



# Transform data whisper patterns into exceptional CX

Three ways AI and ML fuel high-impact contact center performance

# Executive summary

Modernizing your contact center capability with advanced technologies like AI and machine learning (ML) can help you detect whisper-quiet data patterns and use them to provide a predictive, differentiated customer experience (CX). Applying them to these three areas will help you see accelerated results:

## 1. Manage customer data across channels.

Provide a consolidated view of the customer to call center agents so they can resolve issues during the first inquiry.



## 2. Share the voice of the customer.

Communicate customer frictions internally to continually improve products and services and reduce (or potentially eliminate) service calls altogether.

## 3. Train the training.

Bypass unnecessary service calls by automating training, knowledge centers, and improving self-service options for employees and customers.

Whether you're just getting started, exploring a shift to the cloud or ready to launch an AI-powered predictive contact center, Avanade can help.

# Answer your customers' cries for help

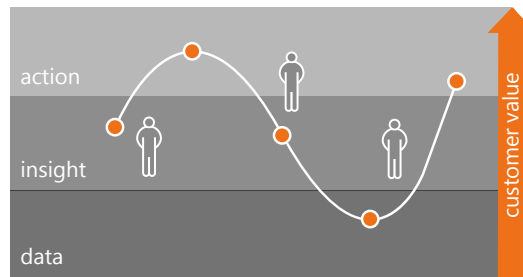
As customers individually whisper about their preferences and problems on disparate channels like call centers, brand sites, social networks and forums, they leave a trail of whisper patterns indicating that they're collectively screaming for help. Does your contact center hear through all the noise to make your customer's experience better by solving inquiries the first time, or even eliminating problems before they happen? If not, your customers may switch to a competitor who is listening closely.

*The switching economy has put up to \$6.6 trillion in revenue at play.*

– Accenture Global Consumer Pulse Research 2017

The challenge for most brands is not collecting whisper-quiet data points, but creating action-based use cases for data wrapping where – by combining analytics and customer intimacy – they can play an active role in the customer's problem-solving process.<sup>1</sup>

**Data wrapping use cases fall anywhere along the customer journey**



Data wrapping occurs when companies combine a product or service with analytics with the intention of increasing the customer value proposition.<sup>1</sup>

Organizations can use AI to identify these data whisper patterns and spur proactive issue resolution for both customer service agents and customers. By enabling customers to contribute to their own service experience (whether actively or passively), organizations can benefit from increased loyalty, operational efficiency and growth.

This practical guide shares how AI and ML can help your contact center learn more from customer whisper patterns to reduce service calls and improve CX.

<sup>1</sup> MIT CISR: "Creating Customer Value Using Analytics," Barbara H. Wixom, Ronny Schürütz, MIT CISR Research Briefing, Vol. XVII, No. 11, November 2017

# How to make your call center smarter

To compete in today's market, empower your call center to be more intelligent, predictive and maybe even (gasp!) unnecessary. Effective data wrapping can be achieved and cascaded through three key areas:

## 1. Managing customer data across channels

While no system is perfect, the most powerful, connected CRMs can track customer sentiment, service and engagement history, needs and searches across all touchpoints, allowing organizations to remove data silos and consolidate to one view of the customer. This 360-degree view of the customer enables agents to provide a more personalized, relevant experience befitting each customer.

How? AI can help distribute calls to the optimal agents, and help them optimize their response by analyzing sentiment, language, site engagement history and more to predict what type of service response will generate the best CX outcome. This removes guesswork

and human error on the agent's part, which can lead to more favorable experiences for both the agent and the customer.

Every customer interaction is an opportunity to use data wrapping to support them while providing business value. Sometimes customers just need a quick answer. Providing a data-filled self-service portal where pertinent account or product information is at their fingertips is a start – but not always a fit. For deeper service, we help clients achieve a blended model where AI removes low-value questions with cost-effective self-service (chatbots, for instance) while augmenting agent responses for deeper conversations with service-level offers and next best actions. These enable agents to move away from a reactive service role to a revenue-generating one as they can potentially upsell the customer or provide a more loyalty-inducing service experience.

## Select the right tech to support service channels

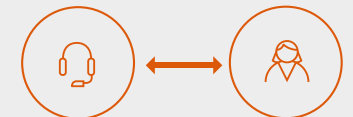
Leverage AI to improve the service experience on the channels your customers prefer, whether that's on their own or live with an agent.



### Self-service

Synchronous		Asynchronous
<b>Voice</b> <ul style="list-style-type: none"> <li>• Speech</li> <li>• DTMF (touch-tone)</li> </ul>	<b>Web/mobile</b> <ul style="list-style-type: none"> <li>• Transactions</li> <li>• Content</li> <li>• Virtual assistant</li> </ul>	<ul style="list-style-type: none"> <li>• Social community</li> </ul>

### Agent-assisted



Synchronous	Asynchronous	
<ul style="list-style-type: none"> <li>• Web chat</li> <li>• Voice</li> <li>• Video</li> </ul>	<ul style="list-style-type: none"> <li>• Fax</li> <li>• Email</li> </ul>	<b>Social</b> <ul style="list-style-type: none"> <li>• Marketing service</li> </ul>

Source: Fig 3. "Design Your Contact Center to be Customer Centric," Forrester Research Inc., Art Schoeller, July 30, 2018

## 2. Sharing the voice of the customer

Every service call-in and social murmur offers valuable insights that can lead to a better CX. With its direct pulse on the customer, your call center is uniquely positioned to capture this data from the source and channel it to the right internal party – with limited effort and maximum speed.

Legacy analysis tools and voice of the customer (VoC) techniques are resource-intensive and rarely highlight more than the most obvious insights. Instead, connecting CRM with ML can help contact centers automate the evaluation of self and assisted service interactions to better understand customer pain points.

Modern contact centers collect customer experience friction insights and rapidly feed them back to the business. R&D teams can use this intel to fix underlying problems and marketing departments may use it to tune their messaging – ultimately improving products and services and connecting those with the right customer expectations. Results include a better service call experience, and even eliminating some calls altogether (because even a happy customer isn't really happy if they must make a service call in the first place).

As organizations try to be more customer-centric, contact centers are tasked with developing agent skills and fostering a CX-first mindset. But even if you feel confident that this type of culture is in place, how do you determine if it's working? In this case, data wrapping customer feedback around agent activity can make each conversation cumulatively more impactful. Check that your monitoring tools enable you to integrate customer feedback from VoC systems to more tightly link agent performance to customer satisfaction outcomes.<sup>2</sup>



### *Case study: We'll toast to that*

We helped global brewer HEINEKEN automate account relationships in Microsoft Dynamics CRM and its ERP, triggering notifications to agents whenever customer details are updated. Agents now have a 360-degree view of the customer and provide better support with proactive customer engagement.

<sup>2</sup> "Design Your Contact Center to be Customer-Centric," Forrester Research Inc., Art Schoeller, July 30, 2018

## High-impact contact center

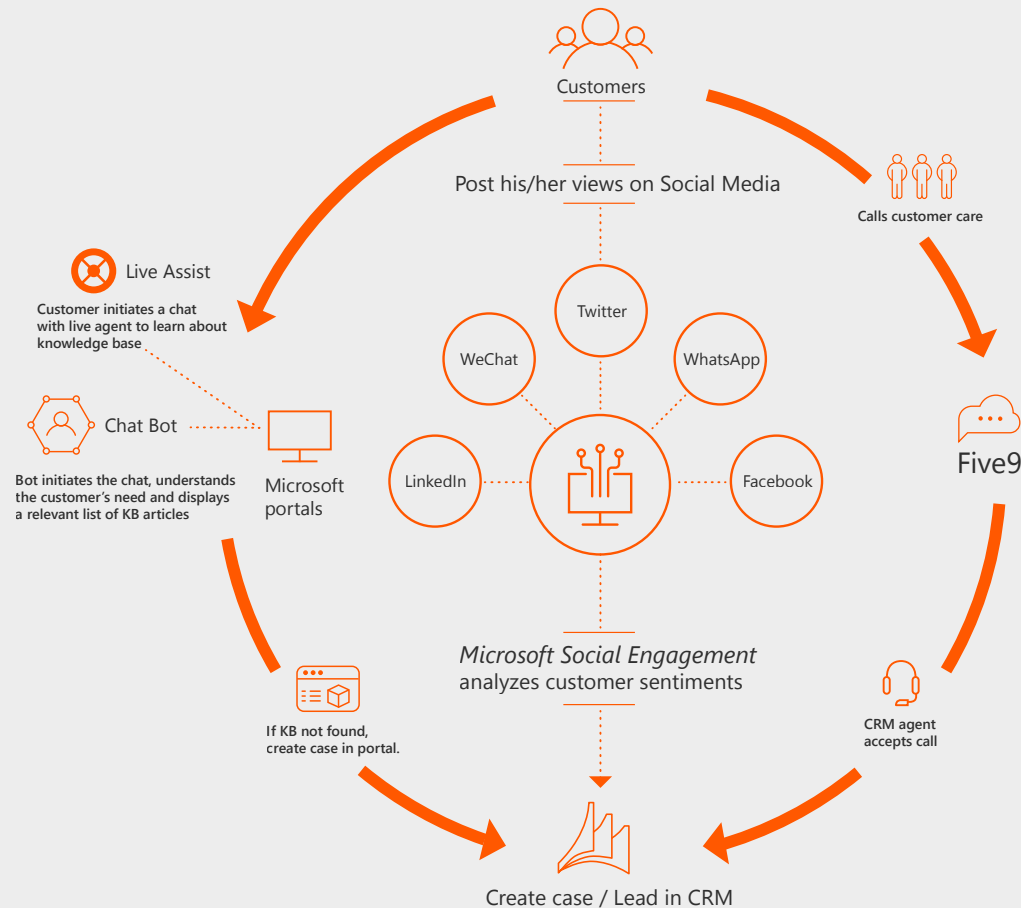
Customers seeking information – or even complaining – are donating a treasure trove of data. Their whispered search patterns can reveal gaps in product or service instructions or knowledge that can be remedied with more self-service content. Wrapping that customer-sourced data around training areas improves the overall brand experience for customers.

By crawling sites and knowledge-base search history, ML can help you identify what customers need, when, how often and report it back to your training teams to update knowledge-base and training content. Predictive search, powered by ML, can prompt more relevant search results for customers by providing “Did you mean X?” context. Meanwhile, AI can scrub high volumes of service calls to identify other whisper patterns that highlight gaps in knowledge or agent skills.

Your contact center can apply these insights to self-service channels – populating the relevant answers to popular questions in on-site search results or optimizing the conversation design for AI-powered chatbots. Enabling customers to shape their service experience can result in more effective self-service options, which may reduce service calls and handle time, and improve their experience.

# 3. Train the training

Meet customer needs on their preferred channel and capture those channel nuances in CRM to continually optimize your knowledge-base library.





Case study:

## *Insurer analyzes customer sentiment to improve satisfaction*

### CHALLENGE

A major insurance company wanted to increase customer satisfaction ratings for service calls and analyze unstructured survey data to better understand how customers felt about the brand, products and service.

### SOLUTION

Avanade conducted a pilot using Accenture's Intelligent Text Analytics Platform (ITAP) and classified data for a custom-built taxonomy with ML. Topic sentiments were also determined using natural language processing and ML. The client used this knowledge to increase their previous Net Promoter Score (NPS) by 25%.

# Why Avanade?

While the benefits can be great, implementing data wrapping and intelligence in customer service is complex. Avanade's team of experts can help you get the most from your technology investment by connecting data, systems and intelligence with design, culture and skills.



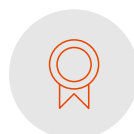
**1,000+** dedicated sales and service specialists



End-to-end customer experience expertise, from strategy to design, technology implementation and managed services



Over **3,500** analytics professionals and **400** AI practitioners worldwide



## Accolades and industry recognition:

- Avanade was named a leader in The Forrester Wave™: Microsoft Dynamics 365 Services, Q4 2017
- Awarded Microsoft 2018 Alliance SI Partner of the Year for 11th consecutive year
- Microsoft 2018 Global Finalist for the Dynamics Customer Service Award



**No. 1** worldwide in Microsoft Dynamics certifications

## Get started

It's time to leave legacy contact center processes behind. To equip your contact center with effective artificial intelligence and machine learning capabilities faster, ask us about signing up for a Business Value Assessment today.

Upgrading your CX in the field, too? We can help you connect and modernize your field service experience.





## About Avanade

Avanade is the leading provider of innovative digital and cloud-enabling services, business solutions and design-led experiences, delivered through the power of people and the Microsoft ecosystem. Majority owned by Accenture, Avanade was founded in 2000 by Accenture LLP and Microsoft Corporation and has 35,000 professionals in 24 countries.

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