NICE MULTI-CHANNEL INTERACTION ANALYTICS

Revealing Customer Intent in Contact Center Communications
CUSTOMER INTERACTIONS: The LIVE Voice of the Customer

Every day, customer service departments handle thousands of interactions. Customers calling, emailing, chatting, tweeting and using their voice to express their needs, wishes, intentions and emotions. These customer interactions are a goldmine of insight, helping you get closer to the customers.

Every interaction, happening over any communication channel is an opportunity for your business to improve productivity, customer loyalty or revenue growth. At that Decisive Moment during the interaction you have a window of opportunity to lead the interaction toward the optimal result. The ability to leverage those opportunities across millions of customer interactions is what enables service organizations to provide exceptional service.

NICE Interaction Analytics transforms the thousands of multi-channel interactions your customer service department handles each day into actionable business decisions in real time using post-call analysis.

With NICE Interaction Analytics, Customer Service Departments Can:

- **Listen to and analyze** all of your customers’ past and current activities
- **Understand** what drives your customers to contact the contact center
- **Accurately predict** which of your customers is about to churn or buy a product/service
- **Identify** the most effective best practices, what works and why
- **Highlight** each agent’s knowledge and skill gaps

**Solution Benefits**

- **Improve operational efficiency** by optimizing average handle time, reducing call volume, and increasing efficiency of debt collection activities.
- **Enhance the customer experience** by improving first contact resolution, and discovering the root causes of customer dissatisfaction.
- **Improve quality processes** by automatically analyzing up to 100 percent of your customer interactions, identifying customers who require attention, and evaluating agents based on defined business goals and key performance indicators (KPIs).
- **Increase customer loyalty** by predicting, and preventing customer churn
- **Increase revenues** by improving cross-sell and up-sell performance at the Decisive Moment, and by analyzing best practices
- **Gain business intelligence** by tracking customer mentions of competitors, and gauging sentiments toward them
- **Comply** with industry regulations, and corporate policies through script adherence
Multiple Interaction Channels: The Goldmine of Customer Insights

With the advent of the Internet, mobile and social channels, customers expect to be able to contact companies whenever and however they choose. The proliferation of interaction channels delivers new opportunities to serve customers, and leverage new data sources if the data can be collected and analyzed.

Many companies have struggled to harness this wealth of unstructured information. Social media, for example, can provide a valuable snapshot of customer views shared over the Web. It’s an important information source, influencing buying decisions well beyond the consumer’s immediate network. But tracking this channel alone can be an administrative nightmare.

NICE Interaction Analytics is a multi-channel analytics solution that provides a unified view of these diverse communication channels, and enables companies to extract the vast amounts of valuable information from the interactions across them. Leveraging these once-hidden insights, companies can drive customer satisfaction, and positively impact key measurements, such as first contact resolution, average handle time, customer churn, sales, and debt collection effectiveness.

Real-time Speech Analytics

Real-time speech analytics is an exciting technology that complements the traditional post-call analytics solution. While post call analytics focuses on categorizing calls, identifying trends, and finding root causes, real-time speech analytics aims to shape the interaction at the Decisive Moment. It identifies situations and important events in verbal conversations, such as sales opportunities or customers at risk, and generates actionable insight that can positively impact outcomes. It empowers the agent to take the next-best-action by providing online guidance. This capability perfects the customer experience and helps the organization gain the greatest business value from its interactions in real time.
NICE Interaction Analytics: Anatomy of Data-driven Business Decisions

NICE Interaction Analytics captures interactions across any interaction channel: voice, email, online chat, surveys, and social media. It analyzes these interactions across a variety of parameters, such as keywords or phrases, tone of voice and sentiment, call flow, interaction context (e.g., billing, claims, up-sell), agent desktop activity and customer profile.

Uncover Hot Topics

Powerful yet simple capabilities designed to automatically reveal why customers are calling, and discover frequently mentioned issues without predefined categories or lexicons. This significantly shortens time-to-insight without requiring any domain expertise.

NICE Interaction Analytics provides an out-of-the-box, bird’s eye view of the most common topics to easily perform root cause analysis. It lets you drill down into the relevant calls, analyze specific topics, and automatically create category definitions based on hot topic key phrase suggestions to add to the lexicon. It can also help simplify the categorization process, and maintain existing categories.

Classify Interactions

NICE Interaction Analytics automatically classifies interactions into one or more categories based on call type and attributes. It then generates call category volume reports consistently and in near real time. Trend reports highlight exceptions, triggering automatic alerts, and identifying areas requiring further analysis.

Perform Root Cause Analysis

NICE Interaction Analytics features patented data mining algorithms built on statistical and natural language processing models. It uniquely reveals the most common topics mentioned by customers so you can understand the drivers of customer dissatisfaction, repeat contacts, and failed sales efforts.

Discover Multiple Ways to Make an Impact

With the insights available using NICE Interaction Analytics, you can:

- Provide targeted agent coaching
- Improve inefficient processes
- Proactively contact customers at risk of churning

Taking appropriate action will provide you a competitive edge by improving performance with more operational efficiency, increased sales and loyal customers.
Analytics for Every Interaction

With numerous interaction channels you need a multi-channel analytics solution that can help drive maximum value from each. NICE Interaction Analytics applies breakthrough technology to diverse applications.

**Phone**
NICE Interaction Analytics uses a unique hybrid approach that combines two speech analytics technologies: phonetic indexing and transcription. It also detects emotion levels by identifying slight variations of vocal tone, and pitch per speaker whether it’s the agent or customer.

**Email and Chat**
The use of email and online chat-based customer interaction channels is growing rapidly. NICE Interaction Analytics captures these interactions, and through patented data mining and sentiment analysis techniques, uncovers valuable customer insights. It also analyzes attributes unique to these interaction types, such as chat response time, and the impact of multiple chat sessions revealing customer satisfaction.

**Direct Feedback**
Organizations constantly want to know what customers think about them, their product and services, and use various surveys to find this information. By using text analytics, NICE Interaction Analytics can analyze, and categorize verbatim customer responses as well as present satisfaction scores such as net promoter scores (NPS), and brand advocacy.

**Interaction Tagging**
Information displayed on agent desktops during interactions hold a wealth of information about customers. NICE Interaction Analytics captures the data, and then tags important parameters, such as demographics, purchasing and payment history, and other customer attributes. Call tagging also helps monitor desktop application usage, identify agent knowledge gaps, and highlight inefficient processes.

**Social Media**
Social media has become a major communication channel. Using it empowers a single influencer to impact the organization’s brand. Organizations need to be able to monitor millions of interactive channels, stay up-to-date, and capture relevant comments. NICE Social Media Analytics extracts insights from social media channels, including root cause, correlation of social media trends with all other channels, alerts of important post buzzes and persons, and customer engagement in real time.
NICE Packaged Business Solutions

Your corporate management team expects you to continually maximize return on investment, particularly for technology. NICE offers packaged business solutions powered by NICE Interaction Analytics that address various business goals. Each solution includes predefined dashboards, KPIs, reports, lexicons, alerts, and many more business-driven capabilities.

**First Contact Resolution**

NICE First Contact Resolution helps you gain insight into drivers of repeat contacts to reduce total call volume while improving the customer experience. It identifies and assembles interaction chains from individual contacts across channels, such as an unresolved online chat session that is followed-up by a call. Once repeat contacts are identified, NICE First Contact Resolution correlates them with contact topics to determine what sparks them. Automated root cause analysis utilizes speech analytics, text mining, natural language processing, and statistical algorithms to uncover the top customer issues behind repeat interactions. NICE First Contact Resolution also performs a breakdown of individual agents, and teams to spot knowledge gaps that drive repeat contacts so the managers can address them efficiently and quickly.

**Customer Retention**

NICE Customer Retention identifies hidden churn signals from analyzing all cross-channel interactions. The solution identifies customers at high risk of defecting to another provider, and automatically opens CRM tickets for these customers.

This solution integrates with transactional churn prediction models for high accuracy. NICE Customer Retention helps increase customer lifetime value by creating personalized offerings, and proactively reaching out to high-risk customers before they churn.

**Handle Time Optimization**

NICE Handle Time Optimization correlates handle time with contact topics to understand the main drivers for short and long interactions in comparison to average handle time target. The solution analyzes both average handle time for each call type, as well as call duration distribution by quartiles. This type of analysis can clearly identify which call types and agents account for deviations from handle time targets. NICE Handle Time Optimization also discovers inefficient interaction handling, such as complex processes and unnecessary transfers.

NICE Handle Time Optimization identifies agent knowledge gaps, and pinpoints targeted coaching opportunities. By leveraging these insights, you can significantly reduce handle time, ensure more efficient customer service, and invest saved time for the best ROI activities.

**Customer Satisfaction**

NICE Customer Satisfaction helps you gain insights to foster customer loyalty by creating a comprehensive view of the customer experience across touch points (individual and aggregated), and uncovers the root cause identification of customer dissatisfaction. This is done by leveraging a combination of speech and sentiment analysis, vocal tone, emotion detection, text mining, and natural language processing algorithms.

NICE Customer Satisfaction offers valuable support when implementing improvement plans, as well as addressing agent skill levels and their ability to quickly address customer issues during interactions. The insights from the solution’s analysis are also used to create targeted training, and coaching for agents with specific knowledge gaps.
NICE Sales Effectiveness is designed to help you maximize sales opportunities, and increase conversion rate by pinpointing hidden opportunities. The solution assesses various aspects of sales effectiveness, such as the number of attempted and successful sales, identification of missed opportunities and their root causes, and common customer objections. With this data, you can identify best practices, and align quality and coaching processes with sales goals. You can also empower agents to improve performance by providing them with tools that help them achieve those goals.

NICE Collections Optimization helps maximize collection interactions by improving various aspects of the debt collection process. The solution reveals what drives collections success and failure, such as agent approaches to handling customer objections, grasp of training topics, and missing information about the customer, or inherent negotiation skills.

It enables your collections personnel to increase right-party contacts and promise to-pay rates, as well as reduce compliance risks by adhering to privacy and disclosure procedures. The insights from the solution's analysis also drive targeted training, and coaching to agents lacking collections skills or violating disclosure and privacy guidelines.