NICE

HOW TO OPTIMIZE YOUR
CUSTOMER EXPERIENCES

A USE CASE WITH ENLIGHTEN AI FOR CUSTOMER EXPERIENCE (CX)

The business value of customer advocacy cannot be overstated. According to Bain & Company, the Net Promoter Leader in a market grows, on average, more than twice the rate of it competitors.[1, 2] As people convert from a regular customer to an active advocate, they do the work of selling for you.

Too often, however, companies fail to realize the customer experience improvements they desire, and their efforts to turn customers into advocates fall flat. They're derailed by low survey response rates, a lack of data, cross-departmental data siloes or patched-together solutions dependent on third parties.

Still other organizations are hindered in their ability to deliver the kind of customer experiences that create advocates because they treat every customer channel the same, or because they only monitor some channels and not all of them. Consumers prefer to interact with businesses via phone (65%), chat (55%) and email (51%),[3] so it makes sense to put increased weight on these channels of choice to ensure that customers are getting the level of service they expect.

But in the same vein, every communication channel must be monitored because what may look like a positive interaction in the contact center could very well be a complaint on indirect channels such as social media or after call surveys. A recent consumer survey found that one complainer will tell an average of seven people about their negative experience, which represents serious risk to a brand.[4]

Is Your CX Program Delivering What You Need?

It helps to look at your CX program from the standpoint of a maturity model that has three critical elements: Capture, Analyze, and Transform. At the most basic level, it's critical to capture omnichannel feedback. Basic CX programs support direct, indirect and inferred data sources to understand:

- What customers are saying
- What agents are saying
- Transactional survey results

The next level of maturity involves omnichannel data analysis that enables organizations to understand:

- Trends in customer sentiment, topic volumes and reasons for customer churn
- Product, process or behavioral issues

---

[1] www.netpromotersystem.com/about/measuring-your-net-promoter-score/

[2] Net Promoter Score, Net Promoter, and NPS are trademarks of NICE Systems, Inc., Bain and Company, Inc., and Fred Reichheld.

[3] 2019 CX Transformation Benchmark.

[4] 2020 consumer survey, Customer Care Measurement & Consulting LLC in partnership with the W.P. Carey School of Business at Arizona State University School of Business and Kraft Heinz Co.

These programs, however, don't go far enough. Knowing isn't sufficient; organizations have to be able to act in order to make an impact. Word-spotting and survey data doesn't enable a true understanding of the customer's mindset or make it possible to take action using AI-enabled technology.

Going beyond just capturing and analyzing, the third key element of a successful CX program is Transform. This is a holistic, omnichannel approach that brings together all channels of communication for a complete picture of each customer and their journeys. This makes it possible to fine-tune techniques and technologies across all channels to surface insights and take action to improve every customer's experience.

A holistic program applies analytics and AI to omnichannel customer feedback to:

- Proactively follow up with customers rather than waiting to react to customer outreach

- Coach agents to drive meaningful conversations

- Personalize outreach with AI that understands how a customer wants to be spoken to

- Uncover blind spots across the comprehensive customer journey

1 Capture

2 Analyze

3 Transform
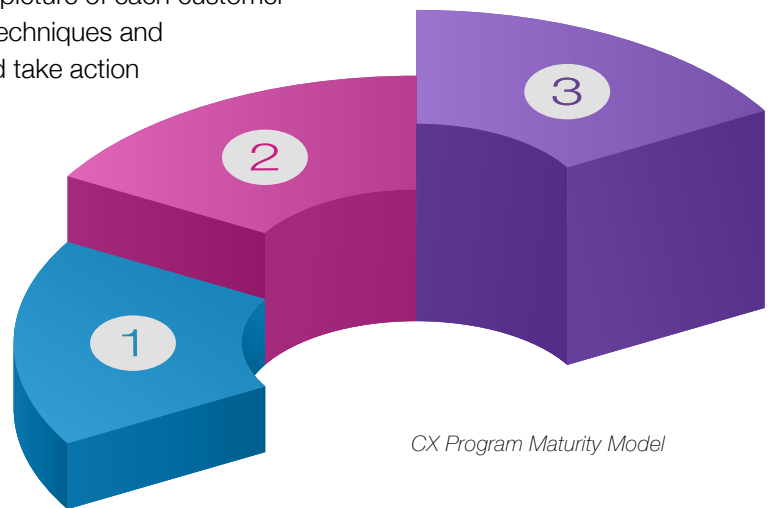
CX Program Maturity Model

Act on Insights to *Transform* Customer Experiences

Enlighten AI for Customer Experience (CX) is the only solution available today that enables you to act. It utilizes omnichannel feedback to provide a complete end-to-end view of what each customer is thinking or saying, where they are in their lifecycle with the business, and offers prescriptive next-best-action to ensure continued brand advocacy and loyalty. Prescriptive insights include churn risk identification that sends a contextual survey to determine whether there is a need for proactive outreach, personalization of customer experiences by understanding channel preferences and communication styles, and personalized agent coaching for improved customer interactions.

Business benefits of Enlighten AI for Customer Experience include:

↑ Increased customer retention

↑ Increased customer lifetime value

↑ Increased NPS/ customer loyalty

✓ Hyper-personalization, at scale

↑ Improved customer service excellence

↑ Improved employee retention

✓ Outreach to high-value customers

Why Organizations Should Invest in a Future-Proof Program

Enlighten AI increases customer retention with improved closed loop feedback and fast analysis to understand problematic issues. By working to retain customers and keep them loyal, their lifetime value to the business increases over time as they continue to spend with the business. Driving a quality program and real-time guidance means that high-value transactions will result in the optimal outcomes. And by personalizing the customer's experience all along the way, organizations can deliver on expectations and turn every customer into lifetime advocates for the business.

Enlighten AI:

- Makes it possible to meet all business needs with automation and AI-powered insights in a way that has never before been possible

- Is deployed quickly and easily with pre-built, AI-enabled use cases

- Provides the most complete, unified end-to-end solution on the market

- Grows with businesses of all sizes with unmatched flexibility and scalability

- Is developed and supported by market leader NICE, delivering proven ROI across all verticals

Enlighten AI personalizes feedback with AI-enabled targeted surveys on the customer's preferred channel of communication. These AI-enabled surveys ask customers relevant and contextual questions to address their needs with a higher likelihood of eliciting their response. Integrated with this are AI-enabled analytics that predict and surface customer trends, helping the organization as a whole stay focused on key KPIs.

Because not all channels are equal, Enlighten AI empowers agents to have optimal conversations in voice and chat with Real-Time Interaction Guidance and automated quality programs. All the while, Enlighten AI is working throughout all these channels to help organizations reach fast and informed decisions with predictive and prescriptive metrics that elevate them to be highly competitive and customer focused.

Enlighten for CX: A Use Case

There are two sides to customer satisfaction: the customer's issue and how the agent behaves regarding the issue. We know that customer satisfaction can be influenced heavily by a good experience with an agent, even if the customer's issue can't be resolved.

Let's consider, for a moment, an example of how the customer experience with an organization using basic CX might look. A customer, Allison, just bought a new TV, but she can't get her picture quality to work properly. Frustrated, she calls customer support. She's connected with Jenny, who tries to help Allison but doesn't fix her issue. Allison hangs up and starts looking for new providers; Jenny receives additional coaching. The costs are mounting: lower CSAT, agent training and customer churn.

Now, let's consider the same scenario with Enlighten AI in place. Not only do we want to solve the customer problem, but we also want to take it even further and quantify the problem at the organizational level. Allison calls in and talks to Jenny, who is unable to fix the issue. This time, rather than sending a transactional survey to every single customer, Enlighten AI uses multiple data points to interpret how likely Allison is to churn and also capture some rich direct feedback in the process.

Enlighten AI identifies Allison as a high-risk customer. She's a 29-year-old professional who never takes traditional surveys or otherwise offers her feedback to companies. But she just called her cable company, and the agent she spoke with didn't resolve her picture quality issue. So Enlighten AI sends her a conversational, contextual and personalized survey based on known data.

The survey begins by asking whether her issue was resolved. Based on her response – that her picture quality is still awful – Enlighten AI uses its own decision making intelligence to adapt the next question accordingly and probe for additional feedback specifically around whether Jenny could have done anything better.

While Enlighten AI is learning that picture quality is a risky topic, it is also confirming two things with Allison: whether there was an agent issue or another issue requiring escalation. By confirming that she is thinking she might need to switch her service, Allison offers direct feedback to confirm that she is indeed a churn risk.

Now let's talk about how Enlighten AI goes beyond simply capturing feedback to improve the customer experience and transform closed loop efforts. In mere moments, Enlighten AI interprets some interesting data points:

- Allison has a whopping $300 monthly cable bill, so she's a high-value customer

- The words she uses – "switch," "satellite" and "stream" – indicate a need to escalate the churn risk

- Allison has also called a couple times about this issue within the past 30 days without any resolution

5
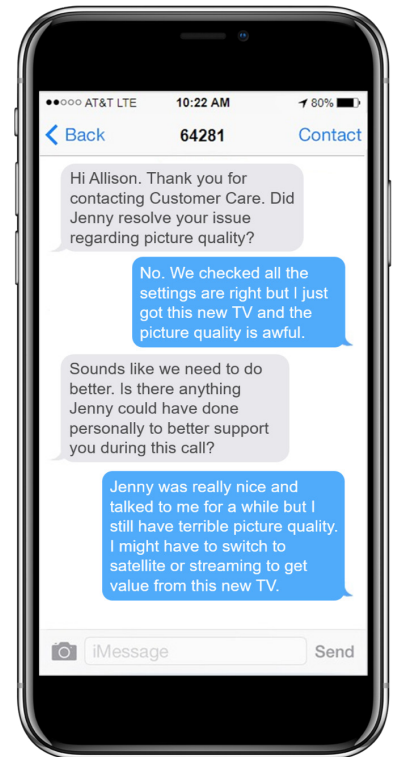
Together, these three key facts qualify Allison for the white glove service offered in the next question: "A technician visit will likely resolve your picture quality issue. May a manager contact you to set up a visit at no cost to you?"

Throughout this process, Enlighten's AI has leveraged complex logic that spans direct feedback, indirect feedback and operational data to refine who qualifies for human intervention via a closed loop workflow. Allison is pleasantly surprised by the proactive approach and accepts the offer to work with a manager. The rest of the survey works out some logistics, and the automated workflow is routed to the appropriate person for follow-up.

Enlighten AI also makes it possible for Jenny to immediately see that something went wrong with her call with Allison. Because she is compensated on her performance, she is concerned and asks her supervisor for help. Her supervisor pulls the call and quickly sees that Jenny didn't try to troubleshoot the problem with Allison. He assigns her a coaching package that reviews the steps to take the next time.

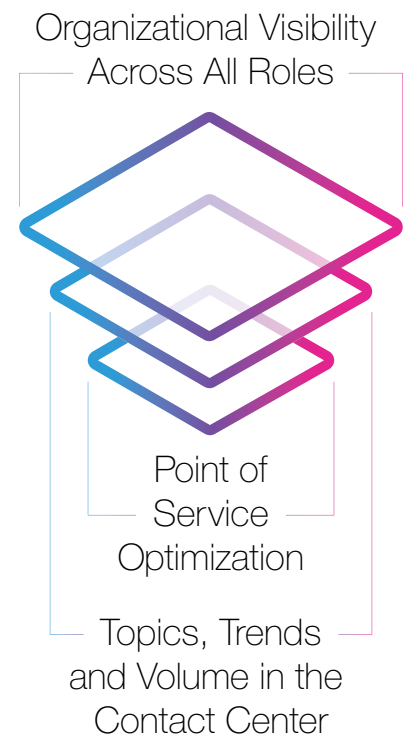## Changing the Conversation in the Moment

The key element that might have turned the conversation around, however, is the fact that Jenny had already been trained on the troubleshooting protocols; she just got confused and forgot to run through them. While Jenny was unable to figure out how to fix Allison's picture quality issue, it might have helped if she had seen a prompt reminding her that she needs to own the issue and use troubleshooting techniques to resolve it. She would then remember her prior training and walk Allison through the necessary questions to uncover what might be wrong and how it might be fixed.

Enlighten AI's interpretive models can be extended with Real-Time Interaction Guidance which provides easy to understand desktop alerts with specific recommendations for agents on how to steer customer conversations. The out-of-the-box and configurable guidance gives organizations like Jenny's the ability to influence customer satisfaction on every single interaction with easy-to-understand feedback scoring and simple behavioral correction prompts.

Quantifying the Issue on a Larger Scale

Allison's issue is only one of many, however. This is where Nexidia Analytics enters the picture, providing a high-value analysis that can identify how many more customers might be having Allison's issue. Unsupervised machine learning immediately suggests topics after interpreting a multi-channel data set. It finds that picture quality topic is indeed a trending topic that has negative sentiment associated with it – and is a predictor of customer churn as well.

The Many Lenses
of Customer Centric
Organizations

Organizational Visibility
Across All Roles

Point of
Service
Optimization

Topics, Trends
and Volume in the
Contact Center

The results of the analysis are then sent to stakeholders across the company who can take action to solve the problem:

- The Customer Care Officer can see a dip in customer satisfaction
- The Site Supervisor can see trending volume by topic
- The Team Supervisor can see that first call resolution is trending downward and coach agents accordingly
- Agents can see their own performance and request coaching or self-improve

The end result with Enlighten AI is a wide range of benefits to the organization, including:

↑ Increased CSAT/NPS

↑ Improved service excellence

↑ Increased Customer Lifetime Value

↓ Reduced cost to serve

↓ Reduced customer churn

↑ Increased employee retention

Address the Two Sides to Customer Satisfaction with Enlighten AI for CX

Enlighten AI takes VOC and customer experience (CX) to the next level, making it possible to not only see and understand each customer but also take action to proactively improve their experiences and relationship with your brand. The first comprehensive AI framework for customer experience, Enlighten AI transforms entire organizations into customer-centric businesses, right out of the box.

For the first time, stakeholders across the organization can have the intelligence required to improve customer satisfaction and lifetime value. As the only one-vendor, single-AI solution for accelerating actions to optimize customer experiences, Enlighten AI offers an all-in-one view for effective change across every role in the organization. With prescriptive insights throughout the customer lifecycle, your teams can leverage analytics and AI to turn every customer into a lifetime advocate.

Learn more about how Enlighten AI for CX can help your organization turn data into action at www.nice.com/analytics.