty, employees will inevitably guess wrong in at least some cases. This means they will deliver costly make-goods (and risk creating an unfortunate precedent) to customers who might not have required them. Alternatively, they will actively drive some customers to competitors in the name of stubborn

corporate policy.

Not simply detrimental to the customer experience and bottom line, this intelligence gap undermines the agent experience. It puts agents in an uncomfortable position at a time when they are more vocal than ever in their demand for enjoyable, supportive, enriching workflows.

Though unfortunate, the lack of intelligence about future sentiments, intentions, and behaviors is far from surprising. Predictive intelligence remains a next-generation concept that

many companies are understandably still working to perfect.

The more troubling finding, arguably, is that 67% of brands are not providing employees with *detailed profile information* about the customers they are supporting. Vital to almost every interaction, this information does not require a cutting-edge AI solution to access or leverage. CRM and CDP solutions have long provided brands with a way to capture and surface detailed customer records. There is simply no excuse for brands to be asking agents to engage in conversations without this utterly essential intelligence.

When interacting with customers, do your frontline customer engagement employees have sufficient access to the following in real-time?

■ No ■ Yes

Basic profile details about the customer (name, account status, etc)



Detailed profile details about the customer (personality, history with the brand, personal anecdotes, family info, etc)



Info about the customer's current interaction (why they transferred, their current problem, etc)



Info about the customer's past support / service interactions



Info about the marketing or sales messages to which the customer responded



Predictive intelligence about the customer's future intentions and needs



Intelligence about the customer's current and/or future sentiment



Analytics about their current or predicted willingness to further support (or leave) your brand





FROM INSIGHT TO ACTION: SCORING EXISTING CAPABILITIES

Most brands are not providing employees with all the intelligence they need to wow customers. They are nonetheless still confident in their ability to use data to make employees better.

A substantial 72% of companies believe their customer intelligence is already strong enough to deliver effective training and coaching. They are confident they at least know what success entails – and thus what guidance they need to provide their workforce.

Insofar as brands are comparatively happy with their insight into sales and marketing performance, it should come as no surprise that brands are confident in their ability to improve marketing and sales efforts. Sixty-three percent (63%) believe they have the data to optimize marketing, while 62% believe their data is already good enough to drive better sales.

Brands are comparatively less certain they have the data needed to proactively engage with customers (only 51% are confident), identify automation opportunities (53%), and sufficiently empathize with customers (54%).

Proactive engagement initiatives are demanding from a data standpoint. Beyond requiring predictive knowledge about what problems customers will face and what they will want to hear, brands will need to know where and when their messages will be most effective. Given that the

majority of brands lack this robust, predictive customer intelligence, it is not surprising that many are pessimistic about their ability to optimize proactive engagement.

If anything, the 51% statistic is surprisingly high. Much like proactive engagement, automation requires numerous layers of intelligence. In order to identify possible automation opportunities, brands will first require insight into the greatest pain points in their customer journeys and greatest inefficiencies in their customer engagement opportunities.

Once they identify what they want to automate, they will then require actionable data to properly deploy the solutions. Automation tools that cannot access robust, comprehensive intelligence will inevitably underperform, if not outright fail.

Empathy is about putting oneself in one's customers shoes, which means brands will require robust insight into customer profiles, sentiments, intentions, and expectations. Since brands by-and-large lack this caliber of data, they will generally be unable to empathize.

As with proactive engagement, the surprise is not that brands feel comparatively less confident in their ability to empathize. Rather, it is that 54% actually believe they can.

Is the quality of your customer intelligence strong enough to excel in the following areas?

■ No
 ■ Yes

Engaging in empathetic/personalized conversations with customers



Mapping and re-orchestrating customer journeys



Training and coaching customer engagement employees



Improving sales strategies and tactics



Improving marketing messages



Identifying the best use cases for automation



Proactively engaging customers to reduce inbound volume



Improving product design and development





SOLUTIONS FOR ELEVATING CUSTOMER INTELLIGENCE AND ANALYTICS

Today's brands lack 360-degree views of their customer experiences. They are struggling to capture and analyze information, let alone democratize and operationalize insights. As a result, they are delivering suboptimal customer experiences.

Given the stakes of customer centricity, brands cannot afford to tolerate this status quo. Pursuing solutions to improve the quality of data, and in turn take action based on that intelligence, is utterly essential.

What opportunities are brands prioritizing?

Improving CRM capabilities ranks at the top of the hierarchy. A significant 59% view CRM as a priority investment for 2023 and beyond.

Other top priorities include better understanding customer engagement performance (57%), reducing service volume (51%), improving employee training and coaching (49%), and improving sales and marketing opportunities (49%).

As brands face increasingly loud calls to *personalize* experiences and demonstrate *empathy* throughout the journey, they are acknowledging shortcomings in their data. They know they lack robust profile information about each customer, which in turn thwarts their ability to anticipate needs and tailor conversations. By elevating the caliber of their CRM solutions, brands hope to remedy this problem and increase customer recognition and conversational relevance at every touch point.

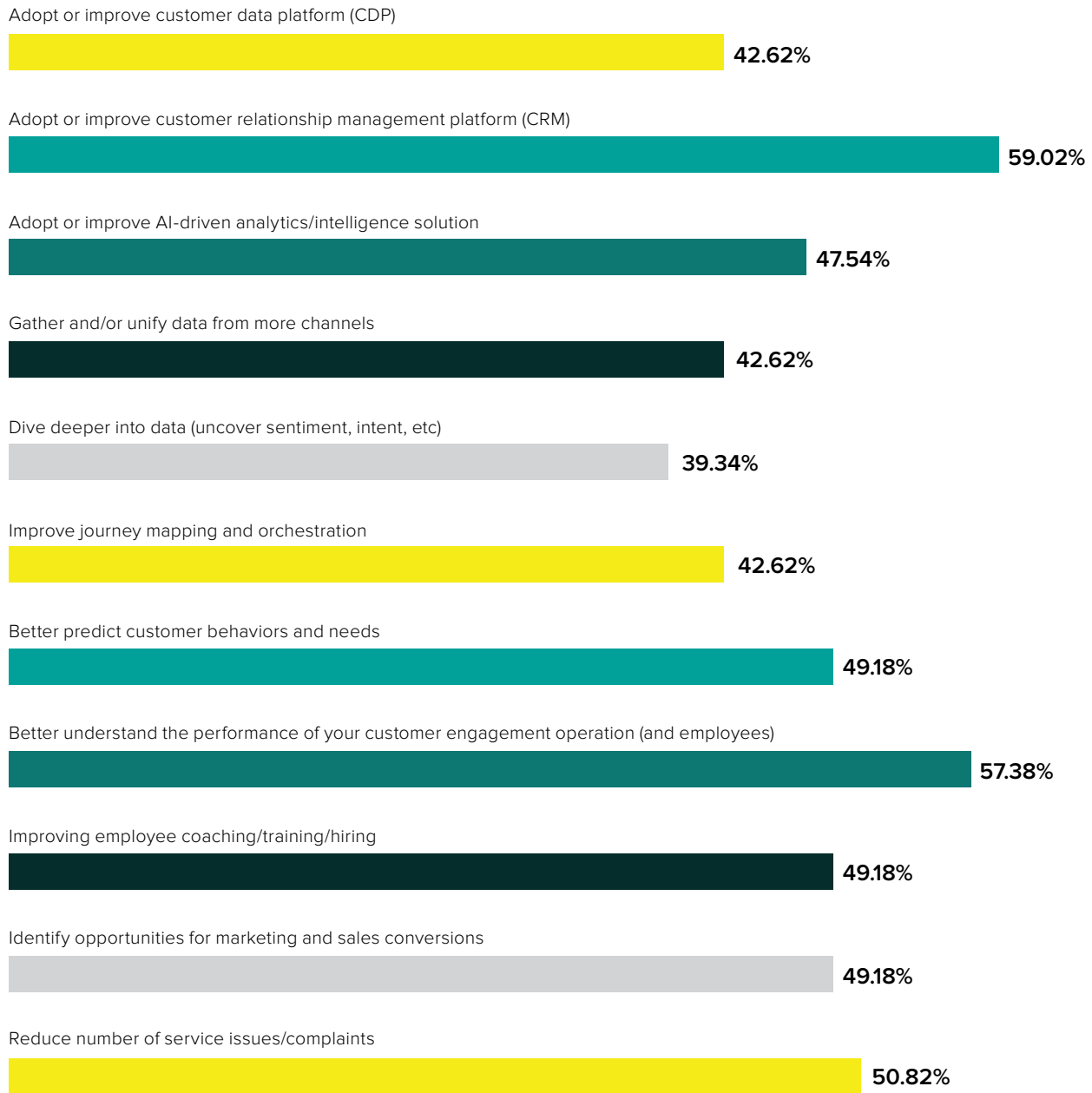
Although brands are confident in their ability to measure sales and marketing efforts, they believe they can – and must – do better. They know the rise of digital communication is leading to more noise, which is in turn raising the stakes of every phone call, text message, email, and website advertisement. They consequently have no interest in taking their feet off the gas and instead have every interest in using data to *better* track and optimize their conversions.

Granted, they are cognizant that the customer lifecycle is about more than initial sales and marketing conversations. It is a complete journey that accounts for service, account management, and rebook efforts. By leveraging data to better understand overall customer engagement performance, brands can better orchestrate journeys – and ultimately increase customer lifetime value.

Aware that customers place a premium on proactive engagement, and acknowledging resource limitations, brands know they have to mitigate service issues. They know they have to address issues before they become problems. By identifying volume reduction as a top *data* priority, brands are ultimately confirming an interest in root cause analysis and predictive intelligence.

Much like sales and marketing communication, the stakes of employee performance are on the rise. Brands, therefore, recognize that their existing competency will not prove permanently effective. They will continue to invest in solutions to root their agent engagement strategies in actionable customer intelligence.

Which of the following are priority investments for your customer intelligence & analytics strategy?



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TURNING CUSTOMER INTELLIGENCE & ANALYTICS INTO BETTER EXPERIENCES

Today's organizations talk about the big picture when it comes to [customer experiences](#). They aim to deliver end-to-end experiences that establish long-term relationships over one-off transactions. Yet, when it comes time to actually elevating those experiences and delivering holistic customer journeys, many still face challenges.

That's because most organizations are still only capturing experience feedback via customer surveys – and beyond that, many organizations are storing valuable data in siloed platforms that can't be shared enterprise-wide, making it even more difficult to take meaningful action.

It's time organizations [stop relying on static survey responses](#) from a small sample of customers. By virtue of direct interactions with customers – such as those through contact or customer service centers – organizations already have access to more customer intelligence than just surveys. Particularly when this is combined with other customer feedback data points, companies can uncover meaningful insights that help them improve every phase of the customer journey – from customer experience to brand and product experience.

“It's important to take a holistic approach to data capture and analysis. If you keep these data points in siloes, you're going to miss the bigger picture. Most organizations today might already be collecting relevant data – contact center interactions, surveys, social mentions, etc. – but they don't centralize it in a single location. Implementing a centralized listening or analytics system that ingests all feedback and interaction touchpoints makes it possible to more accurately measure and uncover insights related to brand sentiment, crisis management and more,” said Scott Kendrick, VP of Strategy at CallMiner.

Today, there are more solutions than ever before that can empower this type of approach to customer intelligence. The right technology can help companies gain insights from how customers react to everything from outbound marketing messaging to what they say about a brand and its competitors on social media, and then [share that data enterprise-wide](#). The most successful companies will be the ones that capture and analyze how customers are communicating with them on [every channel](#) to better identify potential marketplace gaps, threats and opportunities.

“When you can broadly distribute insights across your enterprise – some people call it pervasive business intelligence or data democratization – you can get the right insights to the right departments and close the feedback loop. For example, if insights are uncovered around how customers are reacting to a particular marketing campaign or messaging, that can be routed back to marketing leaders to make changes as appropriate,” Kendrick explained.

5 TIPS FOR LEVERAGING CUSTOMER INTELLIGENCE

Let’s look at five practical next steps to creating a customer intelligence program that incorporates both unsolicited and solicited feedback:

1. Evaluate where you are today using a maturity model framework. A maturity model is a powerful tool to help you objectively assess your functional capabilities compared to best practice recommendations. It helps target the tactical and strategic resources upon which you need to focus or invest to reach the next level of success and return on investment. It also highlights the factors across your organization that have a significant impact on success. By identifying these accelerators, your program owners and executive sponsors can be aware of the organizational alignment needed to build and grow your analytics initiatives. You should conduct a maturity assessment at the outset of a program to identify strengths and opportunity areas, and then revisit it on a regular basis to evaluate progress. Participants should include program managers, executive sponsors, and even outside business stakeholders to best take advantage of the benefits available from a full view of the program. A sample conversation analytics maturity model is available [here](#).

2. Create a customer journey map. Customer journey maps offer a unique perspective on what it’s like to be your customer. By visualizing every step of the path from first contact with your company to engaging online, making a purchase, and interacting with customer service, customer journey maps provide insight that can help you improve every interaction and create exceptional customer experiences. A customer journey map begins with identifying a buyer persona and the touchpoints involved as they move from first contact with your brand to receiving communications, interacting online, making a purchase, seeking support, writing reviews, and hopefully continuing to choose your products and services. Journey mapping software presents this information in a visual way that makes it easier for you to track the journey for each persona.

3. Implement a conversation analytics solution.

As described above, conversation analytics technology automatically collects and analyzes 100% of customer feedback across the customer journey. A deep dive into these analytics could potentially uncover agent patterns that negatively impact CX, such as longer-than-usual AHTs, churn, silence on calls and more. In addition, you may discover agent behaviors that deserve positive reinforcement, and serve as the foundation for an effective training program. Beyond these insights on agent performance, you’ll discover both the explicit and implicit meaning your customers are trying to convey throughout their interactions with your brand. This includes both the acoustics of what people say and the semantics of how they say it, or their intent.

4. Act on the insights discovered in your analytics.

Using the insights discovered within a conversation analytics platform, your teams can make measurable business improvements. One important step is to work with agents on the front lines to continuously improve through enhanced coaching and training programs, based on what’s actually happening during customer interactions. In addition, you can leverage these insights across departments to improve the products and services you offer, engage with customers more effectively through data driven marketing campaigns, shorten sales cycles, and meet regulatory compliance goals.

5. Use surveys to fill in the blanks. After you’ve gained a comprehensive view into what your customers are telling you through unsolicited feedback, you can more effectively design customer surveys. Use these surveys to gather information that customers may not be readily giving you through unsolicited feedback. For example, surveys can be used to gain insights before launching new products and services, or to understand how external factors impact customer buying decisions. They can also be used to validate findings that have been uncovered by your conversation analytics programs.

The ability to understand and analyze what customers are saying during their interactions, as well as how they feel about your brand as a whole or a particular product is the next phase in delivering the [best experiences possible](#). It ensures businesses can base decision making on more than just one survey touchpoint, and ultimately drive long-term customer satisfaction, loyalty and retention.