360 degree tracking of all customer interactions to increase CSAT rates

ZEN3
INFOSOLUTIONS
A Tech Mahindra Company

The Client

With over 40 years of experience selling "Americana Fashion" apparel, this clothing and accessory retailer serves millions of customers in over 5 countries and manages tens of millions of transactions every month. With their clothing designed to appeal to the free-thinkers, artists, and dreamers of the world, while propagating their Californian roots through their products, they designed their customer care to appeal to this niche set of non-conformist and charismatic customers.

The service offered had to be world-class and not compromise on quality or trust parameters. The company insisted that their customer care, operated from in-house contact centers to serve customers and partners well, would have customer delight as a priority, using modern technologies to support their mission.

The client worked with retail partners in these markets to distribute their inventory to over 200 physical retail locations. All the retailers were made conscious of factors like inclusiveness, approachability, and positivity in all their interactions with customers and partners.

Opportunity

The client felt that improving service standards was an opportunity, not just to out-beat the competition but to meet the ever-expanding needs of the customer. Besides, the fashion retailer felt the need to improve service standards across all contact points – be it on the phone, through email, web chat, or social media. The need to personalize interactions for each client and retailer selling their products was an essential part of their strategy to address approachability. Increasing customer loyalty was also considered essential for sustainability of the business. Churn was considered an important metric to gauge loyalty. Zen3's speech analytics solution was chosen to boost the clients' customer care operations. Zen3 helped the client's agents provide superior customer services as opposed to spending funds on insufficient audits, training which did not improve CSAT scores, and analyzing metrics which were not relevant to their focus areas.

Zen3's tools to analyze interactions across all communication channels by categorizing customers into micro-segments was considered a better method of offering personalized services. These interaction analysis tools and dashboards were designed to help the client understand their customers better and build custom marketing campaigns that would improve conversion rates

Solution

The Zen3 solution was closely integrated with the clients' CRM system. Zen3's feature rich speech-to-text, speech analysis, multi-channel live analysis of sentiment brought incredible insight into customer service and increased customer satisfaction metrics.

Zen3's natural language speech analytics solution combined with other tools in its arsenal ensured that all customer service calls were logged and recorded. Then, they were analyzed for metrics such as hold time, dead air, pitch and agent response time. Both customer and agent speeches were recorded and converted to text using advanced technologies like neural networks, speech recognition, and machine learning.

On the other hand, the NLP solution classified calls, analyzed sentiments and checked for compliance among building

Features

Speech Analytics

Real-time Speech-to-Text Feature used advanced Natural Language Processing (NLP) and Machine Learning techniques and leveraged our large database of vocabulary data and configurable models to transform speech to text. High- quality transcription output is a key feature of the Zen3 solution.

Keyword Monitoring

Zen3 monitoring data scans audio to identify keywords and phrases, including brand mentions and other identified custom mentions to trigger notifications that would go into reports and dashboards. Availability of pre-configured dashboards suited to the retail industry among others with key industry metrics.

PII and Financial Info Redaction

PII information and financial information such as credit card number mentions are automatically redacted by the application. This helps in efficient regulatory compliance and to avoid security-related issues pertaining to personal customer data.

Industry Insights

Acquiring new customers can be five times as expensive as retaining existing customers.

The long term customer value increases over the life of a retained customer

Reducing customer churn by 5% can increase profits by at least 25%

The probability of selling to an existing customer is 60% to 70%, while the probability of selling to a new prospect is 5% to 20%

Metrics and Reports

The Zen3 Speech Analytics solution also provided insight into customer conversations, information on performance such as -

Sales pitch analysis into what worked and what didn't. Learnings can be stored and used to train service representatives for increased sales.

Identifying the success of recent advertising or marketing campaign through analysis of the offers, promos, and other keywords used for the campaign

First call resolution metrics through speech analysis matched with CRM resolution.

Identifying and automating frequent customer service issues to reduce the call volume.

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Zen3 provides us with the tools we needed to stitch together a comprehensive customer journey. We see the output of the solution in increased customer satisfaction and the amazing responses we hear from our customers

- Director of Customer Service

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Zen3 helped us not just boost our CSAT scores up to another level, but helps drive direct topline growth as well, Using Zen3's Conversational Analytics Solutions we are able to close deals faster and improving brand equity among our target audience.

- Chief Technology Officer

Our Speech Analytics solution, helps you uncover valuable insights to improve agent performance. We can analyse both real-time & historical communications.

Contact Us

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