



# Cracking the Customer Code in Enterprise Tech

How customer conversation insights drive improvement in every department – from the service centre to product and beyond

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Conversation Intelligence for Customer Service, Q3 2023



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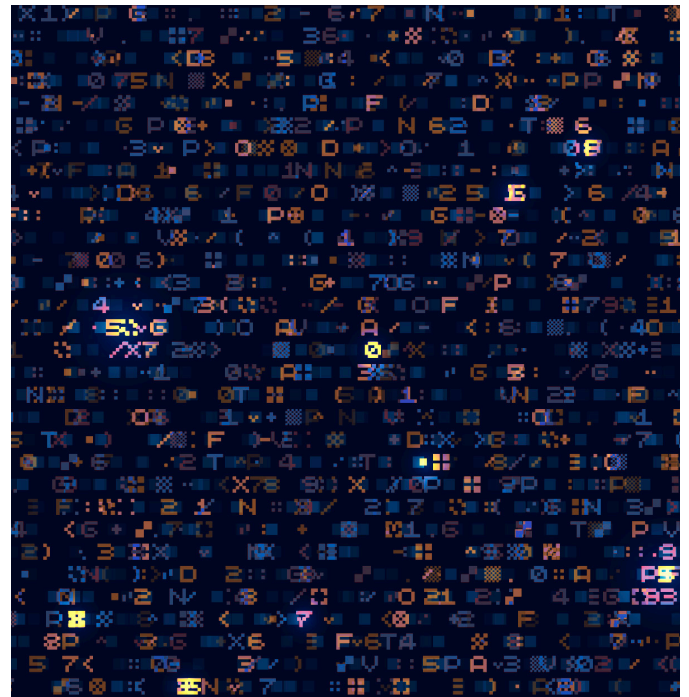
In enterprise hardware, software and communications, customer insights are everything. Within the past decade, there's been a tectonic shift in how software is made, based on customer insights. For example, product-led growth (PLG) relies on software usage patterns to drive product decisions, with the goals of increasing adoption, retention and expansion. In addition, many enterprise tech organisations rely on user data and feedback to drive their product roadmaps. Even hardware companies with longer release cycles can leverage customer insights to drive improvements.

Instead of relying solely on traditional methods to understand the voice of the customer (VoC), such as surveys, your organisation could be leveraging AI-powered technology like conversation intelligence to analyse every interaction with customers. These interactions, often within your contact or customer service centre, reveal much deeper insights through their unsolicited feedback, especially when combined with surveys, helpdesk tickets, and other solicited feedback methods. These insights can uncover potential issues, mitigate risks, increase revenue, improve the customer experience (CX) and/or user experience (UX), and drive more intelligent marketing and product decisions.

Several trends are driving a renewed sense of urgency around customer intelligence for enterprise technology companies. The tech industry has been one of the **hardest hit** by rising inflation and a tightening funding market. In addition, **security issues** are at an all-time high, with the average **cost of a data breach** projected to surpass £4 million in 2023. Companies must react quickly to security and data privacy issues to protect customers.

At the same time, people (and the companies they work for) are more connected than ever, with a 24-7 feedback loop available to them via social channels, online support, and more. They're hyper aware of bugs, system downtime, and other issues impacting their user experience – and can let the world know, fast. Tech companies, despite having to do more with less, must be as responsive to customers as ever.

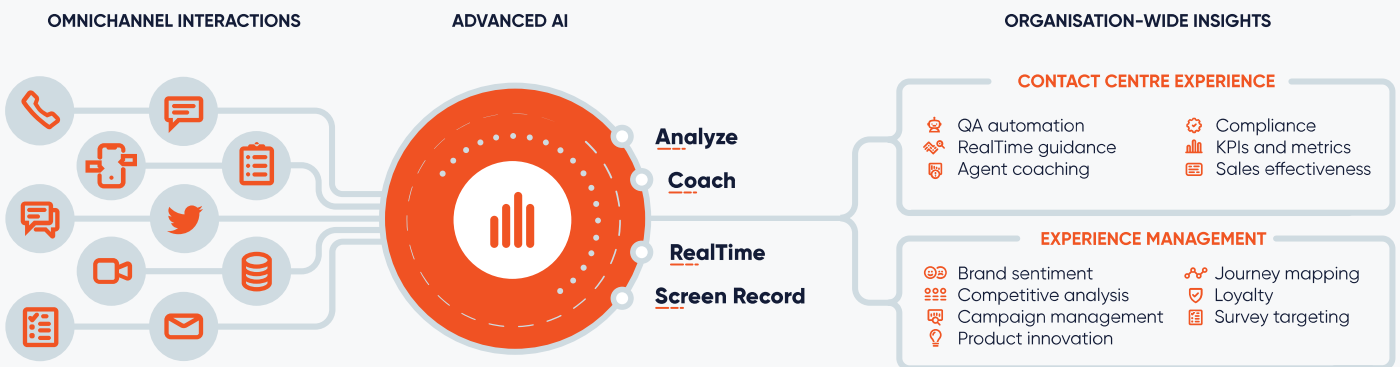
Let's dive into how the right solutions can help your company achieve economies of scale in your customer operations, and leverage customer insights to drive critical business improvements.



## Five use cases for conversation intelligence in tech

Conversation intelligence is an AI-powered solution that enables organisations, including tech companies, to analyse 100% of customer interactions and feedback across every channel. This level of analysis helps organisations extract insights and understand key trends about CX and other opportunities for business improvement.

Conversation intelligence combined with analysis of other key sources of feedback, including survey data and reviews, establish a complete picture of VoC, Voice of Employee (VoE), and more. The resulting insights can be used to not only streamline contact centre operations, but also improve CX and drive innovation throughout your organisation.



### 1. Driving contact centre experience and quality assurance

Many tech companies rely on surveys – for example, post-interaction surveys such as Net Promoter Scores (NPS) – to understand CX and satisfaction. While surveys and product user groups can be an effective tool, they only generate feedback from a fraction of total customers, with typical response rates hovering between **5 to 15%**. What's more, responses usually skew very positive or very negative, leaving a middle ground that's vacant of feedback. And for tech organisations, surveys lack immediacy. By the time you hear about an issue, it may already be too late.

In addition, the majority of companies evaluate their contact centre performance and process adherence, such as for compliance, using manual quality assurance (QA) methods. This means listening to or reviewing random customer interactions. As with surveys, this practice only covers a fraction of the total customer interactions with contact centre agents. Other ways of gathering feedback can lead to biased decision-making. For example, agent disposition codes applied post-interaction are not always accurate indicators of performance or potential issues.

Missing a potential compliance issue could result in fines or reputational damage.

Solving these challenges requires monitoring 100% of omnichannel customer interactions. Gaining a fuller picture can help you detect patterns where agent performance can be improved. Supervisors can respond with data-driven coaching techniques that target specific areas for improvement or reward successes. In addition, your customer success departments can improve processes that may not be working for agents or identify potential causes of channel deflection and route interactions to less expensive forms of resolution.

Full automation isn't always possible, nor should it be a goal. Human intervention is still needed to determine that agents are giving customers the empathy and respect they deserve and vice versa. However, the right AI-powered solutions can identify signals that improve coaching effectiveness for characteristics like empathy that lead to more positive customer experiences.

## 2. Improving employee experience and empowering growth

Regular feedback can **improve employee satisfaction** and retention. Your employees want to feel as if they know their path within your organisation and how to advance. They may not always be direct in their feedback on employee surveys, yet may be providing bilateral feedback to managers, HR, or direct reports.

It's important to create new opportunities for **data-driven coaching** for managers and supervisors. Tech companies with customer service and support centres can have thousands of customer interactions per day, which are ripe with data-driven performance insights for coaches. They can reinforce what your agents are doing well, including pointing out top performers as examples for peers, or they can more accurately clarify where processes can be improved.

Ultimately, using these techniques can improve your contact centre KPIs that impact CX, such as average handle times (AHTs), customer effort scores (CES), and more.

Conversation intelligence can also help your department leaders develop a more holistic picture of VoE. Capturing your employee's side of conversations that occur beyond surveys can help drive more relevant employee engagement programs. The right insights equip managers, supervisors and HR leaders to have more informed conversations about their future path and direction at your organisation, while retaining valuable employees in the process.



## 3. Boosting revenue through new logos, expansion, and retention

It's likely that your company generates revenue through a variety of channels. Services revenue – for example, providing a tech support or implementation contract along with hardware or platform sales – is very common for enterprise tech companies. It's possible you rely on contact centre, digital, and in-person channels to drive services revenue and product sales alike. This makes it critical to train your sales reps on the most effective ways to close a deal for certain types of prospects. With deep customer insights, you can improve sales effectiveness in a similar way to contact centre effectiveness using data-driven coaching. For example, QA scorecards can become a trusted source of data on pitch rates. Finance teams can apply pitch rates to forecasting analysis to estimate potential sales. These estimates can help you analyse the effectiveness of certain campaigns, and target areas for improvement to meet and exceed sales goals.

In addition, call summaries can be pulled directly into your CRM platforms, like Salesforce.

This is particularly valuable in driving customer retention, which is more important than ever in this economy. By helping your sales and support teams understand certain signals such as churn-likely behaviour in existing customers, you can make more effective decisions in the moment by providing real-time guidance for reps to guide them through difficult interactions. For example, if a customer mentions a competitor or pricing differential, you can deliver a script or the next-best action to keep the customer vs. churning.

#### 4. Detecting and responding to customer issues and brand crises

As you know, enterprise technology companies are constantly facing public chatter. Today's consumers are quick to share their opinions, publicly. Customers sound off about a variety of issues, including:

- Warranties or product safety
- Security / privacy breaches or issues
- System downtime or slowdowns
- Company or employee conduct

What if you could detect these issues, across all customer feedback channels, to react before they become larger problems? In other words, detect smoke before there's a fire. By responding swiftly and directly to customer feedback, you can effectively acknowledge issues and avoid a larger scale PR crisis.

Insights uncovered by conversation intelligence platforms can also be used to improve your marketing campaigns and customer promotions.

Some marketing campaigns may not land well with customers or cause confusion. Others may be incredibly successful and worth replicating. Marketers already rely on a variety of data and technology to determine the success of their campaigns, but adding customer intelligence from unsolicited data sources to the traditional CX equation can help improve the relevance and effectiveness of campaigns, and generate even more revenue for your company.

**Take DIRECTV for example.** The company is using conversation intelligence to analyse customer interactions and understand the impact of strategic product decisions on customer retention, experience and more. With the right insights, DIRECTV is making better marketing and customer service decisions, as well as quickly understanding the effects that those decisions have on customer experience and churn. When DIRECTV recently removed a free HBO Max subscription offering from AT&T's unlimited wireless plans, within hours, they were able to confirm that removing the free subscription had no negative impact on churn.

#### 5. Driving product innovation and improvements

Customer conversations often include unsolicited feedback on product improvements. When leveraged the right way, this rich data can reveal critical insights for product quality and engineering teams, as well as supply chain partners for continuous product improvement.

Imagine being able to index how often customers are talking about or feeling about certain products, features, and more, by customising the way they index their data. These insights can uncover opportunities for product improvements or even net-new products that can be prioritised based on customer input and desire for any given solution.

In a hyper-competitive, fast-paced industry, this could mean the difference between retaining customers or watching them leave for a competitor.

For example, one technology organisation focused on genealogy recognised an influx of customer service conversations whenever they released a new website feature, but they couldn't identify the root cause of those interactions. Were customers struggling to use the new feature or was there a bug that needed to be addressed? Further, they were challenged to deliver the right insights to their product team that would enable them to take action. With conversation intelligence technology, the company was able to more effectively monitor increases in customer service contacts in relation to website feature releases, understand why customers were calling in, and better communicate those insights with the product team, who could take quick action on urgent bug fixes or defer further development on non-critical issues.

## How Dell Technologies uncovers customer conversation insights for business improvements

Dell Technologies uses conversation intelligence to enable all parts of their customer journey. While the company started with simple compliance and QA use cases, over time, Dell expanded its use of the technology to truly understand VoC. By correlating the data generated from its conversation intelligence system with other data sources (for example, CRM and case management software), the team pinpointed areas of inefficiency to reduce costs, improve customer satisfaction, and drive specific business improvements. Here are just a few examples of how they did it.

### Call efficiency projects

Dell reduced unnecessary AHT from the troubleshooting process. Using conversation intelligence, the team found that agents were asking customers for repeat or unnecessary information. For example, agents don't need to ask for a customer's physical address if they don't need to ship a part for service. Applying new process improvements reduced AHTs by two minutes – which equated to a big cost reduction over the course of their extremely large call volumes.

### Escalation reduction

By exploring their customer interactions, Dell found that certain types of calls were prone to excessive escalations and transfers. By threading customer journeys together with data from different sources, the team could see exactly where bounces were happening across the multiple customer interactions. From there, the team applied performance metrics to understand opportunities for improvement. As a result, the team reduced multi-transfers by 46%, thereby reducing customer frustration in the process.

### Audit transformation

The team automated QA to reallocate focus from random call listening to coaching agents. Random listening resulted in inconsistent scoring, and often, analysts wasted effort listening to calls with no net result. Today, the team has achieved 97% automation of its standard audit, with 20% reallocation of resource time and effort to coaching. Supervisors can now view an aggregate quality score on each call, and pull data into BI dashboards to get a full picture of what is happening during a specific agent's calls. That way, they can target outliers and spend more time coaching agents on improvements.

[Listen to the webinar](#) to hear the full Dell Technologies story.

## Tapping into the true voice of the customer

Often, customers are already giving tech companies the feedback they need to make important business decisions via the interactions they're having with customer service and other teams. Using conversation intelligence to analyse 100% of omnichannel customer interactions can unlock untapped opportunities that extend far beyond conventional or manual methods alone.

Tech companies that uncover and use deep customer insights effectively can better compete and retain talent, despite economic conditions or other challenges. Not only can conversation intelligence differentiate the experiences and outcomes tech companies deliver to their customers, it can also drive cross-functional improvements across customer support, sales, marketing, product, and beyond.



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## About CallMiner

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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.



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