Dial Interactive's iNsights Newsletter

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Deliver a "SMART" Customer Experience Using Big Data

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Greetings!

Big Data seems like the buzz word of the day. However Big Data is not a passing fad, but the tipping point of an enormous iceberg. DI is delighted to have a guest writer, Lauren Ziskie, Customer Engagement Officer from Dialogue Marketing Inc., share her thought leadership in this issue of Di's iNsights Newsletter. Dialogue Marketing is a DI partner that provides nationwide outsourced customer engagement services to help clients acquire, support and retain customers. DI especially likes that they leverage predictive analytics in the contact center space.

To learn more or ask a question, feel free to follow her on Twitter (@LaurenZiskie) or call 248.836.2642.

What Is Big Data and What Does It Mean for Customer Care?

We are living in the Information Age where enormous amounts of data is being created, published, and stored every second. According to Eric Schmidt, Google's former CEO, "There were 5 exabytes of information created by the entire world between the dawn of civilization and 2003. Now that same amount is created every two days." (For those of you that don't know what an exabyte is, it's a 1 with 18 zeroes after it - or 1,000,000,000,000,000,000 bytes).

Big Data is made up of both structured and unstructured data. Structured data refers to information with a high degree of organization and is easily searchable and straightforward. Spreadsheets are a good example of structured data because information is properly arranged in a relational database and can be filtered rather easily. Unstructured data refers to information that does not fit well into relational databases. The majority of an enterprise's data is made up of unstructured data, specifically in the form of text, voice, photo, and video.

Now think about the customer care world. All of our conversations are in the form of unstructured data including: phone calls, social media posts, chat logs, emails, video chats, online reviews, and photos. Trying to analyze these interactions is a challenging task; but critical if we want to truly understand the voice of the customer and report it back to the rest of the organization.

➡️ Ways to Use Big Data to Deliver a "Smart" Customer Experience

- Thanks to our multitasking, device-driven world, consumers are starting to lose tolerance with customer service when it comes to interactions that are not "smart." "Smart" customer care interactions are ones that use text, speech, and predictive analytics technology to decode big data and ultimately deliver a better customer experience in real time. Here are some ways to use big data and analytics to deliver a "smart" customer experience:

* Provide Anticipatory Customer Service

Micah Solomon, the author of High-tech, High-touch Customer Service, describes the concept of anticipatory customer service where companies predict customer needs and proactively address them. Anticipating a customer's needs gives customer service an opportunity to provide a WOW experience by fixing the problem before it amplifies. This is where predictive analytics technology plays a big role. Predictive analytics is a technology that uses predictive modeling to find the probability or likelihood that a future event will take place such as placing an order, making a larger purchase, defaulting on bill payment, or recommending a friend. In order to predict consumer behavior, one must have lots of historical customer data, which all contact centers store.

Now, think of all of the ways contact centers can leverage this powerful technology to provide anticipatory customer service. For example, by analyzing past order history, predictive models may uncover a specific loyal customer who calls in every Tuesday at 4:30 pm to place his same order of five widgets. Wouldn't it be a WOW moment for that customer if instead customer service calls him on Tuesday at 4:30 pm and asks if he wants to place his usual order? This type of proactive service would deepen relationships because customers would feel like brands really know and care about them. No longer does customer service need to be reactionary. Reactionary service is not going to hold today's less loyal and ready-to-jump customer.

* **Leverage Conversion-Based Routing**

By now the contact center industry has probably heard of, and even implemented "skills-based routing". Leaders in the industry have taken that technique to the next level by leveraging Big Data and predictive analytics to implement "conversion-based routing".

When it comes to outbound telemarketing programs, success is usually based on a number of factors including: lead sources, agent skills, time of day, phone number dialed, script, and offer. The challenge with most outbound programs is the success of a campaign is based on lead cost. Another challenge is every phone agent excels at converting different types of leads. For example, Agent Suzy may be good at

converting leads that are generated online, deal with product X, and geographically reside in Texas. Whereas, Agent Bobby may be good at converting leads that are generated from List A, dealing with product B, and geographically live in Michigan.

In order to measure success, managers need to analyze conversion rates by source, day, time, rep, and product in real-time. Unfortunately, running data through a dialer makes it difficult to get timely reports with actionable intelligence. At the end of the day, many contact centers find it hard to prioritized leads in order of highest likelihood to convert, assigned them to the right sales agent, and ensure they receive proper follow up.

To conquer this problem, leading companies are building predictive models to analyze their historical conversions to identify trends. Then, with the help of predictive analytics, contact centers are able to implement conversion based routing techniques to ensure leads are being prioritized and routed to the best agent, at the right time of day, using the best channel to reach a consumer, and finally presenting the right offer. The end result is a decrease in lead acquisition cost, increase in contacts made, decrease in dial attempts, and most important an increase in conversions.

* **Use Predictive Analytics to Engage in the Right Social Conversation**
When companies start providing social media customer service, one of the biggest challenges they will experience will be to learn how to efficiently sift through the social conversions to determine which posts are actionable and which ones are irrelevant or spam. With over 250 million blogs in the social media landscape, this is no easy task. However, it's absolutely critical brands prioritize and assign the relevant, actionable posts at the top of the social queue due to the limited resources available to monitor and engage. The solution? Once your social media customer service program has been running for a period of at least 3 months, take all of your tagged and categorized posts and build a predictive model. The model will then help sort through all the

new incoming posts, scoring and prioritizing them in order of relevancy. The great part of predictive analytics is the model continues to learn from itself, getting smarter each month as more data continues to get analyzed. Companies can also use predictive analytics for social media customer service programs to predict: which social posts need quality assurance teams to review them; which posts are legal issues; what the ideal response should be; and which posts have a lot of brand risk due to author influence.

The bottom line is consumers know that enterprises should be able to do these "smart" interactions today, and have low tolerance if these options aren't being deployed. Leverage the power of Big Data to capitalize on big opportunities for customer care engagements.

To learn more about how Big Data can help deliver a "smart customer" experience contact Dialogue Marketing and or Dial Interactive to leverage data in your contact center.

Meet the DI Team - Vaughn Harker, Senior Consultant

Vaughn is our Big Data guy at DI.
Please tell us about yourself Vaughn:

I live in Titusville, Florida. Titusville is located

across the Banana River from John F. Kennedy Space Center. Yes, we did watch the Shuttle launching from our front yard.

I have always enjoyed working with computers and computer systems. Consider that I started programming in COBOL in 1984 and have been in the industry one way or the other since. I started working with major databases while I was still in the military around 1989. I have always enjoyed the logic of this industry.

Using the Microsoft SQL Server to manage the Genesys databases, I work with Big Data everyday. Three of the main points when working with large or Big Database, to make it manageable and useful data would be;

1. Fully understand what data will be stored and how it will be used.
2. Build proper architecture structure of the database(s) and indexes. This should always support number 1.
3. Consider the life span of data. Don't store data just because you can.

I enjoy working with DI because of the strong support, when needed, and the flexibility that I have with the various clients.

On behalf of the DI Team, thank you for taking the time to read DI's iNisights. We are passionate to provide you with quality content. Please contact us if you have any questions or want us to help you with your contact center technology needs.

Warmest regards,

Ali Regli

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