

The Customer-Built Product

Leveraging customer
feedback to drive
product intelligence,
innovation and
improvement



[Learn why CallMiner was named
the Leader in The Forrester Wave™:
Conversation Intelligence for
Customer Service, Q3 2023](#)

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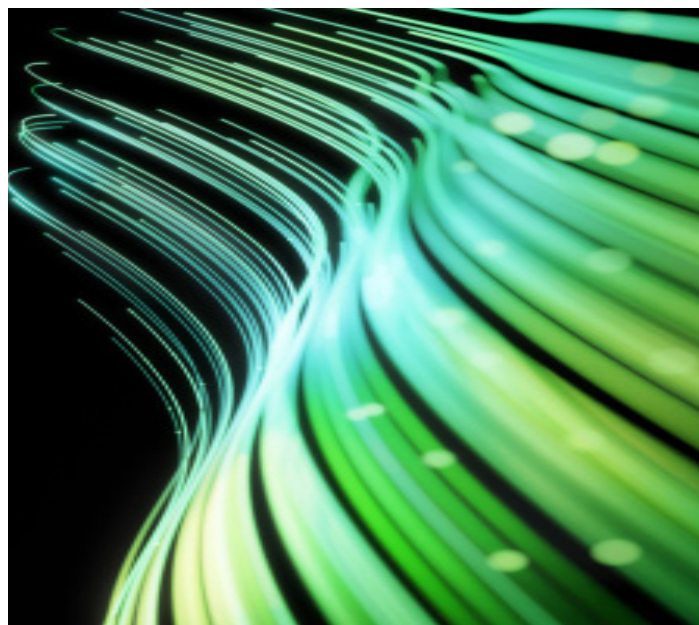
Leveraging customer feedback to drive product intelligence, innovation and improvement

Introduction: Why customers should be at the center of your product feedback loop

Customer feedback is invaluable data for product development teams. In the past, soliciting this feedback was difficult, and often involved only a small sample of customers. Many companies still rely on approaches such as focus groups, user testing and surveys to understand customer preferences and demands.

While these approaches work for certain purposes, they're difficult to scale. Surveys, for example, face traditionally low response rates (**between 5 and 15%**). What's more, surveys typically only reflect the opinions of people who are either extremely satisfied or dissatisfied. That leaves out a slew of customers in the middle. Focus groups and user testing also typically focus on a very limited number of customers.

Fortunately, technology (including AI-powered solutions) provides a world of new opportunities for product teams to collect customer feedback at scale. With the right technology, organizations can capture and analyze 100% of omnichannel interactions, such as those that happen on ratings and review sites, as well as within your customer support and service centers. For example, customers may call, chat, email or use another channel to discuss a product issue; make a warranty claim or even cancel a service subscription.



These feedback loops help product teams understand exactly what customers think of their products and services, and where they might be having issues. This data can drive product innovation, such as prioritizing a product fix or introducing a net-new product or feature.

Let's dive into how this process works and how top companies like yours can leverage customer feedback and intelligence to improve product experience.

Customer feedback: A hidden treasure trove for product intelligence

By aggregating and analyzing customer interactions across channels, you can gain the insights you need to make user-driven business and product development decisions. Conversation intelligence uses AI to find clear product-related signals within all the noise by mining insights from thousands or even millions of customer conversations spanning every channel and medium, including voice and text.

AI-powered solutions help product teams uncover insights that, frankly, no human being could ever find and act on faster. Using conversation intelligence, your product team can:

- **Address quality and safety concerns before they become larger issues.** For example, you could proactively discover and fix product defects or software bugs before more products get produced or shipped. Or find out about packaging defects that lead to damaged products arriving after shipping. These insights help you reduce risk and even avoid the potential of recalls and warranty claims.
- **Gain insights from customer conversations to drive product innovation, improve market fit and respond rapidly to customer feedback.** For example, you could uncover customer preferences about product options such as colors or sizes or learn about new feature requests that happen across platforms.
- **Identify competitive threats and weaknesses by capturing insights through omnichannel analysis.** For example, you might learn that a competitor has already released a feature on your roadmap that has not been well-received by its customers. This information could cause you to adjust course with your own feature release.

In addition, conversation intelligence equips teams to better understand customer sentiment and emotion. This technology can detect early signals of dissatisfaction, including how many customers are reaching out and why they're reaching out. From there, you can analyze who is affected the most (such as what percentage of the customer base is impacted, which segments, etc.), whether product improvements impact customer perception over time, and more.

SiriusXM turns customer emotions into business and programming improvements

Audio entertainment company SiriusXM has been working to track an ongoing emotion index score for its customers. The goal is to better equip operations teams across the company with customer insights. As a part of a continuous improvement project, a dedicated team delivers these insights to different areas of the business, allowing executive teams to drive change based on centralized data.

Using the emotion index to track both positive and negative sentiment, the team continuously improves the customer experience. The continuous improvement team turned on the scoring mechanism across voice, messaging and outbound communications such as social media, and correlated emotion with customer satisfaction (CSAT) scores for richer, blended data. The score works by taking what the customer is telling the brand and allowing the team to drill down into the root cause for their pain points.

In particular, by operationalizing this data, the team surfaces issues with programming, among other things, before they reach critical mass. This means that SiriusXM can make smarter channel management decisions based directly on what its customers are telling them, such as the decision to add or drop a specific radio channel from their programming.

As a result, SiriusXM is improving customer experience across the organization, and implementing positive changes across the product and other teams. Over time, as the initiative progresses, SiriusXM plans to create controls in its different lines of business by tracking improvements to top drivers of customer sentiment and emotion. For example, with conversation intelligence, SiriusXM will be able to more effectively identify the top product-related issues customers are facing and prioritize product improvements based on the impact they'll have on CX.

To learn more about the company's emotion index score, check out this [on-demand webinar](#).

Real world use case: Tapping product intelligence to build better mobile accessories

A major mobile device accessories company captures rich data from customer conversations using conversation intelligence, sending critical insights to its product quality and engineering teams, as well as its supply chain partners for continuous product improvement.

The product quality and engineering teams' goal is to understand how its products are performing outside the lab in the real world. Equipped with this knowledge, these teams continue to create the highest quality products for customers that are built to last. A crucial part of this process is to collect feedback from every customer conversation, from warranty claims to minor issues that impact the customer experience.

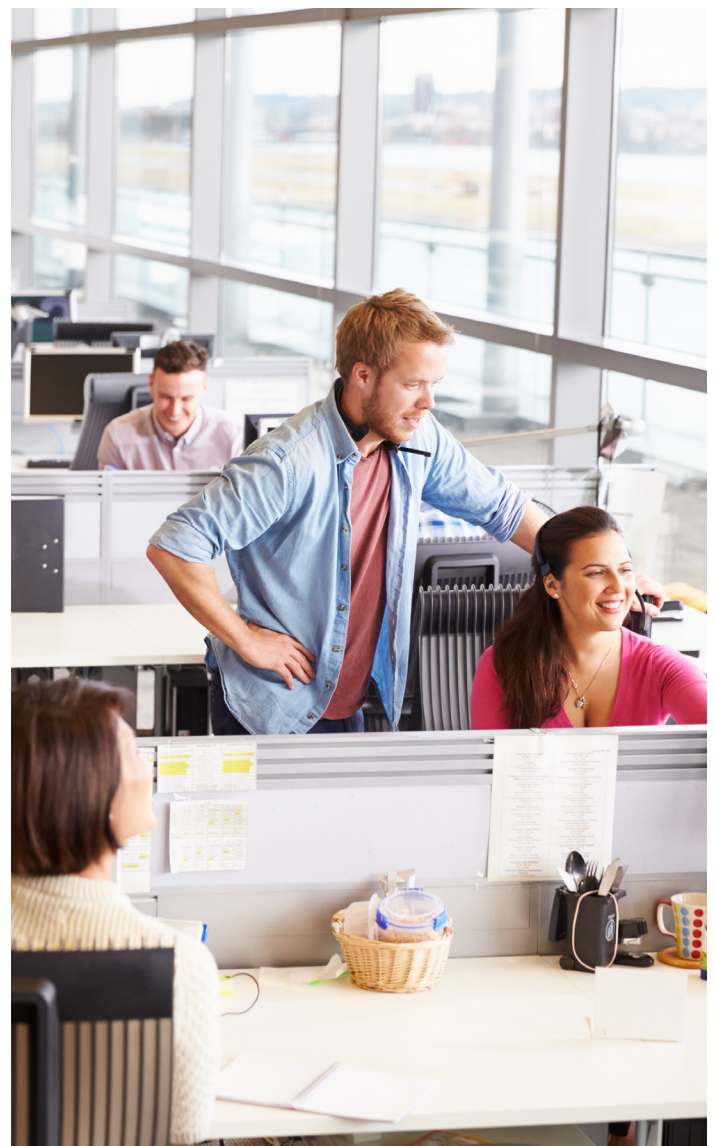
Before implementing a conversation intelligence solution, the team needed to understand exactly where issues were occurring in the product lines, so corrections could be made within product development. From there, product stock for warranty replacements and new sales could be updated appropriately. Previously, this data was difficult to obtain based on CAD drawings developed after the customer interaction based on the agent's interpretation of the issue.

Using rich insights from customer interactions, the team now has valuable, accurate data that the product quality and engineering teams can use to inform product improvements or other changes. This is particularly valuable when a customer calls in to fulfill a limited lifetime warranty on one of the brand's products. The company can quantify how often a specific failure occurs and talk about the frequency of issues with the product quality and engineering teams. With this data, these teams can more accurately size the problem. If it's an issue with a material or a specific design, the team can correct it and make sure it doesn't occur in any future product lines.

As a result, the customer support team has refined its process of reporting feedback to the product quality and engineering teams. They now use customer conversations to inform specific changes to products, including new products that are released to accommodate new and changing devices on the market.

The team now has data on the exact product issues that are occurring across its customer base. This customer data is cumulative and is gathered across all of the company's product lines. It informs how the company selects manufacturers, materials and designs for products.

Beyond product changes alone, this intelligence empowers the organization to arm customer service representatives with the information needed to react in the event that a customer calls in about a specific product that is impacted by a particular issue. That way, customers get the most up-to-date information on resolutions to their warranty claims and other issues. The product and customer experience are inextricably connected.



How CallMiner enhanced our own product with customer insights

In early 2020, CallMiner underwent a two-part initiative to gain better company-wide insights. First, we wanted to understand what it is like to launch a new program using our software. Second, we had many new sales representatives that not only needed to undergo an initial training, but also be coached throughout their growth with the company. We had seen how customers used CallMiner's solution suite to acquire insights far beyond the compliance-level in their contact centers and knew we already had the necessary components for successful a [revenue intelligence solution](#) within our system.

The goal was for the whole CallMiner team to understand the aspects of business and data that inform our use cases, and lean on each other's respective strengths to improve the experience. By mid-February 2020, we were mining our own sales conversations, augmenting them with crucial metadata, and delivering digestible and coachable insights to our business development representatives. When the coronavirus lockdowns hit, we rapidly expanded our contact types beyond voice to email and chat channels.

Learning from our own systems helped us to develop and refine our [Sales Conversation Analytics offering](#). Here's what one of our business development representatives and power users had to say:

"The main things that I was looking for were how specific approaches, rebuttals, and competitor mentions could impact the conversation. By looking at openings, we could see which opening consistently led to longer calls. With rebuttals, we looked at which rebuttal to which objection would lead to a longer call and would lead to more information gathered. Competitor mentions allowed us to understand which competitors seemed to have a larger market presence and so letting us know which battlecards we needed to study more. We also looked at the closing statements of our BDRs to find which BDRs were doing the correct steps to set up a next steps conversation, and by seeing who did what, we could coach to get the best habits across the entire team."

Why competitive intelligence is important to product development

Every product team knows the value of competitive research before a launch. But, mining continuous competitive intelligence straight from your customers can be invaluable data to use throughout the entire product lifecycle.

Using conversation intelligence, you can capture and analyze insights across channels – including social, ratings and reviews – to uncover the competitive strengths and weaknesses that drive product investment. By tiering competitors, you can gain a comprehensive view of your biggest competitive strengths, weaknesses and threats based on what customers are actually saying – which may differ significantly from what you think internally.

What's more, mining contact center conversations for competitor mentions, and combining that with other competitive data points, can help uncover product risks or threats that may not be on your radar already. For example, a competitor's customers may proactively reveal what they love about the latest launch on social media. Using competitor mention analysis, your product team can gather critical intel for features that may not be on your roadmap yet. These competitive insights can be used across other departments, as well. The CallMiner team has found tremendous value in leveraging this data for marketing campaigns. Here's what our VP of research, Mike Dwyer had to say about using our own product to inform marketing assets for a launch:

“In reviewing our first call in the CallMiner platform, we discovered a lead talking about our nearest competitor in the real-time space...the insight is that there was a TON of competitive marketing information in the call for marketing to build on. Competitive mentions are one of the use cases CallMiner is built for.”



Creating a culture of continuous innovation

Like the examples featured above, your customers can become the ultimate “always on” focus group and product feedback loop to test new ideas, continuously improve on existing products, introduce new products and even identify potential issues to mitigate unnecessary risks and costs. These customers are already telling you everything you need to know regarding product intelligence – from their conversations with your customer service representatives to what they're saying on social media, in online reviews and beyond.

By uncovering the insights that exist in these conversations, product teams can act faster on customer feedback and keep a pulse on customer sentiment and emotions, delivering the products that customers want and love. When you do this, you do more than just deliver great products and services – you also enhance customer experience and loyalty.

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 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.



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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