



# Customer Intelligence with CallMiner

Deliver a world-class experience that drives customer loyalty to improve retention and expansion.

Improve lifetime value by gaining critical insights from customer interactions to power customer experience. Track customer trends to uncover cross-sell and up-sell opportunities, identify experience gaps to reduce churn, and boost customer satisfaction by engaging with customers effectively across channels.

Your customers are interacting with you every day – through surveys, review sites, on social, email, through portals or web chats, texts, and calling in. All of these interactions provide a wealth of data that when analyzed can reveal customers preferences, desires, and needs. They also can uncover experience gaps and customers at-risk of churning.

For years now, organizations have relied exclusively on surveys and anecdotes to understand where and how to strengthen their customer experience (CX). Customer surveys provide valuable data points to help pinpoint how a customer feels and should be used to help improve the customer experience. However, using them alone for feedback has its shortcomings. Customers that respond represent a small sample of the entire population due to survey fatigue. Those that are motivated to respond tend to be biased based on extremely positive or negative experiences. To augment solicited surveys, customer experience teams can now tap a previously overlooked source of insight: unsolicited customer interactions. These interactions provide a comprehensive view of the entire customer base across all the channels they are interacting on – offering a data driven path to improve the customer experience.



CallMiner is a cloud-based conversation intelligence platform that leverages AI and machine learning to automatically capture, structure, and reveal insights from 100% of customer interactions to drive better CX.

Through the use of data-driven, un-supervised and semi-supervised machine learning, unsolicited feedback is transformed into insights faster than is possible through surveys to improve the customer experience. CX leaders can track customer satisfaction and drivers across channels or journeys in real-time, identify experience gaps, complaints, and at-risk customers, or uncover upsell and cross sell opportunities. Customer teams can be alerted when an upsell opportunity is uncovered, how to improve satisfaction in real-time, or what can be done to try to save an at-risk customer.

## Key Capabilities

### Journey tracking and analysis

Analyze 100% of interactions – both solicited and unsolicited – to track and identify key drivers of satisfaction across the entire customer journey.

### Complaints management

Automatically aggregate complaints and root cause at each point in the customer journey and route to necessary departments.

### Gauge NPS

Accurately measure changing customer sentiment across channels and by audience segments to gauge net promoter score.

### Drive CSAT with next best action

Advanced analytics automatically alert frontline teams of next best actions to maximize satisfaction.

### Identify upsell and cross sell opportunities

Marry customer and transactional data to understand what's driving loyalty and repeat transactions. Uncover trends to drive profitable customer behavior.



In order to stay ahead of the evolving demands of customers, CX leaders must continually reevaluate their customer expectations. CallMiner allows organizations to understand if customer expectations are being met, and if not, what those missed expectations are. CallMiner also makes it easy to democratize those learnings organization wide and even guide frontline teams to deliver better experiences.

## The CallMiner Difference

### Understand your entire customer base

Capture and analyze 100% of structured and unstructured interactions wherever and however they occur, across all channels, at scale.

### Deliver better experiences, faster

Extract meaningful insights from unstructured data in the moment (not after weeks of analysis). Track changing sentiment as it happens, uncover root cause instantly, and guide frontline teams in real-time for next best action.

### Align your business around your customer to drive loyalty

Uncover insights that connect you to your customers' expectations, needs, and desires. Fuel change across the whole organization that revolutionizes how your customers see your business.

## Challenges and Capabilities

### For CCOs and CXOs

While Chief Customer Officers and Chief Experience Officers drive the strategy for increasing customer satisfaction, retaining customers, and increasing profits from customers, a customer centric culture is at the heart of what they do. One of the most important things leaders need to keep in mind is that customers and their expectations are constantly changing.

Disruption feels like it happens overnight, but for the organizations disrupted, there are warning signs. Declining customer interest and decreased engagement lead to increased customer churn. The best organizations know that customer loyalty extends beyond the product or service and is dictated by the entire customer experience.

## Request a demo today

For more details about Customer Intelligence, contact your CallMiner Sales Director or:

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