



HOW DATA POWERS EXCELLENT CX DELIVERY FOR ADVISORS

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INTRODUCTION

Even though there's been a focus on Big Data for over a decade now, it's still easy for people to under-estimate the sheer scale of the transformation that corporate data is currently undergoing – particularly when it comes to customer service.

According to research firm Statista, Big Data (defined as the global volume of data generated, consumed, copied and stored) has doubled in size since 2019 - and is set to double again by 2025.

At Sabio, we're certainly seeing this happening in the CX space, particularly when data growth is fuelled by transformational technologies such as Digital First, and AI & Automation.

In the last three years, at Sabio alone we have seen the number of interactions automated for our customers grow by a factor of 40. This now represents potentially billions of data points that organisations and their contact centre advisors can draw on to inform and optimise their customer journeys.

The sheer scale of this data explosion becomes more tangible when you factor in how the accelerating application of technologies such as AI, machine learning and natural language speech recognition are now able to transform data strategies. However, these next generation CX initiatives can never hope to be comprehensive unless they also embrace the contact centre and the advisors responsible for handling millions of customer interactions each year.

When things don't work out digitally, or if customers have issues that are just too complicated to self-serve, they're going to be reaching out to your people. That's why it's so important that contact centre advisors have access to the same wealth of insight that's already being used to power self-service interactions.

Technology has a key role to play here, first by incorporating the wealth of data that until now has largely been trapped within contact centre voice interactions, and then by sharing the insights gathered across customer journeys to support advisors so that they can provide an even better experience for customers.



BRINGING DATA TOGETHER TO SUPPORT ALL ASPECTS OF THE CUSTOMER EXPERIENCE

Most CX operations already collect data from a range of sources including digital self-service channels, IVR and contact centre telephony interactions, but - while they recognise the potential value that's stored within this data - very few are currently successful in bringing much of this unstructured information together.

And that's a problem as the potential insights locked within these interactions are critical for powering the levels of analytics, machine learning and business intelligence that's needed to enable more personalised customer journeys based on the latest data. It's also essential that any actionable insights from this data are available not just across digital channels, but also accessible by advisors to support smarter and more successful interactions.

But to achieve this, contact centres need to resolve a number of key challenges that still hold back their ability to transform much of their data into real-time information that they can use to support advisors during interactions. These include breaking free of legacy technology restraints, tackling potential data silo barriers across the business, as well as tackling integration issues between their automation, CRM and contact centre activities. Key challenges here include:



FREING ADVISORS FROM UNNECESSARY TECHNOLOGY RESTRAINTS

For the last 20 years' most contact centre advisors' experience of data integration has involved little more than the basic screen popping of customer phone numbers to their advisor desktop for basic identification purposes. Over time this has proved highly useful, but accessing other data sources has invariably meant putting customers on hold and advisors having to toggle their way across multiple systems to find answers - a frustrating process for both contact centre advisors and their customers.



IMPROVING ACCESS TO KEY CUSTOMER DATA BY BREAKING DOWN SILO BARRIERS

Often the data you really need to improve a customer journey is stored elsewhere in the business. It could be in Marketing, eCommerce, Finance, Shipping, but invariably it ends up being fragmented across multiple systems or silos. If we are to help reduce stress for advisors, then it's essential that contact centre leaders don't just leave data decisions to Marketing or CRM teams - they have to be part of the data conversation, and also be ready to share their critical contact centre data insights with the rest of the business.



RESOLVING CRM/CONTACT CENTRE INTEGRATION ISSUES

For organisations that are serious about building a true, single view of their customers - one that supports every part of the customer journey - then it's vital that phone interactions are included. That's why it's now imperative to bring phone, digital channels and CRM data for contact centre advisors together - not only improving advisor productivity, but also helping to deliver a better experience for customers.



PLACING DATA AT THE HEART OF THE CUSTOMER EXPERIENCE

Today's CX teams can't afford to remain isolated in their separate contact centre, service desk or CRM camps. The pressure for brands to differentiate via their customer experience now makes any CX technology decisions taken more important than ever. That's why it's essential that organisations move quickly to align their technologies so that they're able to provide a unified, end-to-end customer engagement experience. And data is key to the success of these activities. Sabio works closely with leading brands to help them capture the data and the insights they need to drive a richer experience for customers:

RE-INVENTING LOVEHOLIDAYS' CX OFFERING THROUGH AI DATA

When loveholidays began development of its Sandy conversational AI-powered bot, they didn't fully expect the impact it would have on the whole business. loveholidays has built a data model behind Sandy that effectively represents to the business everything that the chat-bot has learned about customers and the travel industry. Indeed, Sandy can also now highlight potential customer journey design flaws and accelerate opportunity mapping for the company's new front-end platform. The solution defines the voice of the loveholidays' customer precisely, and also helps to positively impact the advisor experience by creating a much more accurate demand curve – ensuring the right people, with the right skills are available at the right time for customers.

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Building out our Sandy bot to extend AI to voice has proved a complete game-changer for loveholidays – helping our business and our contact centre agents gain new levels of understanding around demand. By gathering a wealth of customer insight that's more comprehensive than traditional surveys, we've been able to unlock insights that are starting to disrupt everything the business does.”

– Eugene Neale, Director of Business IT and CX Engineering, loveholidays

GAINING NEW LEVELS OF GRANULAR INSIGHT AT HOMESERVE

Using conversational AI, HomeServe was able to understand at a deep level exactly why customers were getting in touch with them and what resolution would be needed to fix their problem. Capturing this information meant that, even if a customer needed to speak to an advisor, all the data and context captured during the interaction could be passed on to the advisor. This meant that customers didn't have to explain things all over again, and advisors were able to focus on helping customers. Simply by adding a tactical whisper with relevant data, HomeServe was able to secure a 25-30 second AHT saving from each of these interactions.

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Thanks to the ability of our conversational AI solution to categorise over 150 separate customer intents, we've been able to gain new levels of insight into the issues driving customer demand. This has clearly unlocked significant automation benefits, while also equipping our agents with valuable context before they speak to customers.”

- Phil Jordan, Head of Contact Channel Automation, HomeServe

HOW DATA SOLUTIONS EMPOWER ADVISORS IN DELIVERING EXCELLENT CUSTOMER SERVICE

As customer expectations continue to evolve, it's vital that CX teams collect the right customer data and use it correctly. This means collecting information from across all channels, making it available to support both self-service and contact centre operations, and also to ensure that key insights are shared with other relevant parts of the business.

Sabio works closely with its customers to ensure the right integration between contact centre operations, AI technologies and CRM systems – helping organisations to create a single, unified view across multiple touchpoints and also providing contact centre advisors with critical insight into customer journeys before they reach the contact centre. Sabio capabilities here include:

VOICE INTEGRATION WITH SALESFORCE CRM

At Sabio we're using Service Cloud Voice to help organisations fully integrate their enterprise voice telephony into Salesforce CRM journeys. This brings together phone, digital channels and CRM data, allowing contact centre advisors to offer a better experience for customers that's supported by key innovations such as real-time call transcription and AI-powered guidance on next recommended steps.

CUSTOMER JOURNEY ANALYTICS FOR A TRUE CROSS-CHANNEL PICTURE

In today's world, customers interact across multiple touchpoints. Sabio's Customer Journey Analytics approach links data across the customer journey, with comprehensive visualisation, demand tracking, benchmarking, sentiment and intent analysis support. Customer Journey Analytics helps uncover what's standing in your customer's way, providing a great tool to provide advisors with the insights they need to deliver a brilliant customer experience.

INTENT CAPTURE & ANALYSIS (IC&A)

For advisors to do their job as well as they can they need to know exactly why customers are getting in touch. Sabio's Intent Capture & Analysis solution uses Google Cloud's Contact Centre AI to uncover the reasons for calls into the contact centre, capturing contact intents and categorising them. IC&A unlocks the voice of the customer, helping CX teams to build rich insights that can support exactly which calls are routed through to expert advisors.

VOICE OF THE EMPLOYEE

A solution that harnesses data to help understand what's driving advisor performance. Voice of the Customer connects this to your CX strategy and business goals so you can focus in on changes that can really make a difference. It provides analysis, reporting and recommendations based on data and trends. Results are benchmarked for industry, country and key competitors, allowing you to build detailed follow-up plans based on proven best practice.

SUPPORTING ADVISORS WITH AGENT ASSIST

A solution that's designed to reduce frustration for customers and improve advisor operational efficiency. Agent Assist embedded in the Advisor Desktop provides continual analysis of customer/advisor conversations, surfacing key contextual data to equip advisors with real-time insights. They get to give expert answers promptly, while customers benefit from faster resolution and less annoying delays.

UNLOCKING TANGIBLE BOTTOM-LINE BENEFITS THROUGH DATA

When it comes to optimising data to help improve the quality of customer experience offered, there's a huge opportunity at stake – particularly as more organisations recognise that those brands that consistently deliver great CX typically achieve a noticeably better bottom-line performance.

However, from a data perspective there isn't a single optimal starting position. And even though everyone has been busy collecting customer service data from right across the business for a while now, it's unlikely that any of this information will be immediately usable. In fact, it's more likely to be unstructured, potentially out-of-date, and either stored in a corporate repository or sitting unvalued in some siloed part of the business.

Contrast this with more structured, marketing-led data initiatives such as Customer Data Platforms that feature a single, centralised customer database aimed at bringing together all interactions and touch points within your business. You may not know whether the brand you're engaged with uses a Customer Data Platform, but you will know if your experience feels more relevant and personalised.

For contact centre operations it's important to make sure that your data initiatives are in line with other corporate programmes. Collaboration is key here, as customers don't particularly care which business function owns the data project – they just want it to be applicable to them, timely and relevant to their needs. Get this right though, and the potential value will be significant for all parties. With benefits including:



GIVING CUSTOMERS THE ANSWERS AND SUPPORT THEY NEED

With so many channels available where customers can interact with brands, any silos between functions and disparate data can all too easily result in a disjointed – and ultimately frustrating – customer experience. Bringing all these data sources together will mean that brands equip advisors with the near real-time 360-degree view of customers that's needed to not only solve customer queries but also keep them loyal for longer.

EQUIPPING ADVISORS WITH THE INFORMATION REQUIRED TO WORK EFFECTIVELY

With contact centre advisors now primarily focused on handling more complex, higher value customer interactions, it's essential they can access the information they need to resolve queries as quickly as possible. Therefore, it's incumbent on CX teams to provide advisors with immediate access to the data they need to carry out their role as effectively as possible. Whether this comes via insight gained via speech analytics, AI-enabled advisor assist solutions or fully-integrated CRM doesn't really matter to advisors. But what will make a difference – and deliver benefits in terms of improved customer and advisor retention - is for them to be able to offer lasting solutions to potentially complex customer concerns through their conversations.

★★★ CEMENTING CUSTOMER LOYALTY WITH EFFECTIVE AND TIMELY DATA

Brands increasingly recognise contact centres as a key competitive battleground, particularly as customers tend to call now when something has gone wrong elsewhere in their journey. Investment in AI and automation should mean that when advisors pick up the phone they have the access to the right information and data they need to solve customer issues – no matter how complex or multi-dimensional it is. These are the moments that will convince customers to stick with a brand or not.

WHY SABIO?

Sabio Group is a digital customer experience (CX) transformation specialist with major operations globally. Through our own technology, and that of world-class technology leaders we help you optimise your customer journeys by making better decisions across multiple contact channels.

Sabio offers a full portfolio of solutions and services to support contact centre advisors as they adapt to a world of longer and more demanding conversations. Here are some of the ways we do that:



WE'RE TECH-AGNOSTIC

Having lots of partners means we have a broad technology stack, allowing us to supply more appropriate solutions tailored to match your requirements. First, we help you to identify the challenges you need to solve, then we'll suggest the solution that best fits your business. And because we have specialist teams for each technology, you'll always be dealing with experts.



WE'LL EMPOWER YOU

How brands manage their customer data is critical, so it's perhaps surprising that many organisations still fail to take advantage of the multiple sources of data across their business that could provide the insights needed to help transform customer and advisor journeys. At Sabio we can help you bring data together from across the business, with a particular focus on making sure that the data that's hidden in your voice interactions becomes an integral component of your data-driven customer engagement approach.



ONLY THE FEATURES YOU NEED

Because we're data first, we only propose features or new technologies when the level of data supports it. Rather than suggest the biggest scale solution, we often do a small piece of work with clients – then use the data to expand the business case together. Our wider technology portfolio means you will always have a range of options, allowing you to select only the features needed for your specific solution.



MANY INDUSTRIES, MANY PARTNERS

We're dedicated to providing excellent solutions through innovative technology. We do that by working with world-class technology partners such as Avaya, Verint, Genesys, Twilio, Google, Salesforce and Amazon Connect. Plus, we have deep and wide industry specific knowledge covering Banking, Insurance, Housing, Travel & Leisure, Utilities, Telcos and Retail.

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