360° CX Management

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All the Sources with All the Customer Interactions

Internal data sources, owned & provided by client
- Call Centre Audio Transcripts
- Customer Chat Messages
- Survey Responses
- Any other unstructured data
- Qualitative Research Transcripts
- Customer Support Emails

External data sources, provided by DMR
- News (editorial)
- Blogs
- Twitter
- Facebook
- YouTube
- Instagram
- Forums
- Reviews
Behavioral data such as sales, distribution or likes and shares (client owned and 3rd party)

Customer Emails / Chat Messages / Call Centre Calls / Other Unstructured Data (client owned)

≥80% Sentiment accuracy
≥80% Semantic (topics) accuracy
≥80% Customer Journey Stage
≥90% Relevance (brand) accuracy

listening247™ turns unstructured data in ANY language into structured data!
Metrics

**Sentiment**
- Positive
- Negative
- Neutral
- Net Sentiment Score™ (NSS™)

**Topics**
- Topics
- Sub-topics
- Attributes
- Reason

**Customer Journey**
- Phases
- Stages

**Share of Voice**
- Share of Volume on online sources
- Share of Negative
- Share of Positive

**Negative Sentiment + Sub-topic = Pain point**

**Positive Sentiment + Sub-topic = Gain point**

**Pain point + CJ Stage = Bottleneck fix = CJ Optimisation**
Actionable Information: Single Customer vs Market Level

**Actionable Information at Customer Level - Short Term**
- Create detailed workflows to:
  - Pacify detractors
  - Leverage promoters
  - Nurture passives to become promoters
  - Track contact centre rep. performance

**“Insights” at Market Level - Long Term**
- Evaluate marketing campaign performance
- Develop new product & service features
- Support occasion (touchpoint)-based marketing
- Improve your Social Presence Score
- Manage corporate reputation
# Report Types, Frequency & Specific Benefits - All Sources

## Market Level/Long Term
- Monthly PPT report
  - Strategic & tactical overview
  - Track all client segments
  - Track marketing initiatives
  - Competitive benchmarking
  - Track CJ Optimisation
  - Discover Trends

## Customer Level
- Weekly Sentiment List Data via API
  - Create contact center workflows
  - Respond to customer pain points
  - Leverage gain points
  - Optimise CJ

## Market Level
- Quarterly Deep-Dive
  - Answer specific questions in a quarter
  - Gain a better understanding of own and competitor initiatives
  - Investigate specific market movements/trends

## Customer & Market Level
- Ad-hoc (on request)
  - Any additional deep-dive as required beyond the regular quarterly deep-dive
Methodology

All available sources of consumer interactions i.e. unstructured data such as text & audio

Setup
Creation of custom machine learning models which are specific to the language and product category of the project.

Data Processing
Annotating data with brands, sentiment, topics, customer journey stage etc. on an ongoing basis.

Data Gathering & Ingestion

Manual Annotation: Relevance
Manual Annotation: Sentiment
Manual Annotation: Topics & Reason
Manual Annotation: CJ Stage

Noise Model Creation
Sentiment Model Creation
Topics & Reason Model Creation
CJ Stage Model Creation
Brand Taxonomy Creation

Processing: Relevance
Processing: Sentiment
Processing: Topics & Reason
Processing: CJ Stage
Processing: Brand / Category

Precision Checks
Model & Taxonomy Improvements
Data Re-processing (if required)
Data Analysis
Data Visualisation

Ongoing Process
CX Case Study - Banking

Call Centre Recordings, Survey Verbatims & Social Intelligence

Other Data Sources:
- Website chat messages
- Customer Service emails
- Social Media messages
- FGD transcripts

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Call Centre Recordings

1. DMR receives call centre recording audio files from the client
2. DMR makes API calls in the cloud with the audio files
3. The API returns audio transcribed into text
4. The transcribed text is ingested on the listening247 platform
5. The transcribed text is integrated with other data sources and annotated with sentiment, topics, CJ stage etc.
Call Centre Recordings Analysis Examples

Service issues

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Problem with mobile app

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Customer Service solution

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PROBLEMS ENCOUNTERED

- Transferring money: 67%
- Using the app: 45%
- Accessing account: 33%
- Fraudulent transaction: 30%
- Loan eligibility: 15%
- Mortgage repayment: 12%

WAYS OF SOLVING PROBLEMS

- Help with transactions: 35%
- Offer alternatives to using the app: 21%
- Advice on loan application & eligibility: 18%
Call Centre Recordings Analysis Examples

Sentiment: Negative  
Topic(s): Using the app, Transferring money

Sentiment: Negative  
Topic(s): Using the app, Accessing account

Sentiment: Positive  
Topic(s): Using the app, Loan eligibility

Sentiment: Negative  
Topic(s): Fraudulent transaction
Call Centre Recordings Analysis Example: Bigrams
Call Centre Recordings Analysis Example: Trigrams
Survey Verbatims

1. DMR receives survey verbatim files from the client
2. The verbatims are ingested on the listening247 platform
3. The verbatims are integrated with other data sources and annotated with sentiment, topics etc.
In addition to 573 mentions to the client brand, we have also identified 8 mentions of a competitor brand in the verbatims!
Survey Verbatims Analysis Example: Positive Sentiment

- **Advanced online banking** system that enables users to manage all their bank products and services
- No need to physically go into a branch – can do whatever is needed **on the go**
- Feel better knowing that their **bank is reliable and ethical**
- **Easy to use** app can be used on any mobile device type
- Customer service is **very responsive** and deals with queries immediately
- **Better** alternative to other banks on the market
- **Lower monthly fees** and more benefits offered
- Good **variety of account types** to choose from and flexibility with custom offers
Survey Verbatims Analysis Example: Negative Sentiment

• Bank charges and monthly fees are too high
• Quality of service in local branch has declined
• Bank officials are corrupt and the bank itself involved in scandals
• The app keeps crashing, and no alternative is available for some devices
• Although responsive it’s still very time consuming to get in touch with customer support
• The online banking system is too complicated, and the user is inconvenienced by having to go through the same steps repeatedly
• Fraudulent transactions do not get flagged by the bank
Survey Verbatims Analysis Example: Topics

- **Bank Performance**: 80%
  - Securities: 80%
  - Trading: 34%
  - Investments: 15%
  - Credit Rating: 12%
  - M&A: 3%

- Investment Advice: 41%
- Banking Services: 35%
- ESG: 26%
- Scandals: 25%
- Customer Service: 23%
- Price and Purchasing: 13%
- Branches: 3%
- Emotional Connection: 2%
- Bank Type: 2%

**Bank Performance Sentiment**

- Positive: 85%
- Neutral: 14%
- Negative: 1%

Examples of verbatims:

- “Bank has invested into educational programmes for local youth”
- “Bank won ‘innovative bank of the year’ award”
- “Bank sponsors my favourite football team”
1. A harvesting query is used to gather historical and forward online posts from: blogs, forums, news (editorial content), reviews, videos (incl. YouTube), and Facebook pages.

2. The gathered posts are annotated with sentiment and topics using AI

3. DMR specialists use filtering and other functionalities of the listening247 platform to discover actionable stories in the data
Social Intelligence Analysis Example: Overview

Volume Trend

Sentiment

Sources

Top 5 Topics

- scandals: 1,088
- customer service: 819
- banking services: 429
- branches: 215
- investment advice: 204
Social Intelligence Analysis Example: Client Vs Market

Client has a lower share of positive and share of negative than the whole sector together.
Outcome: Pain & Gain Points Ranked based on Frequency

- 1. Loyalty points not received after CC purchase
- 2. Cannot access the app
- 3. Website is crashing
- 4. Long wait to speak to customer service
- 5. ATM withheld my card

+ 1. Superior online access to others available on the market
+ 2. Friendly and helpful customer service
+ 3. Bank is reliable and ethical
+ 4. Brand loyalty programme is very appealing
+ 5. Lower checking account fees
Outcome: Contact Center Workflow for Pain Point X

Question

Warranty

Condition

Out of warranty

Condition

Offer trade in

In warranty

Condition

If >3 replacements under 3 months or in less than 7 days after the previous replacement

Solution

If not, then

Goodwill replacement

Yes

Free upgrade to Replacement

No

Offer Trade in Replacement
## Outcome: Customer Journey Bottle Necks

### Phases

<table>
<thead>
<tr>
<th>Phase</th>
<th>NOT ON JOURNEY</th>
<th>ON JOURNEY</th>
<th>DEFECT</th>
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</thead>
<tbody>
<tr>
<td></td>
<td>14,560 posts</td>
<td>2598 posts</td>
<td>0 posts</td>
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</tbody>
</table>

### Stages

<table>
<thead>
<tr>
<th>Stage</th>
<th>Discover 2,500 posts (0.4%)</th>
<th>Sample 55 posts (0%)</th>
<th>Purchase 43 posts (14%)</th>
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</thead>
<tbody>
<tr>
<td>research</td>
<td>550 posts</td>
<td>0%</td>
<td>0%</td>
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<tr>
<td>shortlist</td>
<td>0%</td>
<td>78%</td>
<td>22%</td>
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<td>compare</td>
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<td>consider</td>
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<tr>
<td>source</td>
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<td>buy 1st time</td>
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<td>buy 2nd time</td>
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<tr>
<td>loyal</td>
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<td></td>
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<tr>
<td>advocate</td>
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### Sentiment Analysis

- **0%** negative sentiment from loyal customers due to difficulty to reach customer service

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Client Benefits

1. Dynamically optimise contact centre rep. scripts based on emerging pain points
2. Optimise the customer journey by identifying bottlenecks and ways to eliminate them
3. Identify customers at-risk to abandon the brand and take pre-defined retention measures
4. Leverage positive customer feedback in marketing collateral (gain points)
5. Avoid negative publicity on social media by pacifying possible detractors
6. Appear to be responsive, engaging and empathetic, by publicly addressing detractors online
7. Constantly improve the product/service offering by fixing operational issues related to frequently mentioned pain points
Q&A

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