PRODUCT AND SOLUTION OVERVIEW

Transera Analytics-driven Customer Engagements

Your contact center is often the first introduction a customer has with your company. It's where sales are closed, problems are resolved and relationships and loyalty are either forged or lost.

If you operate a sales or service contact center and are looking to maximize its strategic contribution to the business, Transera can help you gain deeper insights into your customers, agents and operations. Our experts will then identify and implement changes to your contact center systems and agent behaviors that will increase revenues and customer satisfaction.

Transform Your Contact Center Into a Customer Engagement Center

Transera's Analytics-driven Customer Engagement (ACE) uses Statistical Performance Analytics to help contact centers evolve from cost centers into Customer Engagement Centers—strategic corporate assets that maximize business outcomes and the customer experience.

Built from the ground up for the cloud, Transera ACE stitches together complex customer interaction records from disparate contact center systems and provides powerful Analytics-as-a-Service capabilities for segmenting, profiling, visualizing and analyzing the data. Transera ACE uses the insights gained to recommend and automate system and agent behavior changes that increase sales conversions, revenues, customer satisfaction and first call resolutions.

FIGURE 1
The ACE Process

information

insights

intelligence

improvement
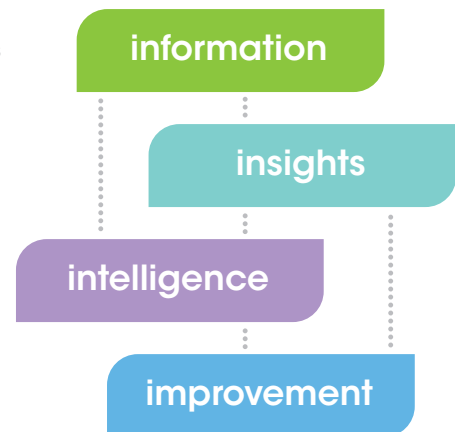
The Four Stages of Analytics-Driven Customer Engagements

Transera's proven Statistical Performance Analytics approach to achieving true Analytics-driven Customer Engagement consists of four stages: Information; Insights; Intelligence; Improvement.

Information – Data from the various contact center systems are compiled, in the cloud, in the Customer Engagement Repository, which is based on Big Data techniques and technologies such as Hadoop and NoSQL.

Insights – You then work collaboratively with the Transera Data Science team to explore and mine the data repository for performance trends and patterns using Transera's Customer Engagement Analyzer.

Intelligence – Using statistical models and analytics techniques, Transera will validate the insights and determine if changes to contact center systems and agent actions will deliver predictable and measurable performance improvements.

Improvements – Performance improvement recommendations are implemented in contact center systems and agent behaviors and continually measured and fed back into the system.

Transera Analytics-driven Customer Engagements

FIGURE 2: Statistical Performance Analytics in Action
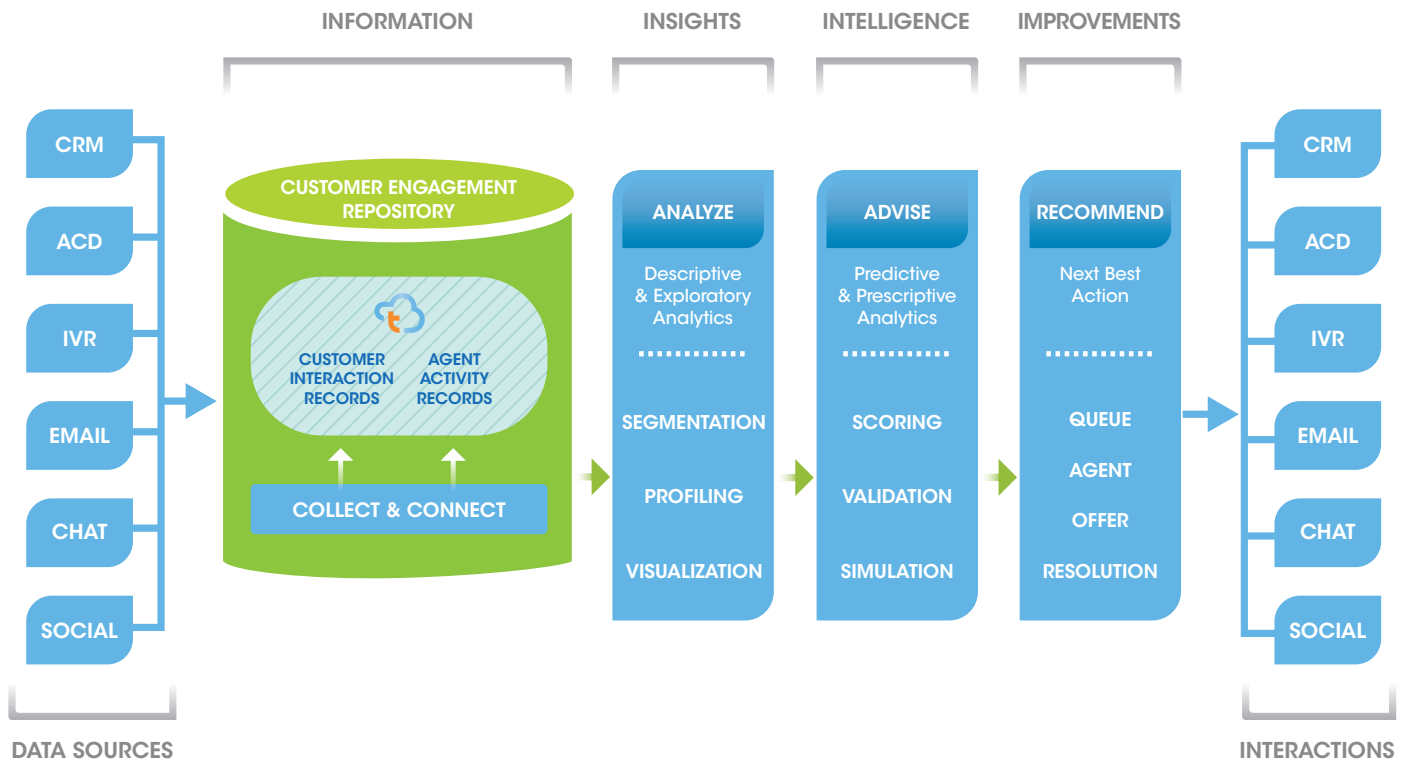
Information – Create a Customer Engagement Repository for All Your Contact Center Data

The *Customer Engagement Repository* is a Software-as-a-Service and Analytics-as-a-Service offering that stitches together related records from disparate contact center systems into unified *Customer Interaction Records and Agent Activity Records* and stores them in the cloud using Big Data and NoSQL technologies. This Customer Engagement Repository has a universal data dictionary that understands the data fields and formats coming from the various systems the call center uses such as the ACD, IVR and CRM.

The Customer Engagement Repository knows how to identify and link the interaction records from the different contact center systems that represent the same customer trying to accomplish the same thing. For example, it can tell if the goal of a customer interaction is to learn pricing, ask a technical question, or inquire about the status of an order. With this knowledge, the ACE creates the Customer Interaction Record™, which provides an end-to-end view of the customer interaction as experienced by the customer and the Agent Activity Record™, which provides full detail regarding an agent's actions, behavior and performance when managing customer interactions of different types.

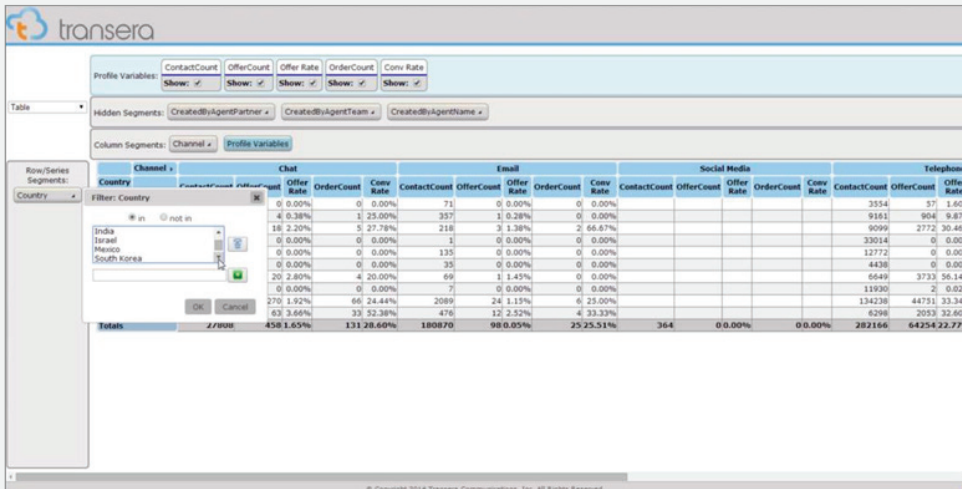# Transera Analytics-driven Customer Engagements

FIGURE 3:

The Customer Engagement Analyzer – an interactive pivot table

Insights – Derive Meaningful Insights from the Information

The Customer Engagement Analyzer is a user-driven, browser-based Descriptive and Exploratory Data Analysis application. With the Analyzer, you interactively segment, profile and visualize the data in the Customer Engagement Repository simply by dragging and dropping the data you want to analyze. Using the Customer Engagement Analyzer you will identify the key variables, trends and correlations that impact business outcomes, such as high performing agent teams, successful marketing programs, or customer demographics that result in increased revenues or more satisfied customers.

The Customer Engagement Analyzer provides a single view into all the fields in the Customer Interaction Records and Agent Activity Records, including those coming from ACD, IVR, CRM or other systems coupled with an interactive "segmentation-and-profiling" process. With the Analyzer, you can select any subset of qualified customer interactions or agent activities and group them by the desired set of segmentation variables. You can then compare these groups by any set of profiling variables to determine trends and outliers.

Tabular, chart and graph visualizations are automatically generated during the process including heat maps and trend-spotting *"motion-charts"* that animate how customer interaction and agent performance change over time.

Intelligence – Create Recommendations from the Insights

Insights found with the Customer Engagement Analyzer during the segmentation, profiling and visualization process typically result in hypotheses as to how to improve performance. The Transera Data Science team then sets out to validate, score and simulate those hypotheses using predictive and prescriptive analytics techniques and technologies such as the R analytics language (an environment to statistically explore data sets), clustering, stability and variance analysis, and machine learning that deliver:

- *Performance Scoring* – of agents, teams, vendors, offers, marketing programs, etc. using historical statistical data

- *Customer Propensity Scoring* – based on any number of customer demographics, past interactions and behaviors

- *Simulation and Validation* – of hypotheses to determine what actually impacts business outcomes such as call routing strategies, scripting modifications, customer prioritization, offers, or proposed problem resolutions

- *ROI Analysis* – to calculate the financial or other business outcome impact of potential optimization changes

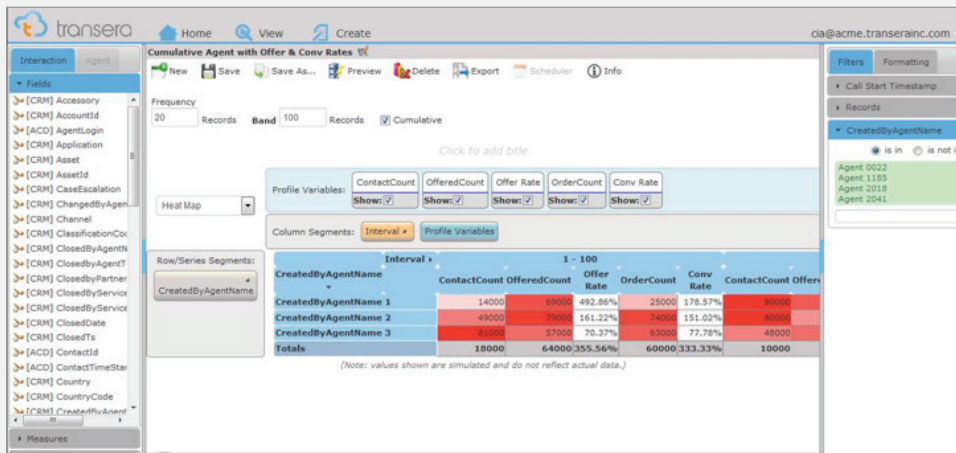# Transera Analytics-driven Customer Engagements

FIGURE 4:

Customer Engagement
Analyzer – a heat map
that provides focus

Improvement – Implement in the Real World

Based on the Intelligence process, Transera makes performance improvement recommendations and works with the customer to implement them in their customer contact center systems and business processes.

- *Agent and Queue Routing Recommendations* – that match customers with agents and teams based on statistically proven customer value and agent performance

- *Next Best Action Offer and Resolutions* – that arm agents with scripts that match the customer need and result in the best business outcome

- *Continuous Improvement Processes* – that operationalize and automate data capture, information creation, insight validation, model recalibration and recommendation updates

Turn Your Contact Center into Your Most Important Strategic Asset

Evolve your contact center beyond managing cost efficiencies and productivity metrics: maximize its strategic contribution to the business. Whether your goal is to increase conversions, revenue per call, upsells, first call resolutions, or customer satisfaction scores, our analytics products and services will get you there. All we need to get started is the data you already have in your contact center systems and the knowledge you have about your business.