Playbooks

Maximize ROI with Eureka Playbooks

Eureka Playbooks Help You Get More Value Out Of Eureka

The Playbooks

CallMiner has developed a series of Eureka Success Playbooks to provide step-by-step instructions for utilizing Eureka content (both out-of-the-box and custom) to achieve quantifiable ROI. The Playbooks align to specific business drivers, including:

- **Call Center Efficiency**
- **Customer Experience**
- **Performance Management**
- **Sales Effectiveness**
- **Risk and Compliance**

Each playbook is a detailed guide for how to get value out of the Eureka system, with step-by-step instructions on how to define the problem, measure it, analyze its root cause, identify areas to improve, and then control the corrective action to calculate your ROI.

Run the Right Plays for your Team Goals and Talent

Much like how a sports team relies on a playbook to determine the appropriate approach or "plays" to execute to attain their win, the Eureka playbook contains various "plays" that your organization's analysts can execute with the content found within the system to achieve ROI.

Each play also has pre-requisites - what tools, metadata, or resources are required to execute the play, along with a desired end state or ROI payback. The plays themselves are oriented towards and optimized for each of the different levels of analyst: beginner, intermediate and advanced.

Eureka Playbooks at a Glance

CallMiner's Eureka Playbooks are a series of guides for how to more effectively use Eureka to achieve your key ROI and efficiency goals.

Advantages

- Run only the plays that best fit your business
- Jumpstart your efforts to generate custom content using playbooks examples
- Easy-to-follow instructions guide you through entire process
- Real-world ROI value calculated and justified for each play

Features

- Variants for beginner, intermediate and advanced analysts
- Utilize a combination of out-of-the-box and custom content
- Created by CallMiner expert analysts based on real customer feedback and analytics
- Interactive workbooks that include detailed step-by-step instructions and ROI calculators

Our customer are saying

"The step by step instruction provided by the playbooks take the guess work out of leveraging CallMiner to help drive business results."

CallMiner

Understand your customers.
Unlock business value.

Key Eureka Plays Based on Use Case

Use case	ROI Metrics	Plays
Contact Center Efficiency	ACW Reduction	Auto-Disposition Calls
	AHT Reduction	Long Call Analysis
		System Wait Times Analysis
		Over Verification Analysis
	Call Deflection	Measure Channel Switching Potential
		Channel Deflection
	Call Reflection	Channel Fallout
	First Call Resolution	FCR Metric Validation
		FCR Driver Analysis
	IVR Optimization	IVR Optimization
		Post- IVR Call Analyzation
	Lifetime Customer Value	Step-by-Step Workbook
		Guided Review
		High Level Overview
	Silence Reduction	Longest Silence Blocks
		Percent Silence, Longest Silence Books
Essentials	Customer Churn Reduction	Churn Analysis
	Customer Satisfaction Increase	Abusive Language/ Profanity
		Customer Effort Score
		Escalation/Interception
		CSAT Score
		NPS Predictive Model
		Understandability
		Contact/Interaction Sentiment Scoring
		Call Emotion Score
		Sentiment Driver Analysis
Solutions Pack	Customer Churn Reduction	Loyalty/Enrichment
		Loyalty/Retention
		Integrating Customer Surveys
		Company Advocate
		Customer Advocacy
		Customer Advocacy (score)
		Churn Analysis
		Competitor Research
	Customer Satisfaction Increase	Customer Effort Score
		Escalation/Interception
		CSAT Score
		Understandability
		Call Emotion Score
	First Call Resolution	FCR Metric Validation
		FCR Driver Analysis
	IVR Optimization	IVR Optimization
	Lifetime Customer Value	Customer Journey Analysis

Use case	ROI Metrics	Plays
Performance Management	Agent Attrition	Targeted Agent Coaching Playbook
		Targeted Agent Coaching Scorecard
		Compliance-Specific Targeted Agent Coaching Scorecard
	QM Effectiveness	Agent Quality Score
		Objective Call Scoring
		QM Sampling
		QM Automation
		Hold Adherence
Sales/Collector Effectiveness	Collection/Revenue (potential) Increase	Collector Effectiveness
		Payment Ask Score
		Collection Objection Buster
		Payment Negotiation
	Marketing Effectiveness	Branding/Campaign
		Competitor Research
		Customer Profiling
	Sales Revenue (Potential) Increase	Cross- Sell/Upsell Offer Rate and Uptake Analysis
		Sales Effectiveness Score
		Sales Lead Score
		Sales Objection Buster Analysis
		Best Time to Call Analysis
Risk and Compliance	Business Process Compliance	Business/BPO Compliance
	Consumer Fraud Detection	Fraud Discovery Analysis
	Legal Regulatory Compliance	Cease & Desist
		Risky Calls Score
		Disclosure Analysis
		Mini Miranda Analysis
		Compliance Score
		State Law Requirements- Collection
		PCI Risk Mitigation
		Targeted/Nuclear Redaction
		TCPA Risk

Use case	ROI Metrics	Plays
System Efficiency & Maintenance	CAT Accuracy	Finding Aliases for Company Name
		Category Accuracy Tracking
	Call Reasons	Step-by-Step Workbook
		Guided Review
		High Level Overview
	Supplemental Playbook Materials	Downloading Xchange Content
		Turning OOTB/Xchange CATs
		Creating Custom Content
		Generic Discovery Exercises
		Category Accuracy Tracking
		Finding Aliases for Company Name
		Call Driver Discovery
		Advanced Weights
		Configuring a Score
		Analyzing Score Results
		Creating Tags
		Using Tags for Workflow
		Creating an Observation Report
		ROI Calculator Use

Try out a playbook today!

Playbooks can be downloaded by all active CallMiner customers via the CallMiner community site, known as CallMiner Customer Connect. Just go to **community.callminer.com**, search on "Playbooks" to find the dedicated community page – then download one or more plays to begin maximizing your ROI right away!

For more details about the Playbooks please contact your CallMiner Sales Director or Customer Success Director.
Also be sure to visit us at **www.callminer.com** or reach out via community.callminer.com.

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