



ASPECT® CUSTOMER EXPERIENCE ANALYTICS

Understand what's behind exceptional customer engagements

Customer Experience Analytics is all about providing organizations with the ability to understand the dynamics, quality and outcomes of every interaction, across every channel. This understanding is made possible through the ability to capture the context of interactions that flow between customers and agents through voice recordings, email text, IM and chats. Aspect brings together a stellar lineup of solutions for Customer Experience Analytics with:

1. Aspect® Analytics for Speech and Text – understand the holistic customer experience through all speech and text-based channels including chat, email, Web, mobile and social media.
2. Aspect® Desktop Analytics – learn from every action performed by an agent on a desktop – whether on application is installed on agents' machines or accessed virtually through a browser.
3. Post-Interaction Surveys – capture the Voice of the Customer after key interactions through easy-to-deploy, engaging web-based and IVR surveys.

4. Aspect® Performance Management – provide dynamic analytics based on the quality of the interaction; consumer sentiment as well as agent, and employee behaviors. Track and report on performance, productivity and compliance against KPIs in real time, triggering intelligent actions or workflows

Customer Experience Analytics makes every interaction a source for a new competitive advantage in an era where the contact center is the new center of the customer experience.

New Era of Customer Experience

According to Gartner Research, "Organizations wishing to achieve an effective voice-of-the-customer (VoC) capability must gather and analyze data in a variety of formats from a diverse set of VoC channels. Enterprise architects and managers for CRM, product development, marketing, innovation and customer service will benefit from understanding the VoC and how they can apply it." ¹

Aspect helps you capture and apply customer interactions and intelligence derived through feedback across multichannel customer communications, including speech, email, Web, IM, social media and other text-based channels to understand the Voice of the Customer. Web based and IVR surveys apply short, context-sensitive, dynamic surveys to capture customer insights and perspectives on products, processes, staff performance and customer satisfaction levels in real time—heightening the effectiveness of an organization’s people, products and processes in delivering great customer care. Customer Experience Analytics combines the power of Speech Analytics, Text Analytics, Quality Management and Performance Management to provide an early warning system surfacing behavioral and attitudinal business trends internally before they become widespread issues prominent on web and social media channels.

For any Voice of the Customer initiative requiring insight into customer sentiment, Aspect can help by leveraging unified customer data across communications channels for a singular view into experiences, issues, opportunities and trends involving product development, sales and service delivery; business policies and processes; marketing programs; competitive trends in the industry; and more. This provides your organization with powerful tools to understand customer requirements and influencers to take real time, appropriate action based on a deeper understanding of the customer experience and market dynamics.

Using text and speech analytics to enhance the VoC can improve the understanding of the customers issues, which helps companies improve processes, agent training, products and communication such as marketing campaigns.

Ventana Research

“Managing the customer experience is a complex undertaking, which requires strategic choices to be made, new competencies to be developed, and the management will to execute.”

*Shaun Smith,
“Learn How to Optimize Every Experience and Build Loyalty.”*

Make Faster Decisions

Your contact center is the most critical interaction point for your customer. Customers come with pre-conceived notions. They might have reached the agent after exhausting countless self-service options or they might be calling back after previous efforts to resolve an issue failed. There are countless such scenarios – but really only two outcomes: either the customer is happy or not.

Applying analytics to customer interactions helps you better understand who this customer is, what they need and best practices to employ to ensure the customer receives an exceptional experience. Aspect’s Customer Experience Analytics captures 100% of customer speech and text interactions giving agents complete customer histories to draw from when making decisions. By the time your agent picks up the phone, answers an email, tweets a response, or sends that SMS message they can see the state the customer is in. Whether the customer is at risk of leaving, or ready to buy a new product and the agent is appropriately prepared and informed to respond. Supervisors have complete insight into these same interactions and can immediately surface coaching and training opportunities. Instead of reacting to each customer engagement as a singular interaction, agents and supervisors use Aspect to capture the entire context of the conversation, analyze it and identify actionable trends. This enhanced customer intelligence can be used to build out long-term customer profiles and provide front-line agents with guidance on how to handle an unusual or difficult situation more efficiently – creating an exceptional customer experience.

Capture Actionable Insight

Aspect integrates voice, text, agent desktop behavior, customer history, customer opinion, agent performance, and more for a holistic view across your operating environment. The metrics are used to create multi-dimensional KPIs and interactive reports and dashboards that are accessible to all levels of the organization. Managers can dig into the results with root cause analysis – using this wealth of data to understand what is driving exceptional performance and where there are opportunities for improvement.

For example:

- Build KPIs that are tuned to customer value to identify and group customers by net value so your most important customers are given a differentiated and personalized experience that builds profitable brand loyalty
- Orient agents around empathy thresholds based on customer profiles to recognize and respond to customers based on their profile data providing high-touch service where it makes sense to do so
- Understand what's driving customer retention outcomes and use that knowledge to predict and prevent customer churn
- Establish more effective channels and determine why customers are contacting you and use this knowledge to create more efficient paths through self-service IVR or web portals

86% of leaders place Customer Experience (CE) as their top strategic priority. However, for roughly 2/3 of US brands, CE ranges from just OK to downright bad, and 51% of leaders indicated that lack of analytical strategy was a big barrier to improving their CE.

Forrester Research

68% of the executives rated their senior management team to be highly or totally committed to analytics and fact-based decision making.

*Bob Hayes,
'Improving the Value of
Customer Experience Analytics'*

Business Broadway, March, 2013

Learn From Every Interaction

Customers provide priceless information about their needs and preferences through their interactions and sentiment. But are you listening? In an era where the contact center is the new center of the customer experience, Aspect makes every interaction a source for a new competitive advantage. Customer Experience Analytics helps you capture the information that your customers aren't telling you and use this data to create immediate, actionable insight into customer sentiment, agent interactions, process adherence and technology utilization. Supervisors also gain insight into agent behavior through screen capture. Easily and rapidly identify coaching and training opportunities as well as processes and bottlenecks that can lead to poor interactions, and compliance risk. Customer information is power; Aspect can show you how to capture it.

"Data will be the basis of competitive advantage for any organization."

*Virginia Rometty,
CEO IBM
Address to the 'Council on
Foreign Relations 2013
Corporate Conference'*

Solution at a Glance

With Aspect...

Utilize 100% speech, text and desktop analytics data to create a holistic view of the customer interaction

Enhance the customer experience by transforming quality assessments and monitoring processes with a complete view of all interactions

Create actionable insight into employee performance and productivity by using Aspect Performance Management KPI dashboards to drive strategy

Reduce IT costs by reducing process bottlenecks and unifying data collection and agent performance management standards on one platform

Understand root causes of customer service challenges by capturing all customer interaction data and consolidating it in easy to digest management reports

Exceed Your Customer Engagement Needs By...

Using comprehensive customer knowledge to align people, processes and technologies with customers, business strategy and goals

Integrating the contact center into the heart of the enterprise, eliminating data silos and process bottlenecks

Providing departments with the right information regarding customer behavior, agent performance and market dynamics, at the right time to improve efficiency, effectiveness and quality of customer service

Freeing up IT resources to focus on revenue driving customer initiatives

Creating an environment where agents feel empowered to solve problems and have insight into how their performance impacts the customer experience

Gartner sums up customer experience management: “the practice of designing and reacting to customer interactions to meet or exceed customer expectations and, thus, increase customer satisfaction, loyalty and advocacy.” Delivering exceptional customer service is about more than being responsive to customer

interactions. It’s about understanding the ‘why’ behind customer anger, frustration and willingness to engage your enterprise long-term instead of your competitors. Data is power and Aspect will help you harness it to create the experience your customer deserves.

¹ Gartner, “Voice-of-the-Customer Solution Architecture,” February 28, 2011

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About Aspect

Aspect’s fully-integrated solution unifies the three most important facets of modern contact center management: customer interaction management, workforce optimization, and back-office. Through a full suite of cloud, hosted and hybrid deployment options, we help the world’s most demanding contact centers seamlessly align their people, processes and touch points to deliver remarkable customer experiences. For more information, visit www.aspect.com.

