Connected Analytics for Contact Centers

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Today’s discussion

- The importance of analytics for contact centers
- Cisco’s approach to connected analytics for contact centers
- Examples of what companies are doing today
What is a 1% Change Worth?

- 1% reduction in customer churn = 6% increase in profits
- 1% increase in customer satisfaction = 5% increase in profits
  = 25% retention improvement
What do Contact Centers care about?

CUSTOMER EXPERIENCE
Differentiated and Personalized

REVENUE ACTIVITIES
Promotions
Increase Up-sell and Cross-sell

OPERATIONS PERFORMANCE
Reduce Costs
Improve Efficiency
“As enterprises seek to make more sense of complex customer interactions they come to recognize the limits of their siloed legacy data capture systems, and many are turning to new analytics systems that have similarities to IT-based Big Data tools.”

“Contact centers are ripe for this kind of effort: they sit at the nexus of multiple data streams but have been slow to make effective use of most of them.”

1 Keith Dawson, Ovum Research February 2012 http://ovum.com/2012/02/09/contact-center-analytics-looks-a-lot-like-big-data/
• Through 2017, 90% of the information assets from big data analytic efforts will be siloed and unleverage-able across multiple business processes.

• 25% of big data implementations will fail to deliver business value resulting from performance problems due to inadequate network infrastructure.
Connected Analytics Will Enable Positive Business Outcomes

**Descriptive Analytics**
Gain clear understanding of business performance, identify targeted areas for improvement

**Predictive Analytics**
Per extracted business metrics, predict future trends and behavior

**Decision Strategy**
Derive actionable insights and execution strategies

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**Business Outcomes**

**Improved Customer Experience**
- First contact resolution
- CSAT improvement

**Increased Revenue**
- Customer retention programs
- Cross sell & upsell strategies

**Operational Efficiency**
- IVR tree enhancement
- Repeat call reduction
- Workforce optimization
Packaged, modular analytics applied to data exhaust from Cisco devices and endpoints enriched with customer operational and business data

<table>
<thead>
<tr>
<th>Cisco Packaged Analytics Solutions</th>
<th>IT</th>
<th>Contact Center</th>
<th>Collaboration</th>
<th>Retail</th>
<th>Service Provider</th>
<th>IoE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Optimized networks for service agility</td>
<td>Personalized contact center service in real-time</td>
<td>Organizational effectiveness, collaborative selling</td>
<td>Store operations and customer service</td>
<td>Customer stickiness and operational efficiency</td>
<td>Enabling new business models for innovation, agility, and efficiency</td>
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</table>

Data and Decision Science Services

- Decision Science
- Advanced/Consulting Services
- Intellectual Capital
- Data Virtualization
- Real-Time Analytics

Cisco UCS Data Platforms
Cisco Connected Analytics: Customized to Your Needs

Focus on Efficiency
- Customer call platforms
- IVR interactions
- Agent productivity
- Contact center efficiency

Business & Operational Enhancements
- Correlations to customer satisfaction
- Sales closures
- Marketing campaign effectiveness

Enterprise Data – CRM, ERP, Human Resources

360° View of Customer
- Holistic customer profile
- Customer behavior & trends
- Spans multiple communication channels

Cisco Contact Center (UCCE Data)

Omni-Channel Data—Social and Locality Data, Public Records
Cisco Connected Analytics for Contact Center
A Winning Combination of Software and Services

Cisco Data & Decision Sciences
- Quantifies business problems
- Executes modeling and evaluation
- Delivers actionable recommendations

Data Integration Software
- Aggregates data from multiple locations, different formats
- Combines network data with traditional data
- Accesses data in real-time

Analytics Software
- Analytics software for modeling
- Business rules engine
- Visualizations

Connected Analytics for Contact Center
Connected Analytics spans the internal analytics journey

**Business Results**
- Executive Dashboard
- KPI

**Data Analysis**
- Problem definition
- Gap analysis
- Transformation
- Verification

**Data Virtualization**
- Discovery
- Studio
- Performance +Adaptor
- Cisco Information Server

**Data Ingestion**
- Text Ingestion

**Data Integration**
- Dev Environment
- Run Time Environment
- Manager Environment
- Active Cluster
- Analytics Cache

**Data Analytics**
- Descriptive Statistics
  - Clustering
  - Outliers detection
  - Data visualization
- Predictive Statistics
  - Decision tree
  - Regression techniques
  - Text mining
- Sentiment Analysis
  - Supervised learning vector machine
  - Natural language processing

**Actionable Insights**
- Collection assessment
- Targeted marketing
- Cross sell/Upsell
- Outbound campaign
- Retention strategy
- Workforce optimization

**Actionable Insights**
- Near Real-time Alert
- Agent Workflow
Connected Analytics Improves the Customer Care Journey

Segmentation Analytics
- Accurate demographic & geographic identification
- Communication channel & language selection
- Personalized outbound campaign messaging

Text Mining & Click Stream Monitoring
- Problem details
- How-to & user documentation
- Video tutorials
- Product alert & recall
- Click to chat or video-call agent
- Search customer threads
- Ask questions

Sentiment Analysis & Predictive Analytics
- Best-match agent selection
- Customer sentiment understanding
- Churn risk evaluation
- Agent advice & service recommendations

Process Metrics & Insights
- Customer follow-up strategies
- Staffing management strategies
- Analytics driven operations improvement strategies

Initial Contact
- Inbound & Outbound Customer Interaction
- Customer Self-Help/Redirection
- Optimal Customer Treatment
- Decision Strategy

Customer Context
- Customer follow-up strategies
- Staffing management strategies
- Analytics driven operations improvement strategies

Post Engagement
- E-Mail Survey
- Post Call Survey
- Customer Workflow

Mobile Devices
Chat
Social
E-Mail
Video
Voice

Help Portal
Social Community
## Case Study 1: Public Sector Agency

Uses Connected Analytics for Contact Center to predict and proactively address issues

<table>
<thead>
<tr>
<th>Challenges</th>
<th>Solution</th>
<th>Impact &amp; Results</th>
</tr>
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<tbody>
<tr>
<td>• High call volumes with little understanding of causes</td>
<td>• Correlated trouble tickets to events, processes, people, geography</td>
<td>• Visibility into service requests trending and critical issues</td>
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<tr>
<td>• Wanted to evolve from a reactive model to be more efficient and plan for growth</td>
<td>• Provide detailed analysis on call data (by geo, by issue, by product, etc.) predicting escalations and early warnings, RMAs</td>
<td>• Predicting issues allowed for preemptive actions</td>
</tr>
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<td>• Lacked knowledge about talent and skills of field personnel</td>
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<td>• Results of analysis and insights drove justification for additional resources and training</td>
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Case Study 2: Cisco TAC
Leverage Predictive Analytics to Inform Decisions

Challenges
• Reduce Customer Assurance Program escalation cases
• Resolve service calls effectively and efficiently
• Avoid overloading CSEs

Solution
• Predictive analytics identifies service calls likely to escalate
• Business rules engine drives critical actions to mitigate risk of escalation and serve based on customer value
• Utilizes intelligent routing to best match support resources based on skills, availability, and current workload

Impact & Results
• Increased first call resolution
• Use of low-cost channels
• Decrease number of calls, misrouted calls, and call duration
• Improved service, customer insight
• Reduced costs
• Increased agent productivity
Benefit from Cisco Expertise

Cisco Connected Analytics gives you access to:

- Leader in contact center technology and services
- Trusted advisor to IT and business organization
- Access to Cisco data expertise and technology
- Single source for holistic contact center management, data decision sciences analytics, & IT solutions and services
Connected Analytics for Contact Centers – How??

Channel Interaction Data

Analytic Techniques

Analytic Models

Other Enterprise and CC Data Sources
Databases, Events, Logs etc..
(IVR, ACD, Web, Email, Agent Activity, WFM etc.)

Value Creation

- Churn
- Segmentation
- Cross-Sell/Up-Sell
- Customer Experience
- Assist in Real Time and Batch Decision Making in the CC
- Productivity
- Understand Customer Behavior
- IVR Analytics
Contact Center Big Data Sources will complement your Enterprise Data Sources

**Financial/Business Data**
- Customer Lifetime Tenure
- Churn rate
- Revenue
- New customers
- Lease Renewals
- Sales Transactions
- Lifetime Products purchased
- Frequency of purchase

**Customer Production Data**
- Production Data
- Energy Consumption Data
- Reliability/Break fix data

**Customer Retention Data**
- Relationship Surveys
- Social media Feeds
- Multi-channel Feedback
- Referrals/Loyalty Data

**Partner/Dealer Data**
- Dealer Tier
- Revenue Contribution
- Customer Feedback
- Certification
- Cash/Lease Sales
- Dealer Feedback

**Product Data**
- Products Sold
- MTBF
- Serviceability Data
- Product Lifecycle Data

**Channel Interaction Data**
- Multi-Channel Interaction Log
- IVR interactions
- Agent / Email / Web interactions
- Mobile interactions
- Social Media interactions/Feeds
- Recordings

**Contact Center Operational Data**
- Agent AHT / ATT / ASA
- First Call Resolution
- Abandonment
- Repeat Calls
- Adherence/Shrinkage
- CDRs
- Tickets/Logs

**Contact Center Data Sources**
- **Financial/Business Data**
- **Customer Production Data**
- **Customer Retention Data**
- **Partner/Dealer Data**
- **Product Data**
- **Channel Interaction Data**
- **Personnel Data**
- **Customer Relationship Management Data**
- **Contact Center Operational Data**