

8x8

The Power of Analytics in the Customer Experience Economy

Solve the Toughest CX Puzzles





We live in the experience economy

In a business climate where the most innovative products and services become commodities faster than ever before, the customer experience has emerged as a **powerful differentiating force**. At the same time, managing the customer experience in contact centers has become incredibly complex.

That's because customers interact with your company in an ever-expanding number of ways. Where once you could deploy well trained agents at a single point of contact, now customers engage via a swelling matrix of self-service and full-service paths – intensifying the challenge of tracking the customer experience across data silos.

Customer acquisition, loyalty and advocacy are the prizes at stake.

Analytics solve the toughest CX puzzles

Customer expectations are evolving and technology is advancing with them. Analytics have come to the forefront of performance improvement across the enterprise. Contact centers are implementing real-time analytics to **create differentiated customer experiences**.

No longer must you depend on siloed data and static reports to solve the toughest puzzles of customer experience management. Analytics correlate data sources to answer **complicated questions in a complex environment**.

The four strategies in this ebook show how analytics give you a unique, outside-in perspective of the contact center.

Tip #1

Take a walk in your customers' shoes

A call ends in glowing praise. A seemingly identical call results in a fuming customer.

What happened? Digging through the data to find the root causes of divergent outcomes can be an impossible puzzle. It's too easy to misidentify the cause – and perpetuate or fix the wrong piece.

Understand every step of your customers' experiences.

Customer journey mapping

visualizes the details and missteps of a customer engagement. Once you analyze the real sources of customer gratification and discontent, you can improve loyalty and boost advocacy.



Customer journey mapping in 8x8 Customer Experience Analytics visualizes customer experiences.

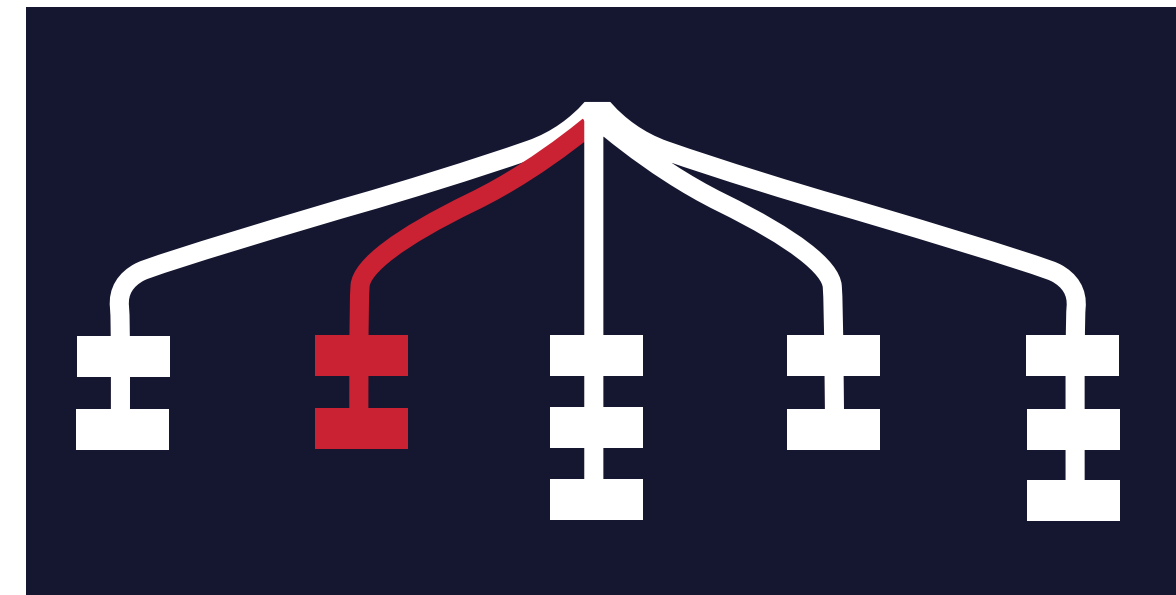
Tip #2

Help customers stay in control by analyzing self-service successes and snafus

Customers often prefer the convenience of conducting routine business in self-service rather than speaking with a live agent. You've invested in a state-of-the-art interactive voice response system. What a disappointment to find that customers exit self-service without completing simple tasks. **What's going on?**

Leverage analytics to isolate self-service paths that leave callers pressing zero.

Visualization techniques enable you to prioritize where to improve prompts and options. Are callers wandering through menus, only to end up transferring to an agent? Analytics enable you to improve scripts so more customers succeed on their own without agents.



Visualizations of dominant IVR paths lead to customer-pleasing self service in an 8x8 Contact Center.

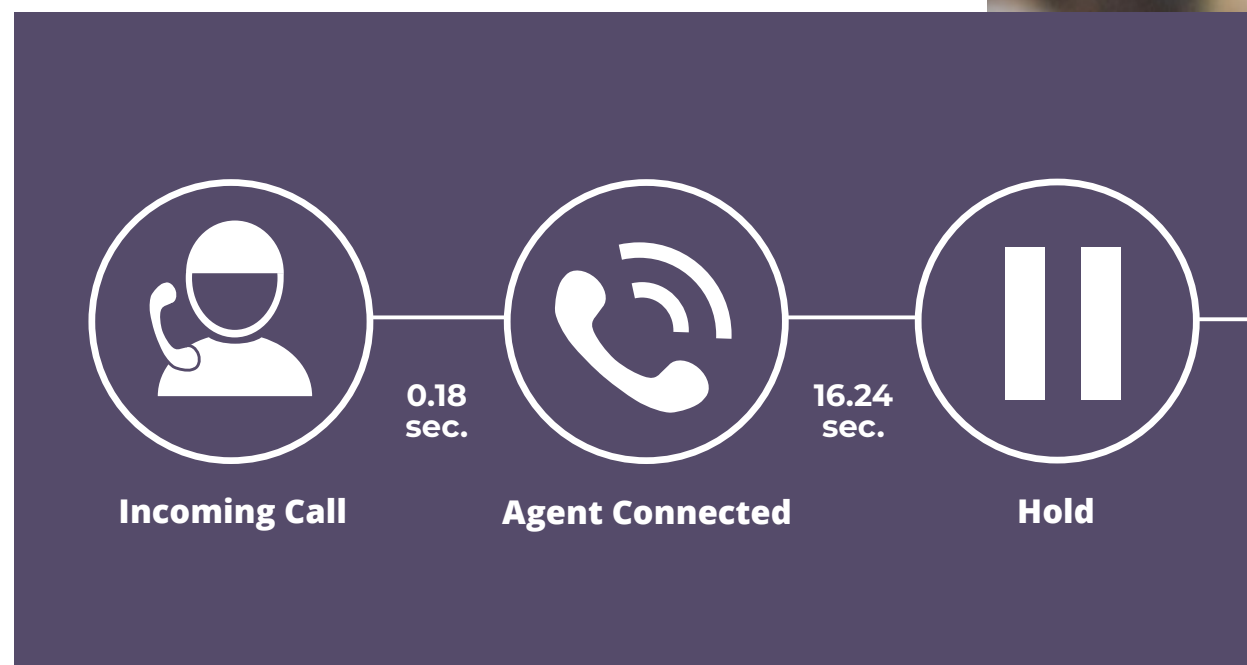
Tip #3

Proactively identify opportunities for CX improvement

Performance metrics can easily slip out of their desired ranges. Issues like excessive transfers or long hold times can go unnoticed. And when customer dissatisfaction comes to light, CX managers search for the reasons why. Even with pages of data and screens of graphs, it's a challenge to **connect the dots**.

Find conditions that trigger complaints and create moments of success.

With sophisticated **search analytics**, you can identify opportunities to improve the customer experience. Search for instances where performance is outside of acceptable parameters. Learn the frequency of positive and negative exceptions. From minor routing adjustments to major training overhauls, have confidence in the actions you take.



Utilize advanced search analytics to find positive examples to use in training.



Tip #4

Harmonize with the voice of the customer

Customer-focused companies gather survey data. Excellent companies go farther. They not only make it easy for every customer to provide feedback at any touch point, they **correlate responses** with the experiences that inspired them.

Translate the voice of the customer into action.

Analyze trends in responses. Using the preceding three strategies, **trace the patterns** back to the interactions that create them. That's where you'll find opportunities to continuously improve service, satisfaction and loyalty.



Boost customer loyalty by finding and amplifying sources of customer delight.



Solve the toughest CX puzzles with Customer Experience Analytics

The rules of differentiation have shifted. The customer experience is now the front line of competitive combat. And the line is always moving. **Customer expectations are changing** and the matrix of touch points is expanding.

Contact centers that manage the customer experience using the tools of yesterday cannot expect to stay ahead of their competition. And they certainly can't afford to ignore the customer experience, hoping that their product or service alone will keep customers coming back.

The new technological arena of **Customer Experience Analytics** connects the dots in a complex environment.

Visualization techniques **reveal the real sources** of customer satisfaction and dissatisfaction in interactions with live agents and self service. Advanced search analytics **identify opportunities** to improve your customer experience. Voice of the customer analytics uncover the means to continuously improve **service, satisfaction and loyalty**.

Excellent customer experiences lead to stronger customer acquisition, loyalty and advocacy in the long term. These are the assets that place your organization at the forefront of the experience economy, delivering business performance and **customer experiences that your competitors can't equal**.



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