CUSTOMER ENGAGEMENT ANALYTICS

MORE THAN THE SUM OF INTERACTIONS

Virtually all interactions between a customer and the contact center touch multiple systems across the enterprise. Each collects, stores and manages its own data. As companies aspire to use big data in customer engagement activities, they need to establish a unified view of customer interactions across these disparate systems. Companies that build and maintain such a unified view understand their customer care program results better, know what they are like to do business with, and as a result, delight their customers by delivering timely and personalized sales, service and support.

THE PROBLEM: LACK OF DATA INTEGRATION IS THE #1 CHALLENGE IMPACTING CUSTOMER CARE PROGRAMS.

1 INTERACT THROUGH MULTIPLE CHANNELS

60% of all contact centers are using at least 7 channels to engage their clients.

SURVEYS
ACD
EMAIL
WEB
CHAT
IVR
CRM
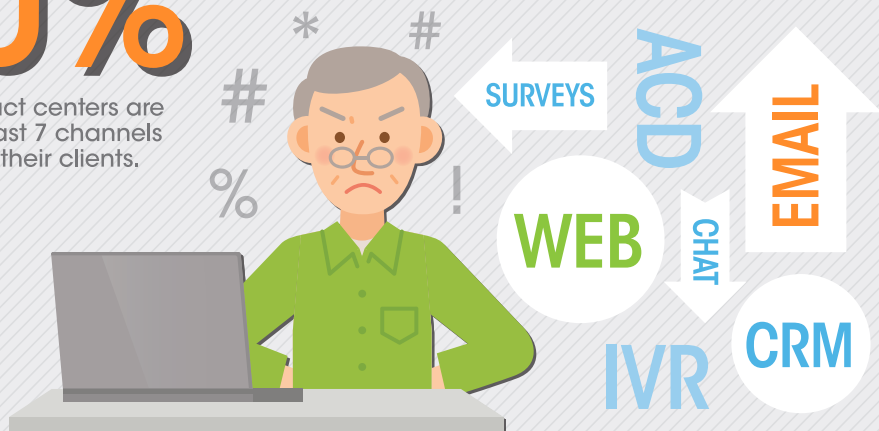
2 UNIFY CUSTOMER INTERACTION DATA

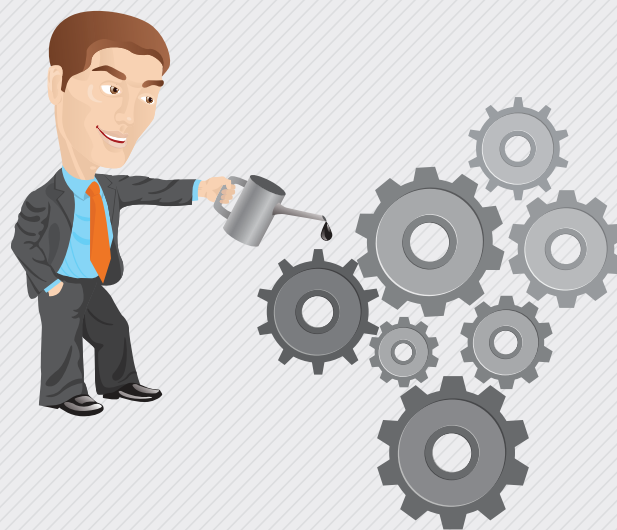Standardizing customer data across different systems is conducted **59%** more widely by the Best-in-Class, compared to all others.

Top performing companies are **91%** more likely to have defined the most relevant metrics to measure their customer engagement activity performance, compared to other firms.

3 UNDERSTAND INTERACTION INTENT AND CONTEXT WITH ANALYTICS AND BIG DATA

93% of companies are not fully satisfied with their ability to use data in CEM efforts.

83% of Best-in-Class contact centers use analytical tools and processes to optimize customer care efforts.

4 OPTIMIZE AROUND CUSTOMER ENGAGEMENTS

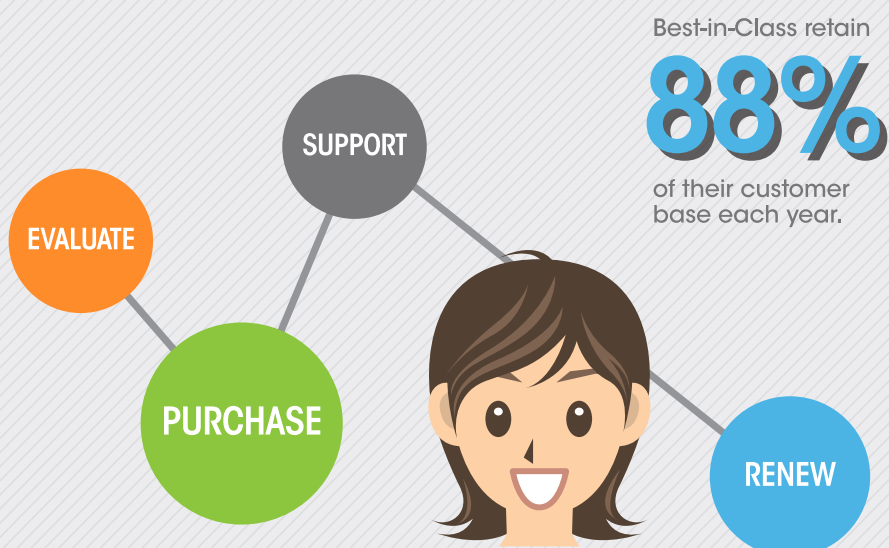Companies optimizing contact center processes are **78%** less likely to struggle with inefficient agent processes, compared to their peers.

Top performers increase agent productivity by **11.7%** year-over-year.

5 MAXIMIZE THE CUSTOMER JOURNEY

Best-in-Class retain **88%** of their customer base each year.

SUPPORT
EVALUATE
PURCHASE
RENEW

6 REAP THE BUSINESS REWARDS OF CUSTOMER ENGAGEMENT ANALYTICS

AVERAGE REVENUE PER CALL
Best-in-Class: **4.5%**
vs All Others: **-1.2%**

CROSS-SELL & UP-SELL REVENUE
Best-in-Class: **5.3%**
vs All Others: **-0.9%**

CUSTOMER SATISFACTION
Best-in-Class: **14.3%**
vs All Others: **1.4%**