

Retailer Builds on Customer Relationships

The Client

Consumers today seek personalized and seamless shopping experiences regardless of channel. They want to be valued by the organizations where they spend their money and rewarded with the best deals. With many different options, consumers have more choices than ever, making it crucial for retailers to build a strong relationship with them and provide quality customer service.

Recognized nationwide for its brand image, this retailer has been in business for more than 150 years and uses its historical experience, talented associates, and iconic status to attract and keep customers. With e-commerce on the rise and brick-and-mortar sales declining, the retailer shifted with the industry. With a combination of physical stores, online sites, and a mobile app, this brand leader made it more convenient for customers. However, it knew it couldn't stop there.

In order to raise the level of customer service and remain relevant in the competitive retail industry, it needed to further hone in on its customers' needs and offer an even better shopping experience.

Keeping in mind one of the company's main strategies, the client decided to use technology to help ensure that each customer has the best experience possible. In 2016, it embarked on a technology journey that would help it create those differentiated experiences as well as operationalize efficiencies improve customer satisfaction scores.

The Mattersight Solution

The client found that Mattersight's Predictive Behavioral Routing (PBR) was the best solution to better its customers' experience. When a call comes into the contact center, PBR allows Mattersight to determine if a customer's Automatic Number Identification (ANI) is in the Mattersight database and then routes the call to the best available agent based on personality, behavioral characteristics, strengths, and past performance. A better pairing between a caller and an agent leads to a more satisfying interaction, and higher customer satisfaction leads to a greater chance of increased loyalty to the client.

"Mattersight is a trusted partner who has driven tremendous value for us in terms of cost-cutting. The roll out of PBR has paved the path for us to do so much more, and we look forward to building on our relationship with Mattersight."

— RETAIL CLIENT

After initially rolling out PBR to 425 agents at one site in June 2017, Mattersight expanded that footprint to 1,800 agents across 3 sites within 70 days. During peak season, which runs during the holidays from November through January, PBR supports nearly 5,000 agents.

The Results

Since PBR has been turned on, more than 5.6 million calls have been routed, and the client has seen great traction on its goals of decreasing average handle time (AHT) and increasing customer satisfaction (CSAT). The collected data and better identification of customers' needs allows conversations between agents and customers to be more efficient.

Change management has been minimal, because there is no disruption or noticeable change to the caller or agent. These changes allowed calls to go more quickly and smoothly, and cost efficiencies were improved. The client also experienced the following changes:



60+ seconds saved on routed calls vs. non-routed calls



\$5M in cost savings through reduced AHT



5.6M calls routed



6% net reduction in AHT

After initially rolling out PBR to **425 agents** at one site in June 2017, Mattersight expanded that footprint to **1,800 agents** across 3 additional sites within **70 days**.

Future/Next Steps

The retailer's team members and Board of Directors are thrilled with the results PBR has on operations and customer experience, and they look forward to rolling out additional Mattersight products over the next year. With the \$5 million cost savings through reduced AHT, PBR acts as a funding mechanism for a number of new initiatives like call typing, sales routing, and expanded service benefits. The client projects \$7.5 million in annual savings within the first year. This program will be critical in efforts to build on relationships with customers, which also includes a new loyalty program. With these new steps in place, this iconic retailer will be able to continue its mission to drive cost efficiencies and improve customer experience.

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