

# Innovations in Contact Center Analytics and Workforce Optimization Webinar Series

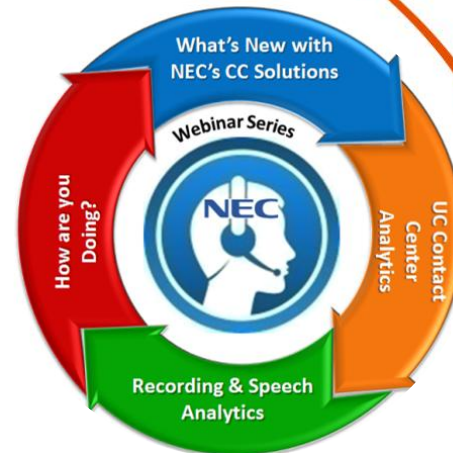


## An NEC Customer Webinar Series

### Innovations in Contact Center Analytics and Workforce Optimization Webinar Series



Host:  
Peggy Murphy  
NEC Corporation of America  
Manager, Sales Operations



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Customers who registered for all four webinars in this series are automatically entered into a drawing to win a \$500 gift card.

*NEC thanks you for your loyalty.*

# Innovations in Contact Center Analytics & Workforce Optimization

✓ **NEC's UC  
Contact Center**

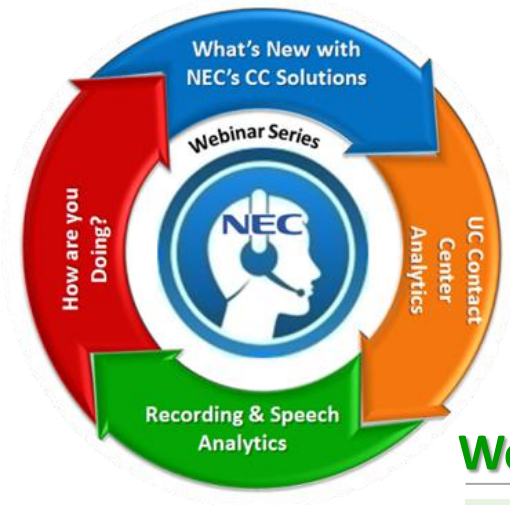
How are Customers  
Changing the Game  
with CC Innovations

Session  
1  
Oct 21

✓ **NEC Contact  
Center Analytics**

How are customers  
using GNAV's latest  
Analytical tools

Session  
2  
Oct 28



Session  
4  
Nov 11



**After  
Call Survey**

Proactively improve  
your levels of  
service based on  
customer feedback

✓ **Recording &  
Workforce Optimization**

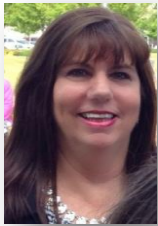
Recording  
Interactions to  
Proactively Improve  
Responsiveness

Session  
3  
Nov 4

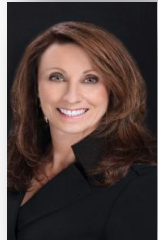
Presenters:

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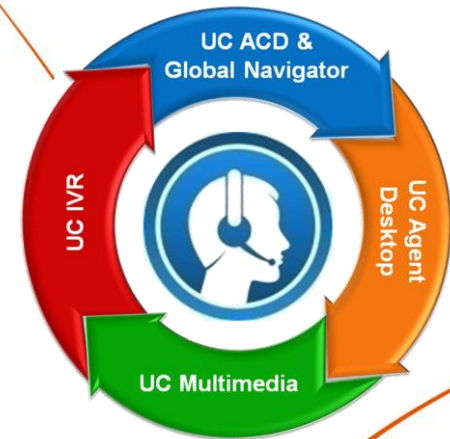


Mary Irwin  
NEC Corporation of America  
Solutions Architect



Carmela Fairchild  
dvsAnalytics  
Channel Sales Director

## UCE Contact Center



## After Call Survey



Panelist:  
Amber Hunnicutt  
NEC Corporation of America  
Product Manager



Panelist:  
John Lindley  
NEC Corporation of America  
Manager, Product Development

Presenter:



Mary Irwin  
NEC Corporation of America  
Solutions Architect

# UCE Contact Center

## After Call Survey



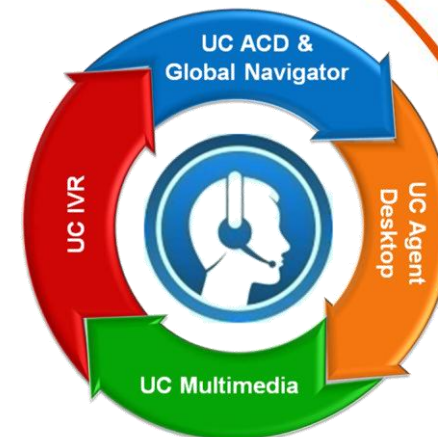
### Overview

**Best Practices**

**After Call Survey**

**Post Contact Survey**

**Summary**



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# Survey Benefits

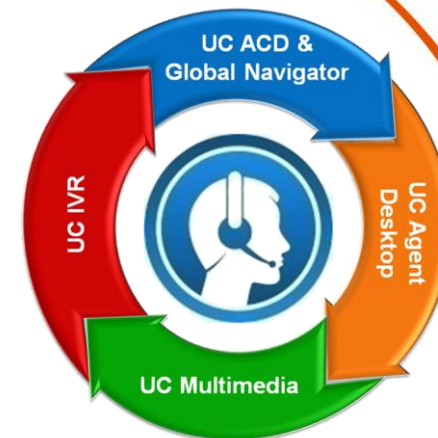
- ✓ Callers share feedback on their interaction with agents
- ✓ Valuable insight into improving caller satisfaction and contact center productivity
- ✓ Cost-effective way to increase agent awareness
- ✓ Provides an accurate picture of your customer satisfaction level
- ✓ Identify areas of concern before they become a serious issue
- ✓ Customize training based on survey results
- ✓ Exceed business goals by driving effective customer service



# UCE Contact Center

## UCE IVR - After Call Survey

- ✓ Overview
  - ✓ **Best Practices**
- After Call Survey  
Post Contact Survey  
Summary





# Did You Know...?

- Customer retention has a positive, compounding impact on market value
- Immediate awareness of a failure can break the failure loop
- Poor contact resolution increases costs and decreases customer satisfaction
- A lost customer is an easy-to-acquire new customer for a competitor
- A competitor is one call or click away
- Social media can impact your business



New York Times: ACSI is the "definitive benchmark for how buyers feel".

# Four Common Survey Mistakes

- It may take a couple of tries to nail down the right number of the right questions.
- This is a process, and some trial and error will be necessary.



## 1. Asking too many questions:

- Customers are doing you a favor by taking time to answer your questions.
- Keep surveys brief and to the point.
- State the estimated time to complete surveys in advance when you ask if a customer wants to opt in.
- Limit surveys to fewer than 10 questions,
- Limit the time surveys will take to five minutes or less.

## 2. Using the wrong scale:

- Phone selection options should be easy to remember and locate

## 3. Avoiding the answer you don't want to hear:

- Be sure to offer answers for the full range of possibilities equally.
- Don't give three positive choices and only one slightly negative option.
- Don't give "yes" or "no" as the only options if your customer could conceivably answer "maybe."

## 4. Asking complex questions:

- The more direct and simple a question is, the more accurate responses will be.
- Qualifying statement before questions such as,
  - "Think of your most recent order." or "in regards to the agent you just spoke to", the speed of delivery, etc.

# Critical Survey Topics – Suggested questions (1)

## 1. **Agent information:** Agents represent your business to your customers.

*They're possibly the most important resource you have.*

- Was the agent polite?
- Was the agent professional?
- Was the agent knowledgeable?
- Did the agent seem to care?



## 2. **General product or service information:** Whatever your business sells, customers have an opinion about it. *Knowing the reason you're suddenly seeing more returns in the warehouse and fewer repeat customers can save your business.*

- Was the product/service you purchased reliable?
- How would you rank the quality of your product/service?
- How does the product/service you purchased compare to competitive products/services?



# Critical Survey Topics – Suggested questions (2)

- 3. First call resolution information:** This will tell you how efficiently your business is dealing with customers from their point of view. *Even if agents are doing exactly what you've trained them to do, you might find that training needs adjusting to meet customer expectations.*

- Was your question/issue resolved in one interaction?
- How many times did the agent have to contact you (or vice versa) to get your question/issue resolved?



- 4. Net Promoter Score:** This is a number that can tell you whether your customers are going to come back *or if they're going to tell their 3,000 Facebook friends never to do business with you.*

- Would you recommend our business to your family and friends?
- Would you purchase our product/use our service again?



# Best Practices

1. Make sure each question equates to one item
  - Friendly is good | Friendly & Courteous is better
  - Courteous & Knowledgeable needs to be separated
2. 3-5 questions can collect enough information to be useful and still hold the survey takers interest
3. Stick to real cause-and-effect analytics
  - Only measure what matters, i.e., First Call Resolution; Agent Knowledge; Promoter Scores (recommend company to others)
4. Make Selections Easy to Remember (phone) and Understand (email)
  - 1 of Yes/2 for No | 1 for Likely/2 for Unlikely | 1 for True/2 for False, etc.
  - 1 through 9 is acceptable, 1 through 5 is best – don't change which # is the highest or best score
5. If you invest, make it work
6. Be sure to review survey results often

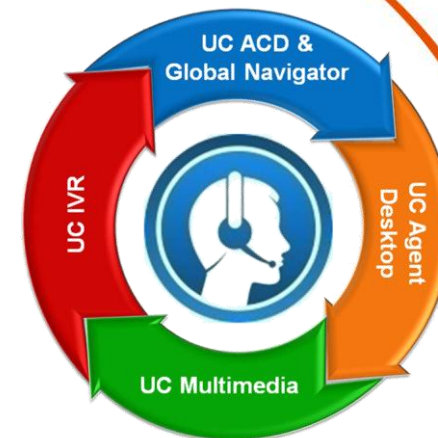




# UCE Contact Center

## UCE IVR - After Call Survey

- ✓ Overview
  - ✓ Best Practices
  - ✓ **After Call Survey**
- Post Contact Survey  
Summary



# UCE Contact Center - IVR

## UCE IVR (QueWorX)



### Announce Module



### Attendant Module



### Callback Module



### Routing Module



### After Call Survey

Custom Announcements

Custom Announcements

Immediate Callback

Account Code Routing

Estimated Time to Answer

Auto Attendant

Scheduled Callback

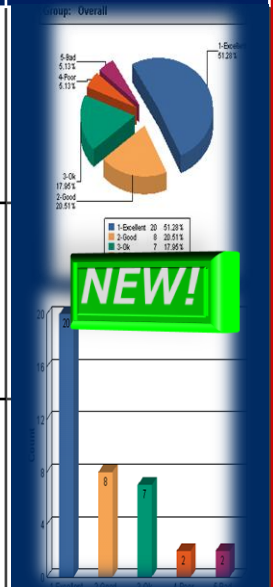
Area Code Routing

Queue Depth Announcements

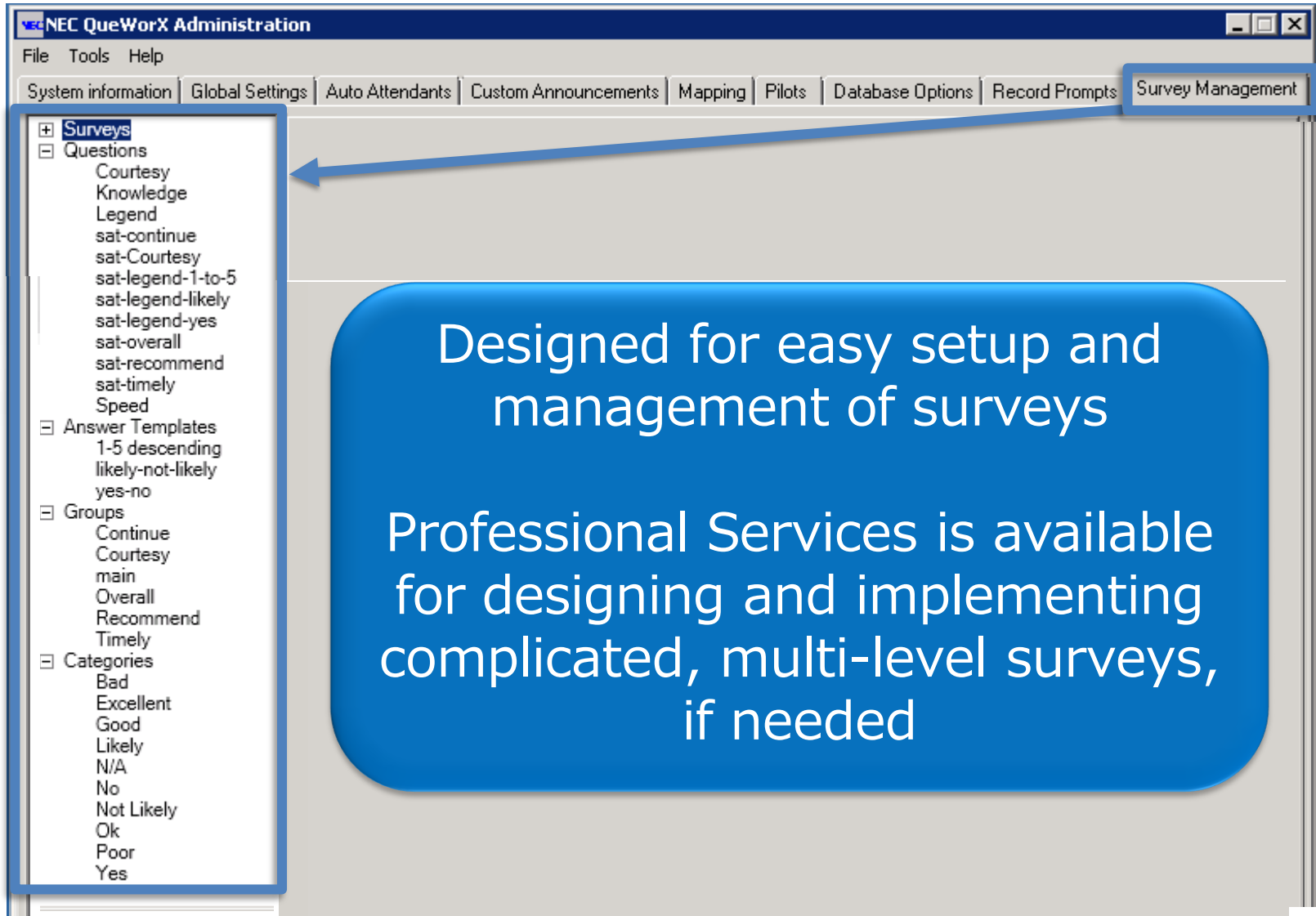
Pre-call Whisper

Web Callback

ANI Routing



# UCE IVR After Call Survey

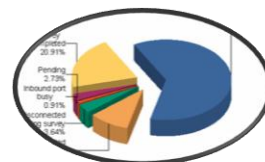


# UCE IVR After Call Survey Module



## Things to know about the After Call Survey Module...

- Different Surveys may be offered for each department
- Same survey may be offered to all departments
- Set XX% criteria for how many callers to be offered surveys
  - 100% of calls | 80% | 50% | 30% | 10%
- At the beginning of a call, caller is prompted to press a key to indicate agreement to take a survey
  - The survey begins at the conclusion of the call
- Agents do not know if the caller was offered or opted to take the survey
- If the caller happens to disconnects before the agent, the survey will not be provided
- Reports on surveys offered, accepted, declined, completed and MORE!





214-555-1212



1. Call Meets  
% Criteria

and

2. Survey Port  
Available

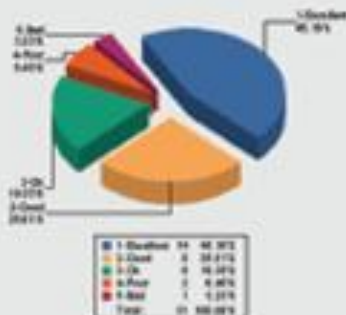
YES



If you would be  
willing to take a  
short survey at  
the end of this  
call, press 1

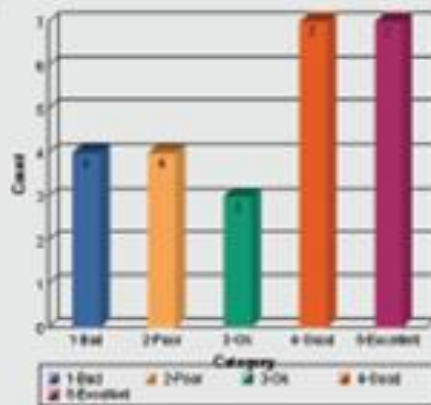
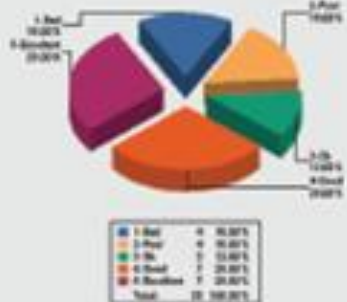
YES

### Reporting Options



Survey: Quick Survey

Group: whole



Question	Responses	Score Avg	Lowest Score	Highest Score
Courtesy	9	87.00	0	100
Knowledge	7	84.29	0	100
Speed	9	82.00	0	100
Total	25	89.00	0	100



In response to the following questions, please select 1 for "Yes" and 2 for "No" or zero to skip the question:

1. Was the representative who helped you courteous & friendly?
2. Was the representative able to answer your question in a timely manner?

For the next questions, please select 1 for "likely" and 2 for "Not likely" or zero to skip the question:

3. How likely is it that you would continue doing business with our company
4. How likely is it that you would recommend our company to others?

Last Question:

On a scale of 1 to 5, with 1 being the best. How would you rate your overall experience on this call?





214-555-1212



1. Call Meets  
% Criteria

OR

2. Survey Port  
Available

NO



Print date: 11/8/2015

Page 1 of 2

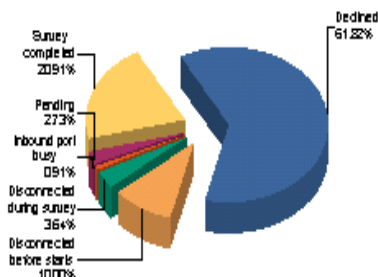
## Call Survey Stats Summary Report

All dates

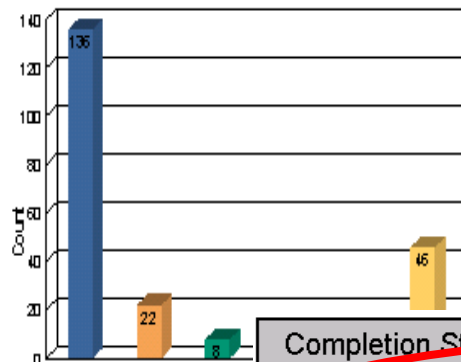
All Surveys

Survey: CustomerService

Pilot: Auto-Attendant(25485)



Declined	136	61.82%
Disconnected before survey	22	10.00%
Disconnected during survey	8	3.64%
Inbound port busy	2	0.91%
Pending	6	2.73%
Survey completed	46	20.91%
Total	220	100.00%



Declined	136
Disconnected during survey	8
Disconnected before survey	22
Pending	6



Agent or Caller Disconnects

Completion Status	Count	Percentage
Inbound Port busy	2	0.91
Outbound Port busy	0	0.00
Total Offered	212	96.36
Rejected	136	61.82
Total Accepted	76	34.55
Disconnected before survey starts	22	10.00
Disconnected during survey	8	3.64
Survey Completed	46	20.91
Pending	6	2.73
Total Survey Candidates	220	

Completion Status	Count	Percentage
Inbound Port busy	2	0.91
Outbound Port busy	0	0.00
Total Offered	212	96.36
Rejected	136	61.82
Total Accepted	76	34.55
Disconnected before survey starts	22	10.00
Disconnected during survey	8	3.64
Survey Completed	46	20.91
Pending	6	2.73
Total Survey Candidates	220	

# Customer Satisfaction/First Call Resolution Improvement Plan



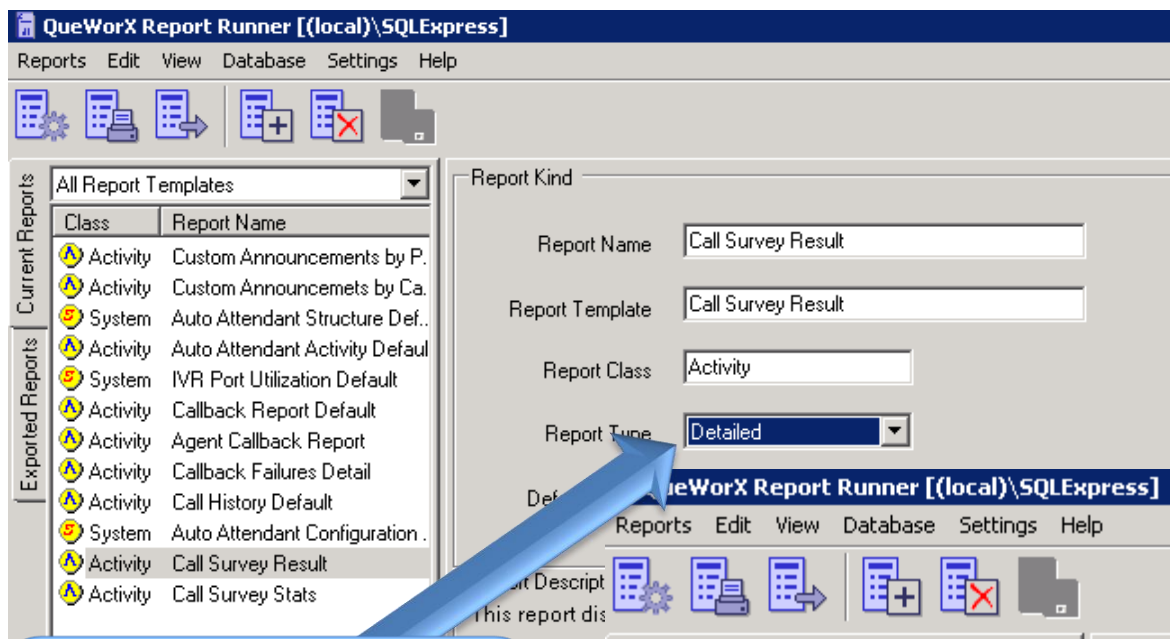
**Customer Story:** The Board of Directors of a Hospital expresses concern about complaints from patients and families about their central scheduling center. Three Areas of concern are identified:

- *Agents not always courteous*
- *Agents often unable to answer patient questions*
- *Patients required to call back or wait to get answers*

Direct customer feedback was gathered using **After Call Survey** ranking interactions and first call resolution.

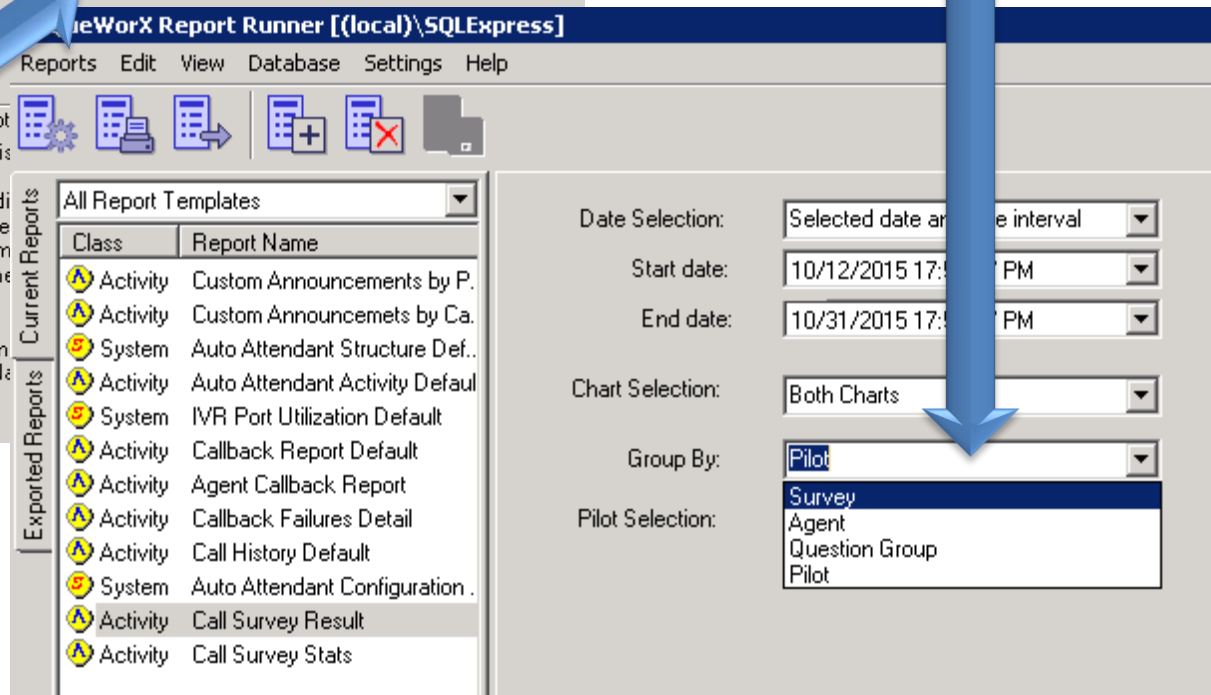
**Agent Desktop** was deployed with visible status of clinicians who can assist agents with questions and patients don't have to call back or experience long waits.

# Call Survey Results



By Survey  
By Agent  
By Question  
By Pilot

Summary  
& Details



# UCE IVR After Call Survey Reports

Print date: 3/11/2015

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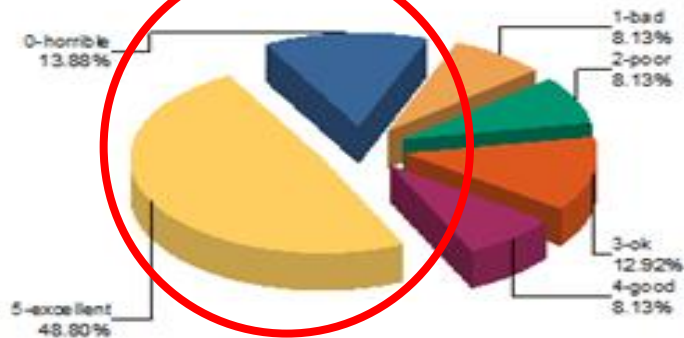
## Call Survey Result Summary Report

From: 3/11/2015 1:58:33PM  
To: 3/11/2015 1:58:33PM

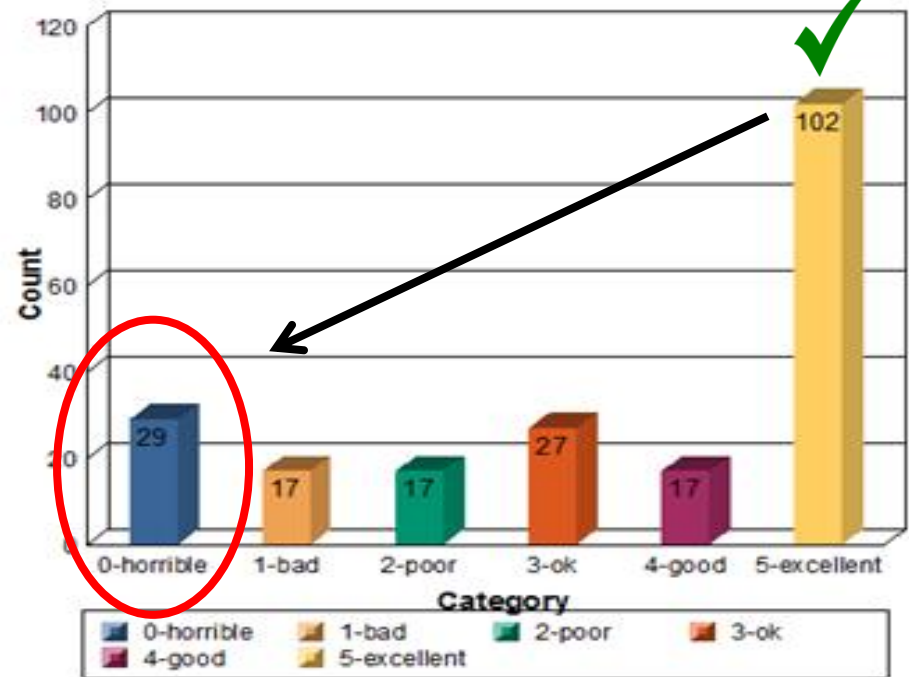
Group By: Agent

Agent Name (extension): a2005 (2005)  
Survey: generic

Group: grade



0-horrible	29	13.88%
1-bad	17	8.13%
2-poor	17	8.13%
3-ok	27	12.92%
4-good	17	8.13%
5-excellent	102	48.80%
Total:	209	100.00%



# Protect and Generate New Revenue



**Customer Story:** A consolidated insurance support provider answers calls for multiple insurance contracts.

Competition for their business is tough. They wish to demonstrate that they are the **EXTRA MILE** service provider.

**After Call Surveys** are offered to 50% of callers with simple customized questions specific to unique contracts.

Contracting companies view **survey response reports**.

**Contract renewals improved by 80%.** New contract business rises due to customer high satisfaction score results.



# UCE IVR After Call Survey Agent Reports

Agent Name (extension): agent-2005 (2005)

Survey: Generic

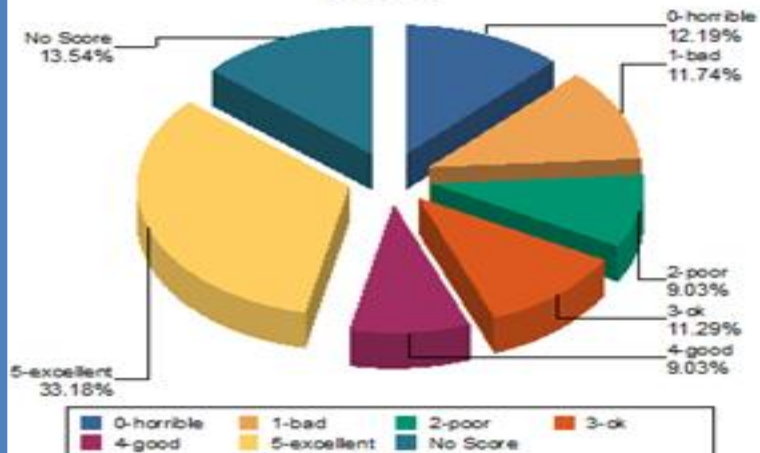
Question	Responses	Score Avg	Lowest Score	Highest Score
clarity	10	20.00	10.00	40
courtesy		40.00	30.00	80
knowledge		50.00	10.00	100
overall		10.00	20.00	20
speed	10	30.00	20.00	60
Total	10	30.00	10.00	100

Compare Low & High Scores

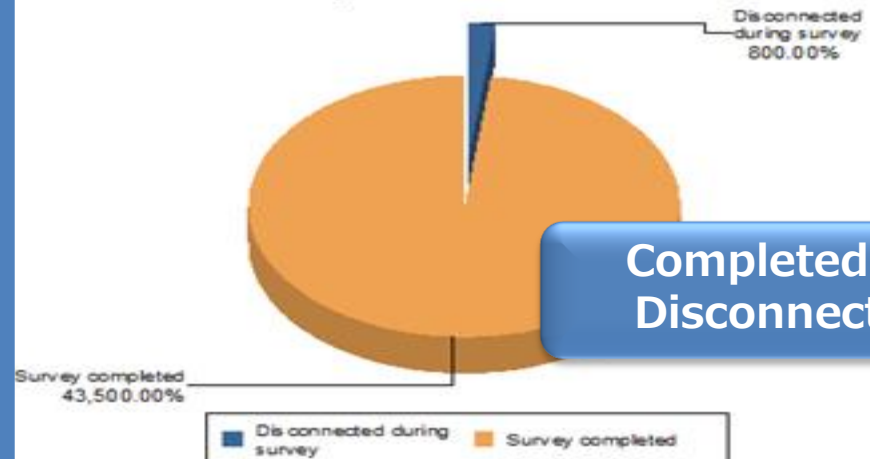
## REPORT SUMMARY

Responses	Score Avg	Agent With Lowest Score	Agent With Highest Score	Agent Least Surveyed	Agent Most Surveyed
383	61.46	Jason Little (1,500)	a2005 (14,200)	agent-2005 (50)	a2005 (245)

### Score



### Completion Status



Completed vs. Disconnected

# UCE IVR After Call Survey Detail Reports

Print date: 11/9/2015

Page 2 of 2

## Call Survey Result Detail Report

Group By: Question Group

From: 10/12/2015 6:37:11PM  
To: 10/31/2015 6:37:11PM

All Groups

Group	Date	Pilot	ANI	Agent (Extn)	Survey	Question	Score	Category
Question Group: Overall								
	10/19/2015 10:37:53	Customer Service (25487)	2148031266	Mary Irwin (25882)	Customer Service	sat-overall	100	Excellent
	10/21/2015 11:23:05	Customer Service (25487)	6306606969	Mary Irwin (25882)	Customer Service	sat-overall	100	Excellent
	10/23/2015 15:17:12	Customer Service (25487)	8177730754	Mary Irwin (25882)	Customer Service	sat-overall	100	Excellent
	10/23/2015 16:11:46	Customer Service (25487)	8177730754	Mary Irwin (25882)	Customer Service	sat-overall	100	Excellent
	10/23/2015 17:22:15	Customer Service (25487)	8177730754	Mary Irwin (25882)	Customer Service	sat-overall	100	Excellent
	10/29/2015 12:33:48	Customer Service (25487)	2145294823	Mary Irwin (25882)	Customer Service	sat-overall	50	Ok
	10/29/2015 12:40:32	Customer Service (25487)	8177730754	Mary Irwin (25882)	Customer Service	sat-overall	0	Bad

Summary	Sum	Responses With Score	Average	Min Score
	550	7	78.57	0

To: 10/31/2015 6:37:11PM

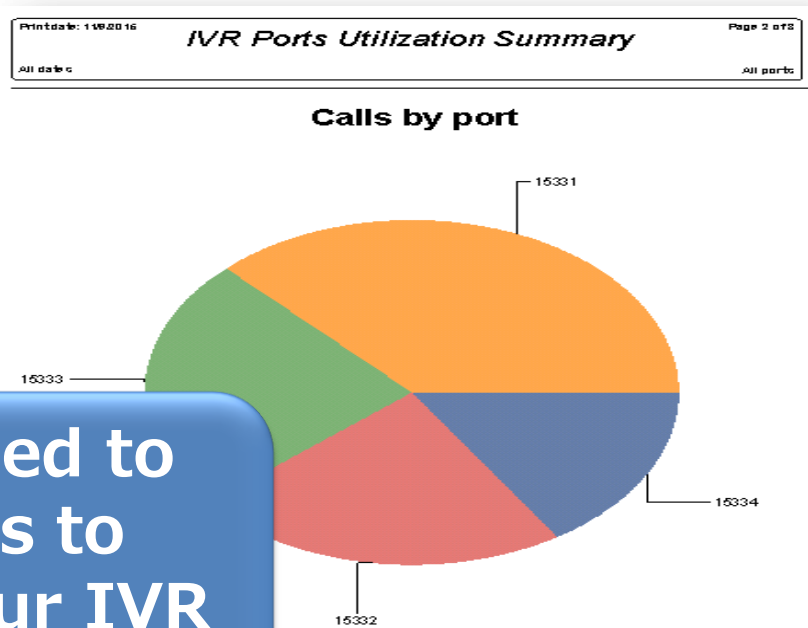
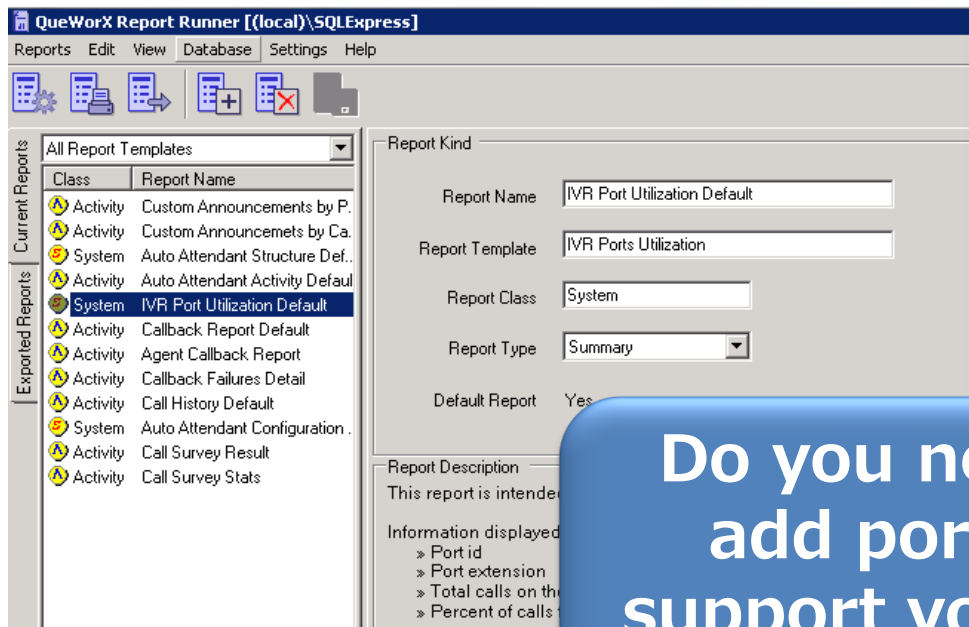
Agent	Date	Pilot	ANI	S
-------	------	-------	-----	---

Agent: Mary Irwin (25882)

10/19/2015 10:37:53	Customer Service (25487)	2148031266	surveys					likely
10/19/2015 10:37:53	Customer Service (25487)	2148031266						s
10/19/2015 10:37:53	Customer Service (25487)	2148031266						Excellent
10/20/2015 10:50:06	Customer Service (25487)	2148031266	Customer Service	Courtesy	sat-Courtesy	100	Yes	
10/21/2015 11:23:05	Customer Service (25487)	6306606969	Customer Service	Continue	sat-continue	100	Likely	
10/21/2015 11:23:05	Customer Service (25487)	6306606969	Customer Service	Courtesy	sat-Courtesy	100	Yes	
10/21/2015 11:23:05	Customer Service (25487)	6306606969	Customer Service	Overall	sat-overall	100	Excellent	
10/23/2015 15:17:12	Customer Service (25487)	8177730754	Customer Service	Continue	sat-continue	0	Not Likely	
10/23/2015 15:17:12	Customer Service (25487)	8177730754	Customer Service	Courtesy	sat-Courtesy	100	Yes	
10/23/2015 15:17:12	Customer Service (25487)	8177730754	Customer Service	Overall	sat-overall	100	Excellent	

Track responses  
by agents, pilots,  
questions &  
surveys

# Port Utilization Report



Do you need to  
add ports to  
support your IVR  
requirements?

Print date: 11/10/2015		Page 1 of 3	
All dates		All ports	
PortId	Port Extension	Total Calls	
1	15331	417	37.10 %
2	15332	261	23.22 %
3	15333	269	23.93 %
4	15334	177	15.75 %
Report total calls:		1124	

# After Call Survey = Help Agents Handle Tough Calls with Training



**Customer Story:** John has developed a new series of *Agent Training courses* on how to handle difficult or angry customers. He requires every Agent to take the basic training.

An *after call survey* along with *call recording* is used to gather customer perceptions of specific interactions .

John reviews survey responses and recordings, then *assigns advanced training and coaching* to specific Agents. He also sets those Agents for continued monitoring.

Presenter:



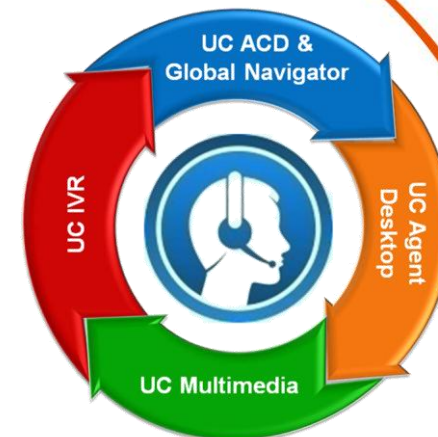
Carmela Fairchild  
dvsAnalytics  
Channel Sales Director

## UCE Contact Center

### UCE IVR - After Call Survey

- ✓ Overview
- ✓ Best Practices
- ✓ After Call Survey
- ✓ **Post Contact Survey**

Summary

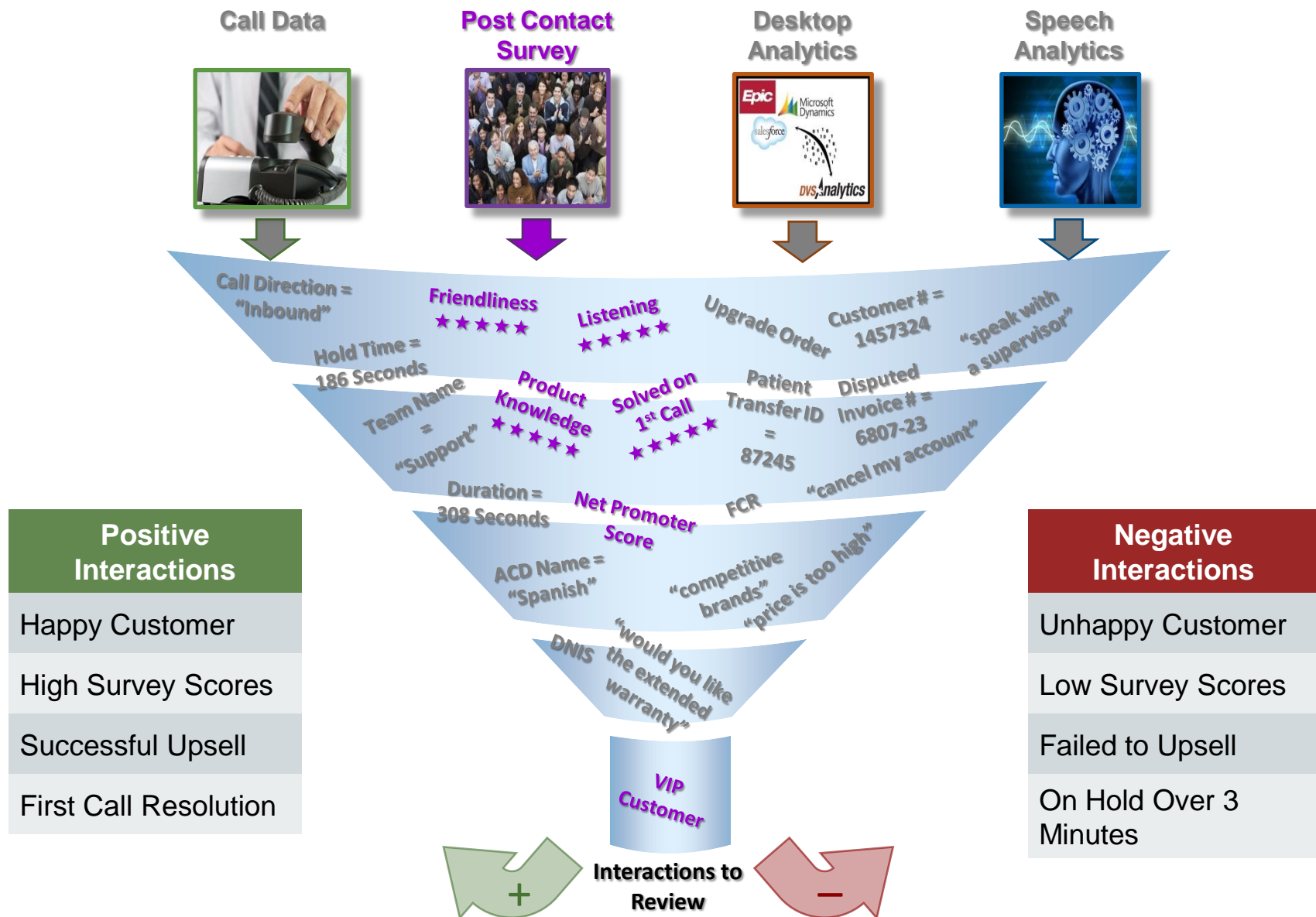


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# Use Encore Post Contact Survey to Target Interactions



# dvsAnalytics Encore Post Contact Email Surveys

Immediate feedback on a product order, service level and/or individual agent.

- Capturing Customer Feedback immediately following an interaction is an invaluable feature in a closed-loop Quality Management process.

Post Contact Survey is web-based, with a link to each survey sent via email.

- This unique approach results in:
  - The ability for the business' customers to complete surveys on their phone, tablet or computer
  - Higher participation since the customer does not have to stay on the line to complete
  - Automatic categorization of survey results within Encore
  - Flagging recordings with unsatisfactory survey results for review
  - Immediate understanding of each customer's likelihood to recommend the business
  - Option to review customer evaluations with agents.

Agent: Kristin Smith  
Call date/time: 10/12/2015 5:19:11 PM

---

**Customer Survey**

What was the reason for calling customer service?

Just needed to get a few questions answered

Please rate the courtesy shown by our service representative

☒ 10 ☐ 9 ☐ 8 ☐ 7 ☐ 6 ☐ 5 ☐ 4 ☐ 3 ☐ 2 ☐ 1 ☐ N/A

Did the representative resolve your issue today?

☒ Yes  
☐ No  
☐ N/A

Please rate our products overall

☒ 10 ☐ 9 ☐ 8 ☐ 7 ☐ 6 ☐ 5 ☐ 4 ☐ 3 ☐ 2 ☐ 1 ☐ N/A

Would you recommend our product to others?

☒ Yes  
☐ No  
☐ N/A

Which product component do you use most often?

☐ Editor  
☐ Publisher  
☒ Evaluator

**Send Survey**

# Flexible Options to Capture Email Addresses

## eMail Addresses



Encore uses customer email addresses to send the survey links. A field in each recording file is reserved for the email address, and various options are available to capture and store the email address in the file. Because business environments vary, the dvsAnalytics team works with you to determine the best method. Typically one of these methods is effective:

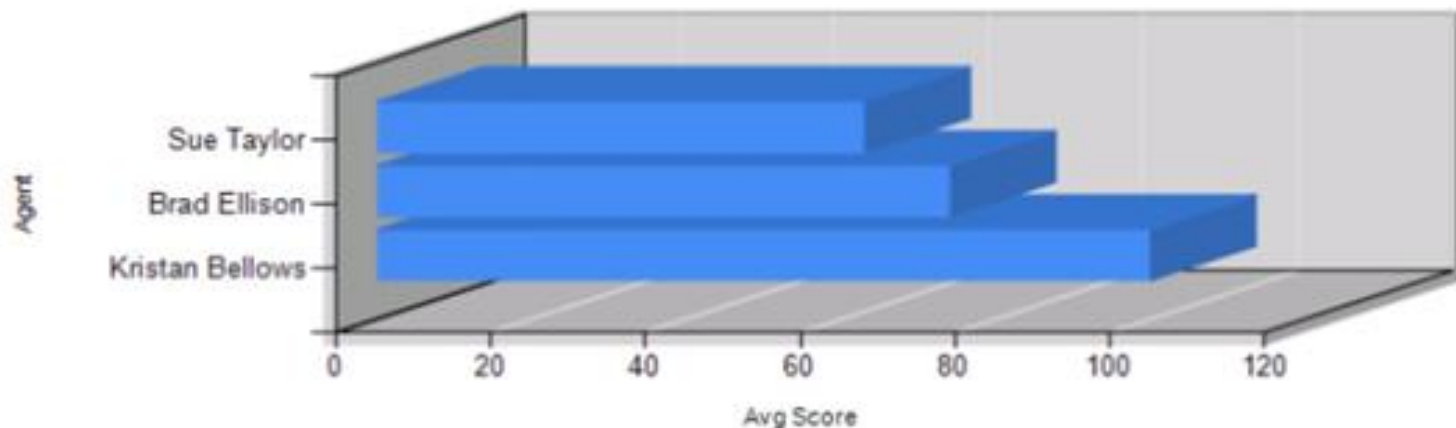
- Using Encore's Web API, automatically write the customers' email addresses to the recording files during the calls.
- Write a database routine that imports the customers' email addresses into the Encore recording database.

# dvsAnalytics Encore Post Contact Survey Reports

## Agent Analysis

Form ↕	Agent ↕	Avg Score ↕	Org. Score ↕	Difference ↕	# Of Evals ↕	Last Evaluation ↕
Collection Outbound Evaluation Form (rev.3)	Kristan Bellows	100.00	100.00	0.00	2	11/22/2013 3:14:01 PM
Customer Service (rev.8)	Brad Ellison	74.07	69.36	4.71	1	11/14/2013 12:06:54 PM
Customer Service (rev.8)	Sue Taylor	63.00	66.25	-3.25	1	11/14/2013 12:07:35 PM
		75.68			4.00	11/22/2013 3:14:01 PM

Average Agent Score



# dvsAnalytics Encore Post Contact Survey Reports

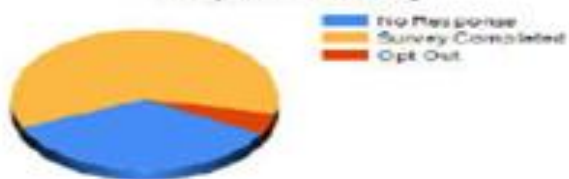
## Survey Analysis

### Customer Satisfaction Survey

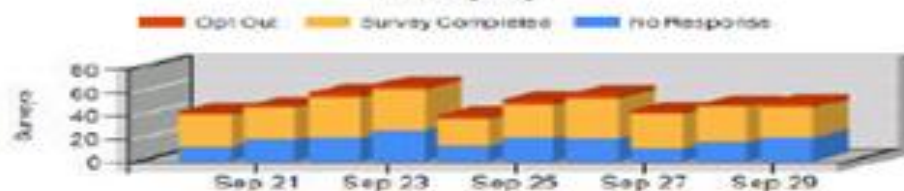
Test Survey Project for Survey Analysis Report testing

#### Survey Statistics

Response Summary



State by Day



Day	Surveys Sent	Surveys Completed	Opt Out Requests	Avg Response Time	Response Rate
Sep 20	42	28	2	48 hrs	66.67%
Sep 21	47	28	1	48 hrs	60.87%
Sep 22	50	35	3	51 hrs	60.34%
Sep 23	56	36	3	51 hrs	66.36%
Sep 24	59	23	3	48 hrs	56.97%
Sep 25	52	28	4	44 hrs	56.56%
Sep 26	57	35	3	49 hrs	61.40%
Sep 27	43	38	2	46 hrs	69.77%
Sep 28	48	31	1	46 hrs	64.58%
Sep 29	40	26	3	53 hrs	65.00%

#### Agent and Team Statistics

Sales - Outbound	Agent Name	Surveys Sent	Completed	Average Score
	Graham, Rashad	6	3	87.77%
	Garza, Bethany	2	2	95.11%
	Carril, Terence	8	2	50.00%
	Sykes, Whitney	5	1	72.50%

# Guest Feedback on Service Offerings



**A Customer Story:** A major hotel chain wants to know how to better package services to serve future guests.

Fran, the head of reservations, uses **After Call Survey** to poll future guests about packages they would find attractive during upcoming stays.

Guest services emails the same survey to guests post-stay.

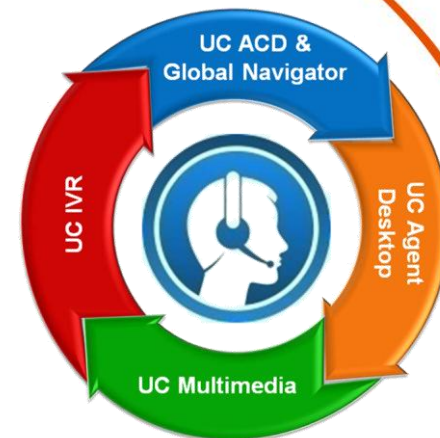
**After call survey solutions gather customer feedback to allow the hotel to create and provide packages and options based specifically on customer interests.**



# UCE Contact Center

## UCE IVR - After Call Survey

- ✓ Overview
- ✓ Best Practices
- ✓ After Call Survey
- ✓ Post Contact Survey
- ✓ Summary



# After Call/Post Contact Survey Summary

## UCE IVR After Call Survey Module

- ✓ Creating survey's is easy
- ✓ Create unique surveys for each department
- ✓ Unlimited # of surveys may be created
- ✓ IVR-based – caller stays on the line to complete the survey by listening and responding to voice prompts
- ✓ Survey delivered immediately after call is completed
- ✓ Directly relate survey results to individual agents
- ✓ Caller Info is not needed for survey
- ✓ Listen to call & view screen activity\*

\* Requires Encore Call Recording

## DVS ANALYTICS Encore Post Contact Survey

- ✓ Creating survey's is easy
- ✓ Create unique surveys for each department
- ✓ Unlimited # of surveys may be created
- ✓ “After-Call” or “Post-Contact” surveys are emailed to contacts
- ✓ Survey delivered shortly after call is completed
- ✓ Directly relate survey results to individual agents
- ✓ Requires Email Address of Caller
- ✓ Listen to call & view screen activity

## Thank You

*Want more information?*

**Contact your NEC representative to  
set up a customized presentation or  
demonstration**