



# DISRUPT

20  
22



# TECH TRACK



HOSTED BY



**EVERYTHING**

**YOU NEED TO**

**KNOW ABOUT**

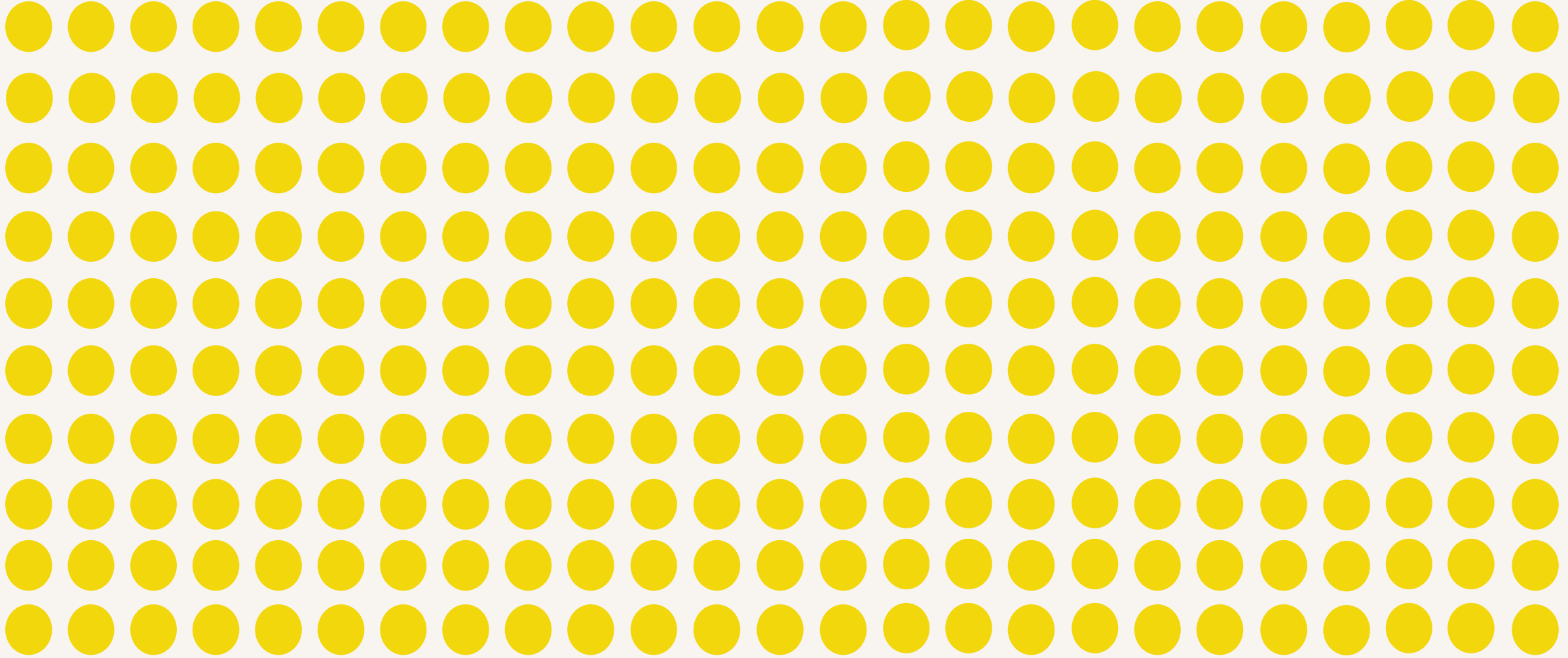
# CX ANALYTICS

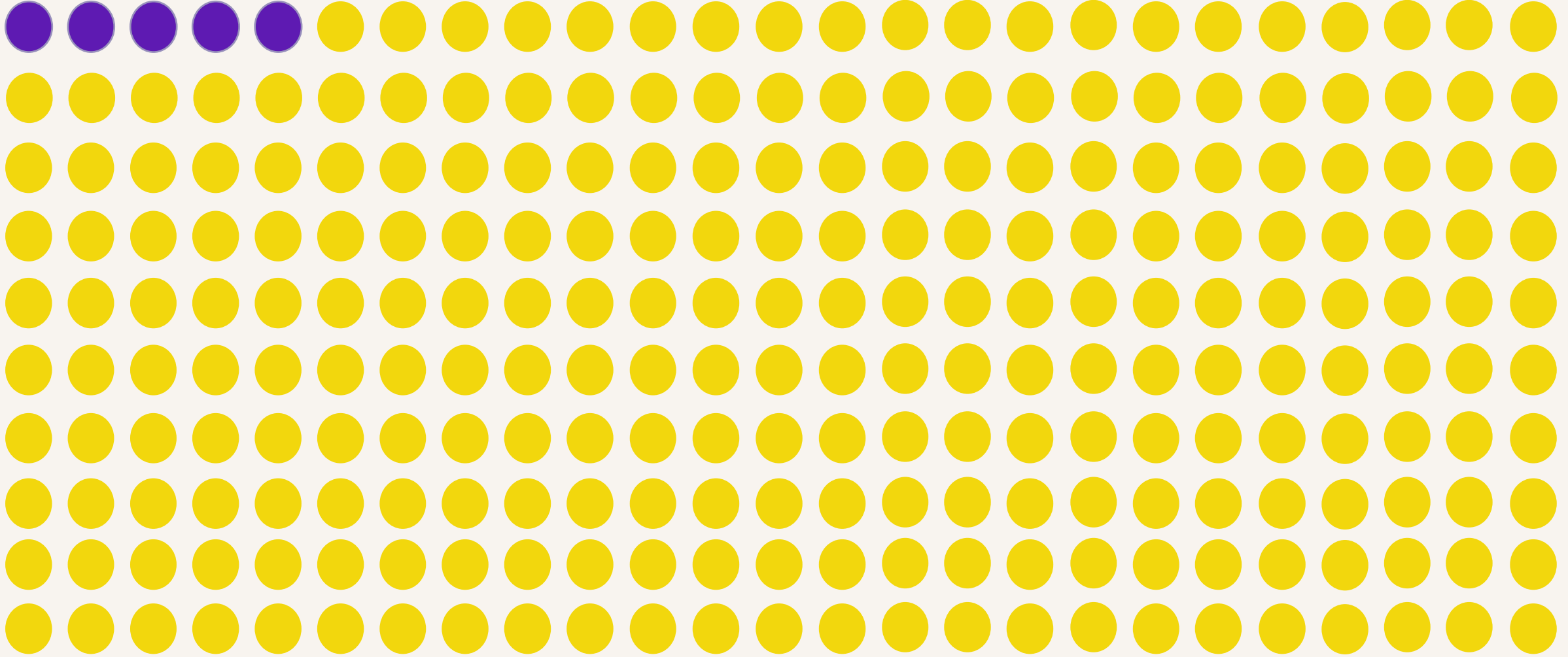
making sense out of the CHAOS

Scott Budding

Don Macdonald







That's perfect,  
exactly what I  
need

Your  
company is a  
disgrace

This is the  
fourth time I  
have called

That's really  
confusing

I'm absolutely  
furious

Take you  
through  
security

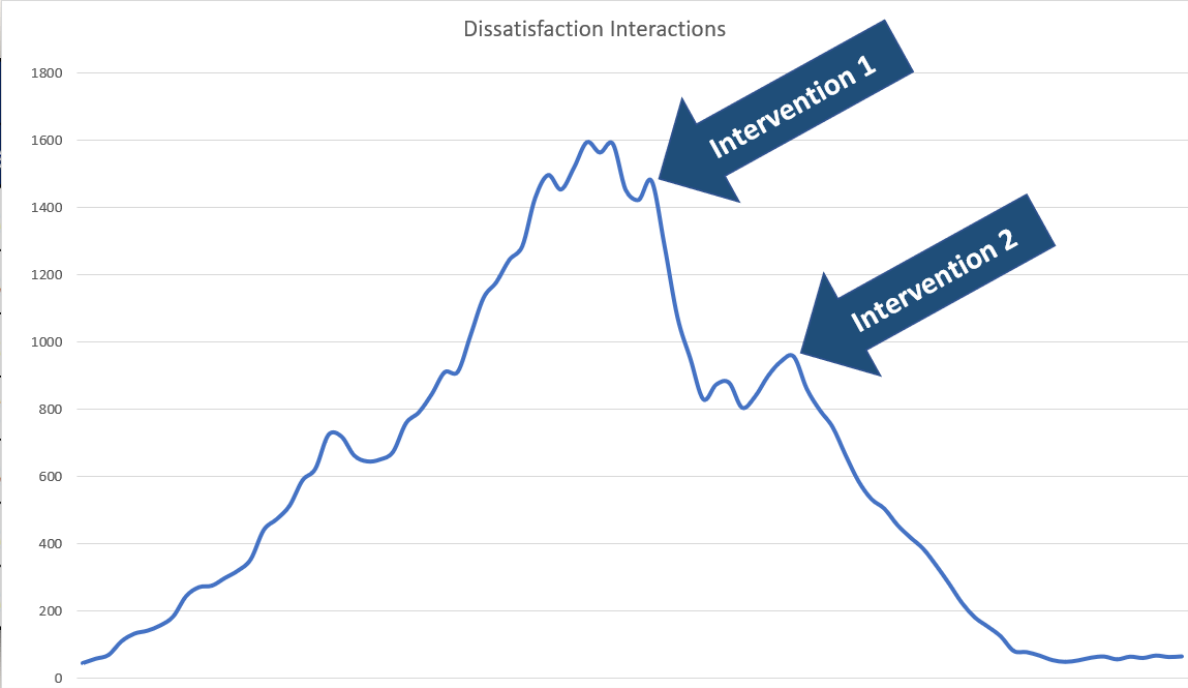
That is  
fantastic

# INTERACTION ANALYTICS

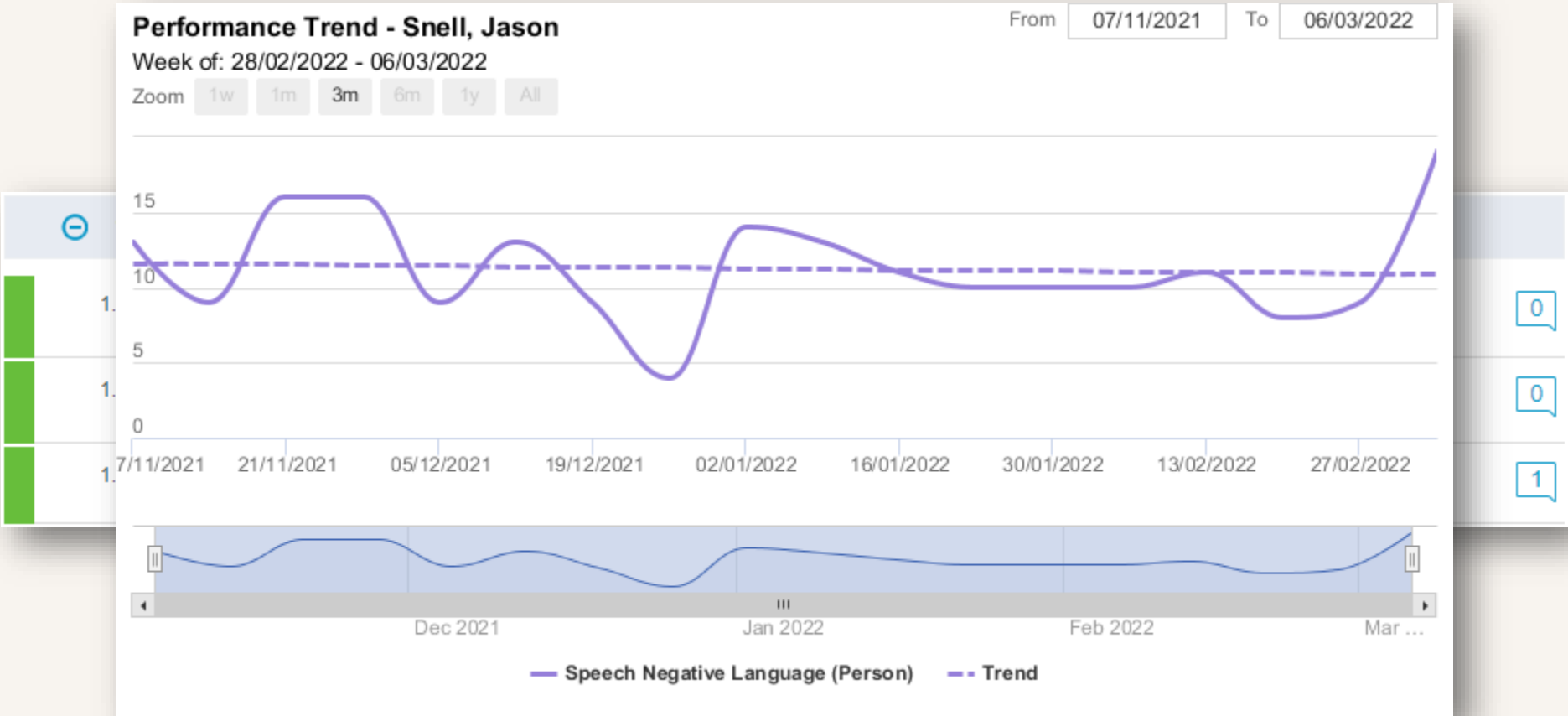
## METRICS OF: ● VR- SENTIMENT DISSATISFACTION



Metric	Search (Reference)	Performance
Avg. Duration	07:45 (03:39)	112%
Avg. Silence-Time %	10.0% (8.2%)	21%
Avg. Employee Talk-Time %*	49.0% (31.2%)	57%
Avg. Customer Talk-Time %*	36.1% (60.5%)	-40%
Avg. Talk-Over-Time %*	5.4% (0.7%)	671%
Avg. Number of Holds	0.0 (0.0)	
Avg. Total Hold Time	00:00 (00:00)	
Avg. Number of Transfers	0.0 (0.0)	



# ADVISOR INSIGHTS





# UNDERSTANDING THE INSIGHTS



- DEDICATE A RESOURCE**  
Protect & empower them
- LET THE DATA LEAD THE WAY**  
Assumptions and pre-conceptions don't work
- TAKE TIME TO UNDERSTAND THE INSIGHT**  
Use clear unambiguous approaches
- DON'T BOIL THE OCEAN**  
You can start small

# ACTING ON THE INSIGHTS

**Press 1** if your first name begins with S  
**Press 2** if you live in a town  
**Press 3** if you've ever swam in the ocean  
**Press 4** if you would like to visit The Lakes  
**Press 5** if you really, really want to  
**Press 6** to listen to more options  
or, to lose the plot, **Press 9\*83275912#**



# ACTING ON THE INSIGHTS

## KEY QUESTIONS ?

Can we improve our processes, to make us easier to do business with?

Are our self-service systems causing pain for us and our customers?

Are we available and effective on the channels a customer wants to use?

How do the answers to these questions impact our bottom line?

## SABIO OPERATIONAL SUCCESS



# ACTING ON THE INSIGHTS

Only when acting on the insights can we improve the advisor experience.

Analytics is an enabler for your organisation to identify and quantify issues as well as ingredients for success. Actions must follow insights.



Is our training effective or is additional coaching always required?



Can we establish how consistent our advisor behaviours are?



Are interventions required for advisors who have lost their way?

## CRITICAL INSIGHTS:

Are we supporting our advisors' welfare with all the information they need to do their job?

# MEASURING SUCCESS

## Customer Satisfaction



# CONTINUOUS IMPROVEMENT

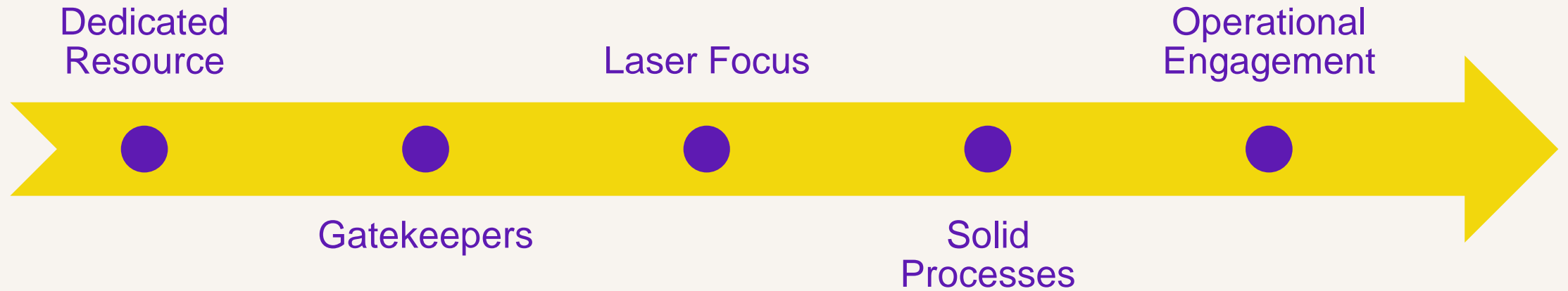


**We never stop  
analysing the data**

We actively seek out  
further opportunities  
to excel at delivering  
a brilliant customer  
experience

***“What’s Next” –  
Jed Bartlett***

# ANALYTICS EXCELLENCE



**BE BRAVE!**

