



The Ultimate Customer Loyalty Handbook

Winning marketing and customer service strategies to improve customer journeys, lifetime value and CX outcomes



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



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An excellent customer experience (CX) can not only influence how a customer feels about your brand, but also the bottom line. According to McKinsey, **more than 70%** of senior executives rank CX as a top priority for the coming years. The reason? Companies that organise and manage CX effectively can realise a 20% improvement in customer satisfaction, a 15% increase in sales conversion, a 30% lower cost-to-serve and a 30% increase in employee engagement.

On the other hand, do it wrong and your brand could suffer. A survey by Zendesk shows that **61% of customers** would switch to a competitor after just one bad experience. That's a 22% increase from last year's survey. With just two negative experiences, 76% of customers are out the door.

Superior CX can be achieved by understanding and improving your customer journey, which these days is anything but linear. It all starts with a solid foundation of data to analyse. According to the **CallMiner CX Landscape Report**, while every organisation is collecting some data/feedback from their customers, 70% say they need to improve the ways their organisation uses data to enhance CX.

The challenge is that today, most companies primarily attempt to understand their customers via solicited feedback, such as surveys, reviews and more. Solicited feedback only covers a portion of overall feedback from your customer base. In fact, the average survey response rate hovers around **just 33%**. What's more, solicited feedback tends to be skewed to the positive or negative, leaving a whole untapped middle ground of customer insights.

Without capturing and analysing unsolicited data – such as conversations that happen in your contact centre or customer service centre – companies are missing out on critical information. The **CallMiner CX Landscape Report** indicates that 79% of organisations today are collecting the majority of their feedback through solicited means..

So how do you collect the insights and feedback you need to understand the true Voice of the Customer (VoC), and act on that data to improve customer loyalty and lifetime value (LTV)? The good news is that your customers are already sounding off in an omnichannel environment (e.g. contact centre channels, social media, and more). It's a matter of knowing how to analyse that feedback at scale to make it actionable.



Understanding the omnichannel customer journey

As we know, the modern customer journey is not linear. That makes customer journey mapping a major challenge. Often, there's neither a solo buyer persona nor a single customer journey. Customers represent many personas who travel a great number of paths, engage on multiple channels, and interact at multiple touchpoints on their way from first contact to engagement, conversion, and beyond.

Customer journey mapping must gather data about every channel and touchpoint. It's critical to analyse every interaction to determine the quality of the experience at every stage of the journey. When it's done well, customer journey mapping can help you:

- Understand how your brand, products and services, and communications are perceived by customers. You will get a sense of what drives their opinions, what earns their loyalty, and what pushes them away
- Figure out what parts of the journey are creating friction and how you can improve the experience at specific touchpoints
- Identify opportunities for engaging customers at key pain points with content, brand interactions, and exposure
- Give your marketing, sales, and customer service teams the direction they need to create more compelling customer experiences
- Increase conversion rates by eliminating obstacles and negative experiences
- Delight customers with exceptional service

How AI-powered conversation intelligence can help

Fortunately, the right technology can help CX and marketing teams connect the dots between disparate customer insights and the actions they take during their customer journey. AI-powered conversation intelligence analyses customer interactions across all channels at scale to enhance the customer journey experience and drive business improvements. It works by gathering and analysing data from calls, emails, surveys, social, chat, SMS and more to gain clear visibility into an omnichannel customer journey.

And these insights are anything but surface level. This technology analyses interactions at the deepest level, interpreting nuance and finding patterns that shed light on customer experiences, and pinpoint new areas of opportunity. For example, some surface-level analyses like sentiment analysis only indicate whether an interaction is positive or negative. And while understanding sentiment is valuable, interpreting a whole spectrum of customer emotions that fall in between these two polar extremes can greatly enhance your CX initiatives.

Capturing actionable intelligence: next steps

So, how do you take these concepts and act on them? Conversation intelligence can transform customer calls and multichannel interactions into structured data. This gives you insight into how well you engage with your customers and manage the quality of interactions.

You can use this data to:

- **Leverage omnichannel feedback from every interaction to better understand the customer journey.** Combine analysis of solicited and unsolicited feedback to gain a more accurate view of customer experiences. Create a strategy for improving the customer journey based on 100% of customer interactions, rather than just a sample.
- **Rely on customer journey visualisation to reveal rich insight about CX,** from both customer and agent perspectives, across all voice and text-based interactions. Identify opportunities in real-time to improve customer experiences and outcomes.
- **Use automation to simplify** the process of gathering and analysing data to drive better business decision-making.



Winning strategy:

Using customer journey mapping to improve churn



A consumer technology company had a churn problem. Across its contact centres, there was a wide variance in call performance. The company needed to improve overall quality, and provide senior leadership with access to analytics. The company's operations team understood that analysing their calls could help them resolve a number of issues.

However with 25,000 subscribers and over 6,000 support calls per month, the operations team needed an efficient approach for call analysis. Meeting regularly, the team was able to review just 3% of their total call volume. Correcting their customer churn issues required a more progressive approach. The company sought conversation intelligence as a solution to better understand why customers were churning.

The company looked at customers who had churned out, using conversation intelligence to examine the customer journey timeline to identify where issues occurred. From there, the operations team could double-click on these interactions to determine how to fix common issues. As a result, the team reduced churn by 16% by improving agents' phone training.

By adapting agent training to the areas of improvement identified with conversation intelligence, the company witnessed dramatic improvements beyond customer retention alone. The company began sharing performance metrics – like handle time and average sale – with its agents to demonstrate the impact of the call centre's efforts. Over a one year period with conversation intelligence, the call centres saw their net promoter score (NPS) climb from 10 points to 33, a 300% increase. Additionally, the customer satisfaction score rose 350% over the same time period.

Three key customer insights you can uncover with conversation intelligence



Drilling a layer deeper, it's important to understand the types of insights you can uncover with conversation intelligence. Here are three commonly used insights that can help you see your customers in a whole new light.

Sentiment and emotion. Sentiment analysis continues to be an important standard within customer service. With the addition of emotional analysis, a more nuanced and complex picture of the customer is available to help you refine your approaches. Sentiment is a powerful indicator but is often reflected in a one-dimensional answer to a question (Positive, Negative, or Neutral). Emotional insights can more quickly identify motivational indicators, such as loyalty, distress, or churn-likely behaviours

Contact drivers. Contact drivers help you understand why customers choose to reach out, based on the customer's perception of a certain issue or situation. In addition to contact drivers, you can drill down into customer emotions, frequency of contact, the root causes behind the interaction, and more, to understand the context of a customer interaction. From there, you can share those insights with the proper team. Is a product issue causing an increase in calls? Share that internally for faster resolution.

Call dynamics. From silence time to average handle time (AHT) to agent quality scores, conversation intelligence can reveal important dynamics of each customer interaction. For example, on collections calls about financial matters, longer silence times can indicate that an agent is empathetically listening to a customer's needs. On other calls, long silence times can be an indicator of a challenge or issue with customers that requires additional agent training.

Leveraging contact centre superpowers to drive customer relationships and loyalty

According to a recent survey, **83% of consumers** said they were more likely to purchase from a brand with which they had an emotional connection. Building these connections starts with your contact centre agents, who are on the front lines of omnichannel customer interactions.

In doing so, you can identify and celebrate your top performers, while using key insights to improve coaching and training across the board.

Successful teams share these strategies::

- They rely on customer feedback as a mechanism to offer agents the training and support they need to excel in their jobs
- They allow for bilateral feedback between agents and supervisors to reflect what parts of the training process are working and not working
- They take their training beyond QA score and KPIs. Reviewing actual customer interactions can provide real-world coaching opportunities and create a continuous feedback loop throughout an agent's entire career

Explore these strategies:

[5 upskilling secrets to supercharge your contact centre](#)

Analysing 100% of omnichannel interactions can reveal important opportunities for CX improvement. Insights include the motivations for why customers reach out, the emotions behind their interactions, and how those emotions evolve throughout the customer journey. Tracking these changes over time can help your teams understand how your customers experience specific agents, as well as your brand overall.

By using these insights strategically, your managers and supervisors can coach and train agents based on the strategies that have proven most effective with real customers.

That doesn't always mean correcting behaviours that are deemed ineffective or inaccurate. You can also leverage conversation intelligence to accentuate the positive with top performers, and use it as a model for one-to-one coaching and training throughout the organisation. In addition, real-time alerting capabilities can help agents navigate even the most difficult customer interactions.



Winning strategy:

Tapping contact centre data to take patient satisfaction to the next level

In healthcare, patients have more options than ever before – underscoring the importance of the patient experience. **Kelsey-Seybold Clinic** understands this first-hand. The clinic leverages conversation intelligence to gain greater insights into patient experience, call performance and agent performance. Kelsey-Seybold automatically analyses 100% of patient/staff phone-based interactions to gain timely actionable feedback and guidance.

This includes understanding if patients are struggling to book appointments, if they unknowingly need medical attention and more, and then using those insights to direct staff in real time to better support patients in the moment and deliver better outcomes.

Conversation intelligence generates an automated post-call report that applies to every conversation, offering truly meaningful and actionable insights. Post-interaction analytics help the team more effectively identify specific keywords or trigger words that drive escalations. The post-interaction reports offer deeper insights into what needed to be addressed as a result of those keywords or phrases. This helps the Clinic determine if they need to coach the agent for future conversations or if there is a process issue that makes it hard for the patient to get to the end result.

Additionally, since Kelsey-Seybold receives 22 unique types of calls within the contact centre, all of which operate very differently, it is important to accurately measure success. Conversation intelligence provides Kelsey-Seybold Clinic the flexibility to adjust performance scorecards to accommodate the different types of calls they receive. Agents are trained to understand the call scorecard across five key metrics as it relates to those unique call types: politeness, empathy, ownership, speech understandability, and percentage silence.

What's more, agents are trained to recognise the benefits and to see conversation intelligence-driven feedback as an opportunity to take full control over the conversation. For example, if a patient is calling to schedule a regular appointment, but mentions having chest pain, the agent can be prompted to immediately and appropriately route the call to a nurse for the patient's safety. This doesn't just deliver a better patient experience, it has the potential to save lives.

Acting on customer feedback

Most organisations are awash in data, but what good is data if you don't act on it? According to the [CallMiner CX Landscape Report](#), while every organisation is collecting some data/feedback from their customers, 70% say some improvements are needed to the ways their organisations use data to enhance CX. Customers want to know that their feedback is heard, understood and being acted upon. Seeing these values in action unlocks the next level of loyalty and improves customer LTV.

There are many ways to work customer feedback to improve your business operations across the board. Here are just a few examples of customer-facing initiatives that can be improved using customer feedback.

- **Driving continuous product improvement.** Many teams share contact centre insights cross-departmentally to drive product improvements. That often includes avoiding product safety and/or quality issues. In many cases, customer feedback can be used to design new products, services or features. The goal is to leverage conversation intelligence as a modern customer feedback forum, like a focus group at scale.
- **Improving brand experience and driving more targeted, relevant customer campaigns.** How do your customers feel about your brand campaigns, messaging, choice of spokespersons, and more? Understanding customers' feedback to current campaigns is essential to refining them in the future. This is particularly important in a social media world, where customers can sound off about every brand decision. In the event of a negative brand event, you can use conversation intelligence to detect "smoke" before it becomes "fire" in a crisis situation.



Winning strategy:

Leveraging customer feedback for continuous product innovation

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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 can 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 conversation intelligence, 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 and agent feedback alone.

Using conversation intelligence, the team can now collect 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 fulfil a limited lifetime warranty on one of the brand's products. Now, 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 of using conversation intelligence, the customer support team has refined its process of reporting feedback to the product quality and engineering teams. They are now able to use actual 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 moving forward.

Beyond product changes alone, this information arms agents with data on how to react in the event that a customer calls in about a product that's impacted by a particular issue. That way, customers get the most up-to-date feedback on resolutions to their warranty claims and other issues. The product and customer experience are inextricably connected.

Conclusion

The events of the past few years have caused customers to bond with brands they love, and quickly discontinue their relationship with brands they don't. Leveraging both solicited and unsolicited feedback could be the secret to unlocking additional insights about your customer journey. From there, you can connect with your customers on a deeper, more emotional level, and improve every interaction with your brand.

Forming emotional connections with your customers starts with your contact centre. Customer feedback can inform coaching and training programs and improve employee experience. But, employee retention and continuous improvement are just a part of the picture. Happy employees foster a culture of positivity, which shines through to your customers.

Acting on customer insights and driving continuous business improvements could make a major difference in customer retention and expansion. The act of truly listening to your customers, as simple as it sounds, can work wonders toward building long-term loyalty and advocacy.

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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.



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