

WEBINAR

How to Collect and Mine Your Contact Center Data to Drive Impactful Service Recovery

November 24, 2021

Rachel Lane Director, Senior Solutions Principal - Contact Center Practice

Medallia

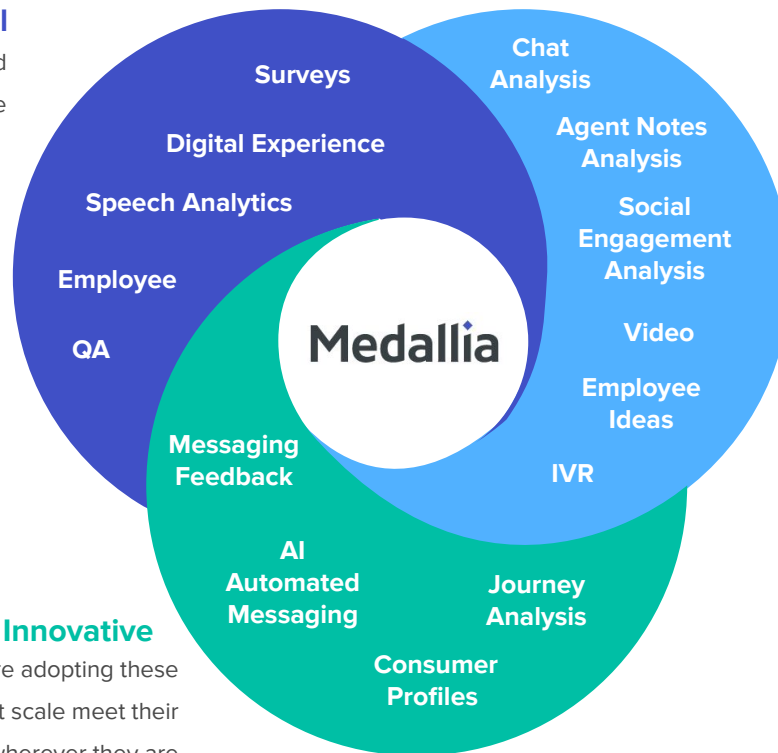


Contact Center Best Practice Solution Guide

Where do I start?

Foundational

Solutions which create widespread business impact at scale



Optimized

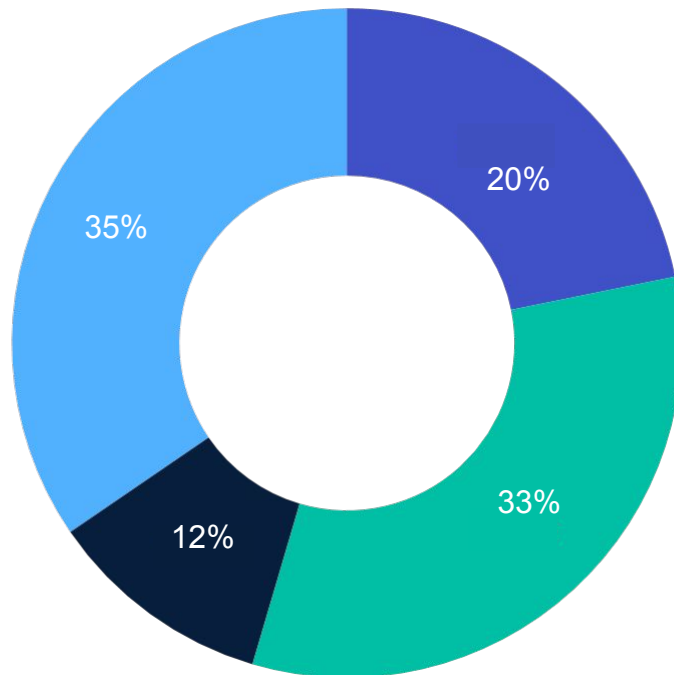
Adding these signals will deliver significant impact to the core program

Innovative

Customers are adopting these new signals at scale meet their customers wherever they are

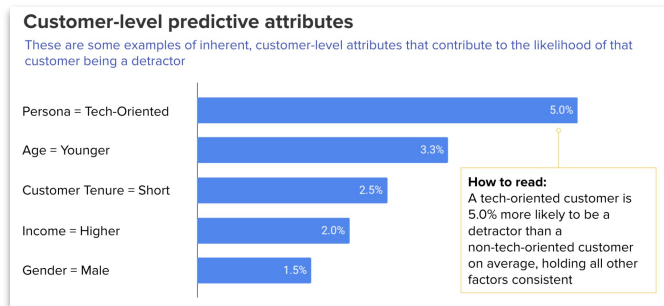
Trends Driving Technology Purchase in the Contact Center

- Optimizing Digital/self service
- Analytics and Automation
- Enabling Frontline Quality
- Omni-channel seamless experiences



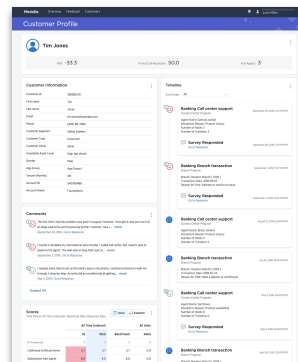
Trend: Analytics and Automation

MEC + Speech as an analytics and automation best practice



Customer attributes and preferences

Recent customer comments



Full timeline of customer interactions, signals, and feedback

Text Analytics

Speech

CX Profiles & Journeys

Real-time

Bring together omnichannel signals for a **unified view of each customer's experiences with your brand**

Trigger RPA or next best action

Predictive Analytics

A silhouette of a person in mid-air, jumping from a cliff on the left to a cliff on the right. The background is a bright blue sky with a few white clouds. The person's arms are outstretched, and their legs are bent in a jumping motion.

Traditional Mindset

- Contact Centers drive **costs**
- Focused on the **customer issue at hand**
- **React** to customer feedback

Contemporary Mindset

- Contact Centers drive **experiences**
- Focused on customer **loyalty, retention, and revenue**
- **Anticipate** customer feedback

What Questions can Predictive Analytics Answer?



Experience

How satisfied are all our customers with our services?
What facets of experience lead to churn?



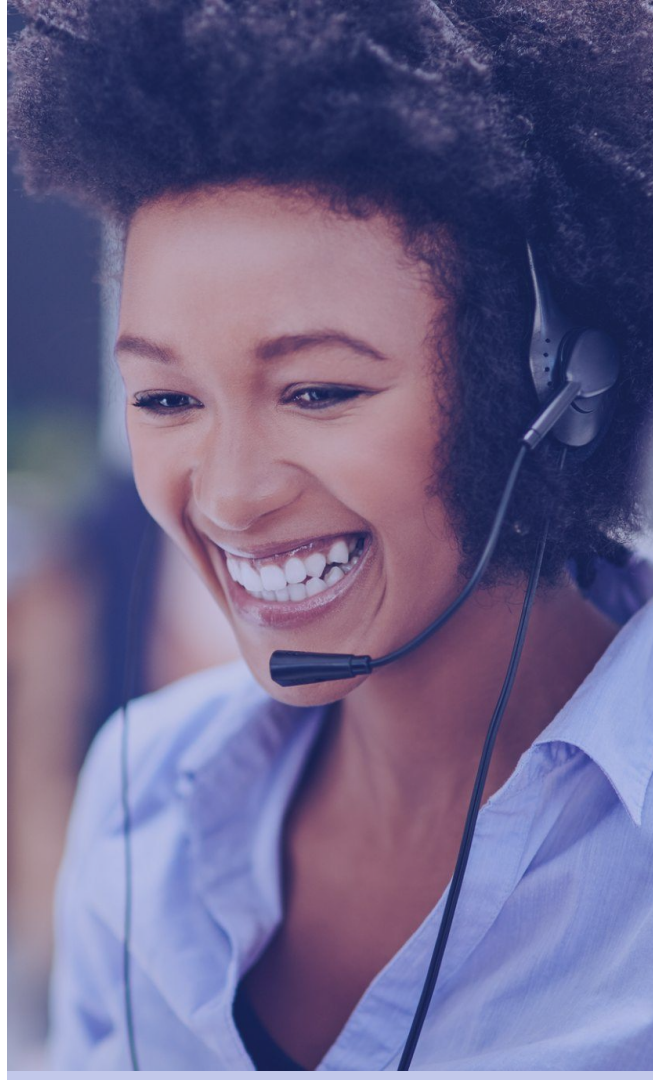
Financial

How can we reduce cost to serve?
What is indicative of higher customer future spend?



Operational

How can we shorten time to resolution?
How can we improve First Call Resolution rate?

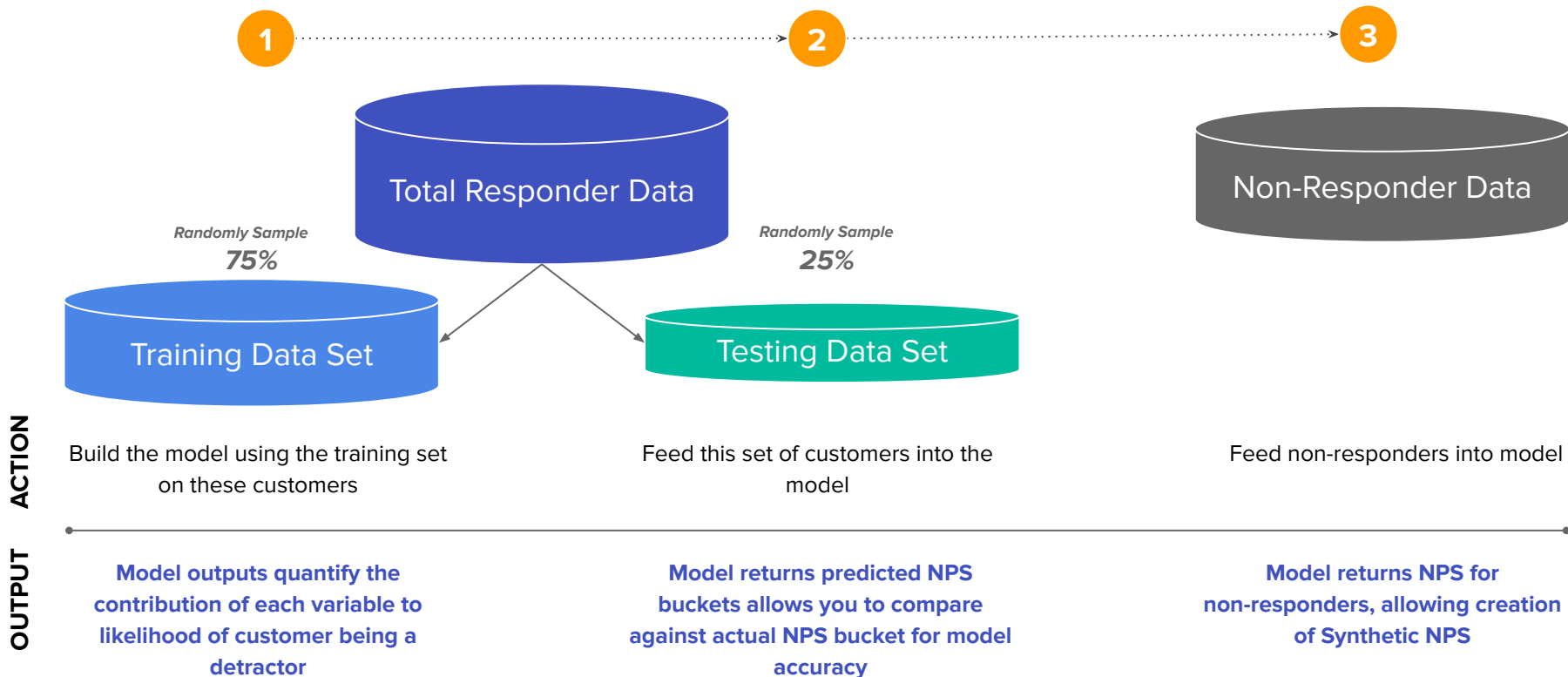


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Behind the scenes

Predictive Analytics Methodology Overview

3-Step Methodology: Train, Test, & Synthesize



Model Accuracy Investigation



Feed this set of customers into the model

Model returns predicted NPS buckets allows you to compare against actual NPS bucket for model accuracy

Method	Accuracy
Model Predicted	Highest (75%+)
Educated Guess (Guess with weighted probabilities)	Medium (60%+)
Random Guess (Guess completely randomly)	Low (50%+)

Predictive models yield a much higher detractor identification success rate compared to even the best educated guesses

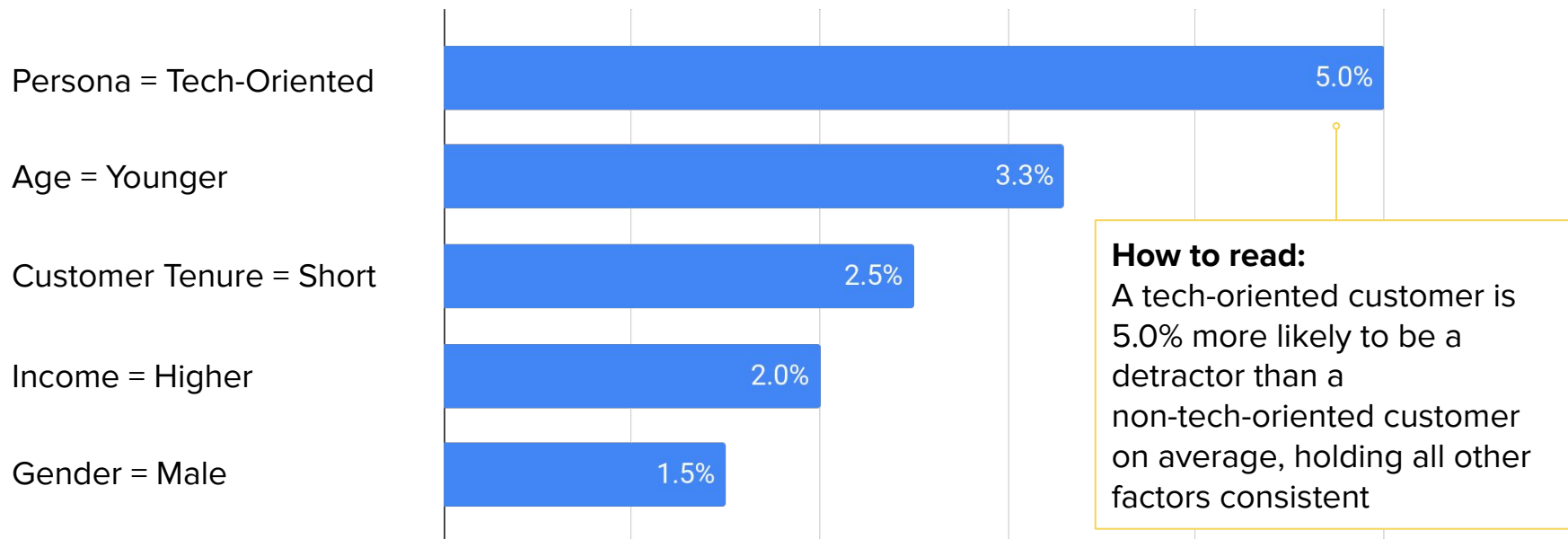
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What the data tells us

Drivers of Detractor Experiences

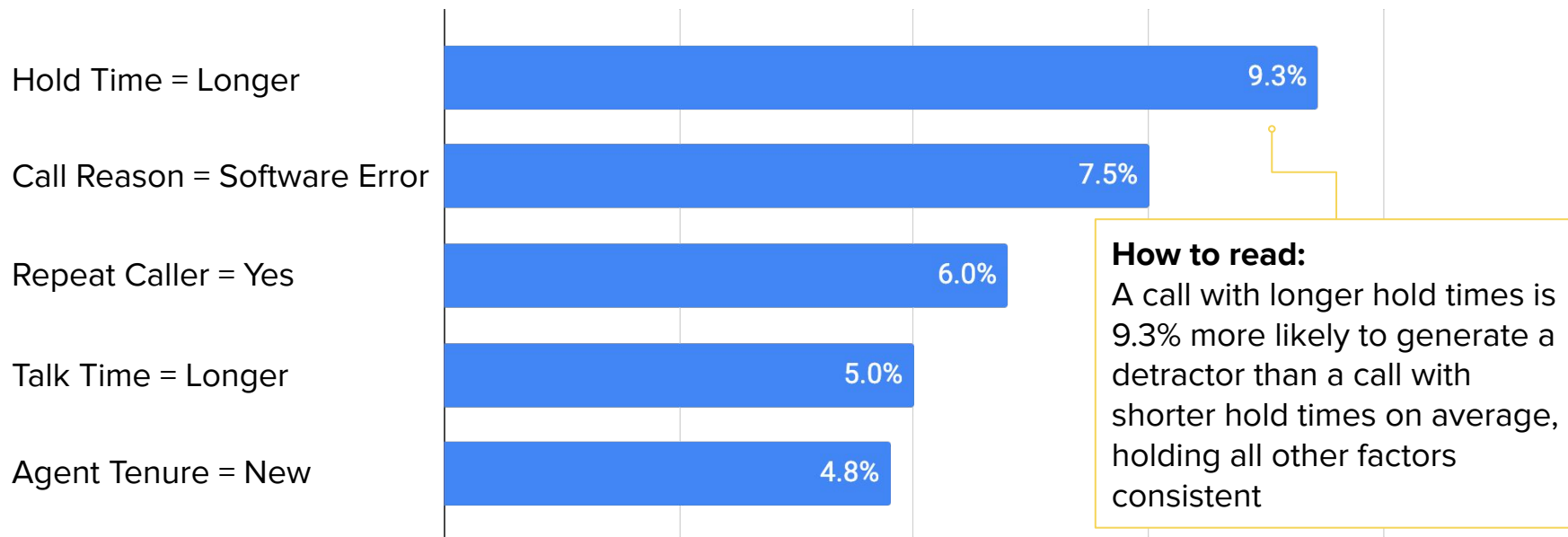
Customer-led Predictive Attributes

These are some examples of inherent, customer-level attributes that contribute to the likelihood of that customer being a detractor



Contact Center-led Predictive Attributes

These are some examples of business-controllable, contact center-level attributes that contribute to the likelihood of that customer being a detractor



3

Glimpse into all customers

Synthetic NPS

Synthetic NPS



What is it?

NPS that incorporates non-responding customers

Formed by combining the NPS of both responding and non-responding customers

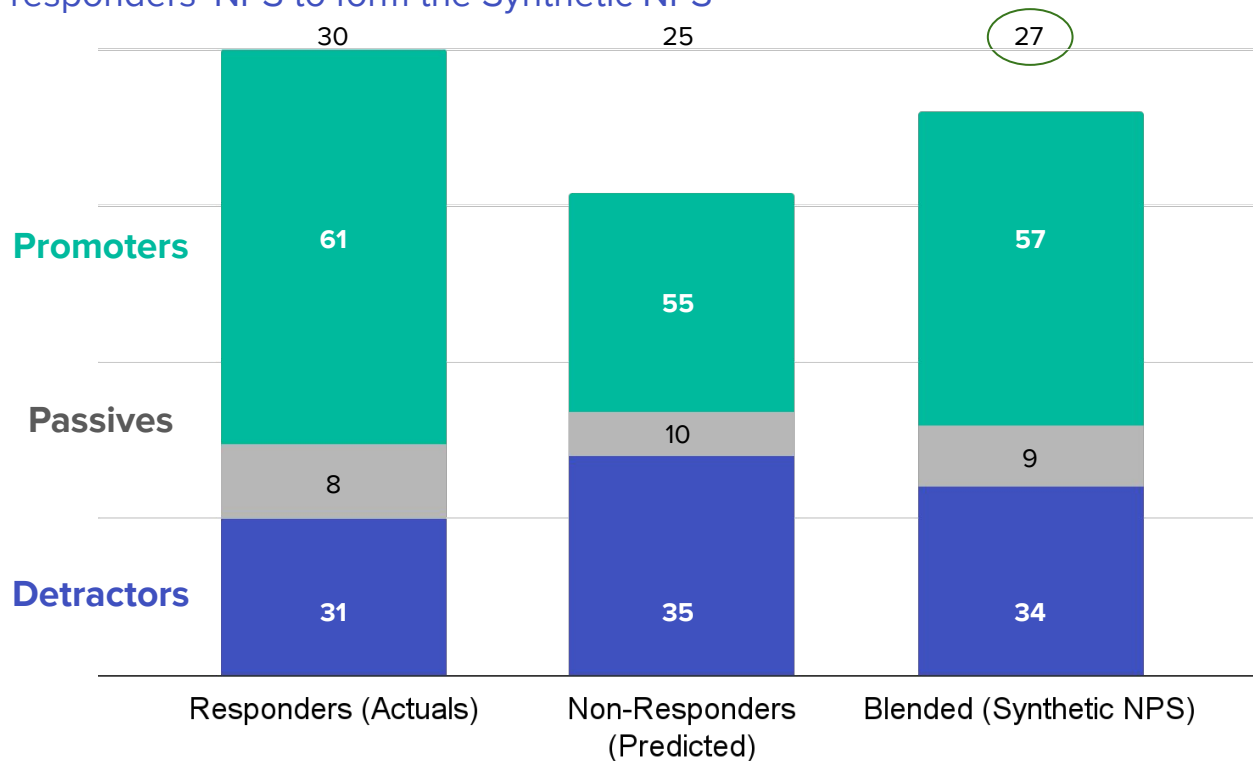
Why do we use it?

Can help reveal if survey sample reflects the likely sentiment of your large population of non-responders

Not just an interesting analytical exercise!

Contact Center Example Synthetic NPS

The model can calculate NPS for the non-responding customers; combine this with the responders' NPS to form the Synthetic NPS



4

Bringing it to life

Action on the results of Predictive Analytics

Predictive Model Use Cases in Contact Center

Post-call use: Proactive Outreach

Proactively reach out to post-call high-risk customers



Pre-call use: Smart Routing

Route higher risk customers to the best equipped agents



Medallia Strategy Analytics Offering

Custom Predictive Analytics Project

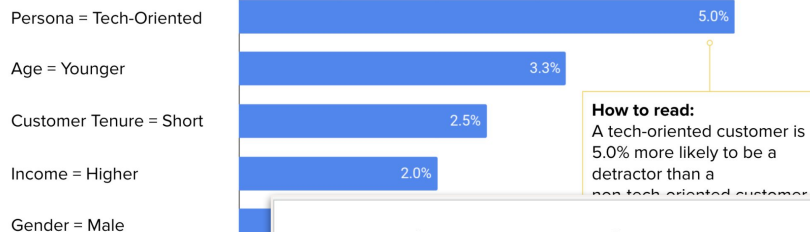
Understand all customers so you can predict and influence future behavior

Financial Linkage Analysis

Quantify the impact of customers' experience on their future spending habits

Customer-level predictive attributes

These are some examples of inherent, customer-level attributes that contribute to the likelihood of that customer being a detractor



LTR Drives Bottom Line

Customer satisfaction drives bottom line results for both individual customers and at the property level

For individual customers

Promoter guests (9-10 on Likelihood to recommend) are **126% more likely to return** over the next year than detractors¹



And at the property level

Properties that increase their average quarterly likelihood to recommend by 1 point YoY will see a **3.1 point increase in RevPAR index**²

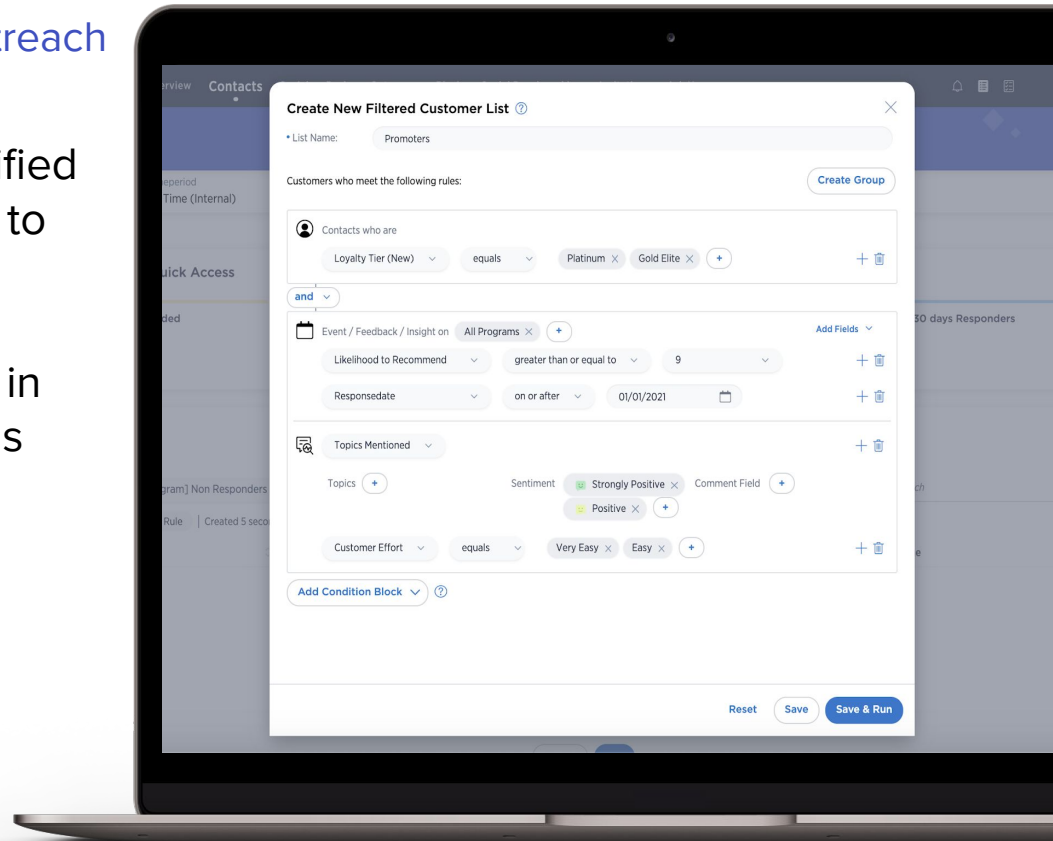
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Medallia CX Profiles

Create targeted groups for proactive outreach

- Leverage customer variables identified from Predictive Analytics modeling to determine customer lists
- Proactively reach out to customers in target list with marketing campaigns



A photograph of four people in a meeting. A woman with blonde hair is smiling and holding a pencil. A woman with curly hair is looking down at a laptop. A man with dark hair is partially visible on the right. A woman with grey hair is partially visible on the left. The image has a dark overlay.

Q&A



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From Good to Great:
A 5-Part Series on
Transforming your
Contact Center to
Deliver the Best
Customer and Agent
Experiences

November / December 2021
9:00 EST / 14:00 GMT / 15:00
CET (30 minutes)

Session 3: Tue., Nov. 30, 2021: How to make data seamless across a best-in-class multi-vendor platform

Session 4: Wed., Dec. 8, 2021: How to empower people effectiveness for proactive front-line action

Session 5: Wed., Dec. 15, 2021: How to take action on the powerful combination of employee and customer data