

Davies Consulting

Customer Experience

Using interaction analytics to enhance the customer experience

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Gain a far deeper understanding of the customer experience you're providing across every channel with Davies Consulting's interaction analytics services. We'll examine the content of your interactions to provide actionable insights that can lead to significant measurable improvement in satisfaction and loyalty, such as a 20 point rise in Net Promoter Score (NPS).

Understanding what the customer experience is really like

From NPS to Customer Satisfaction (CSat) scores and surveys, businesses have become accustomed to measuring the customer experience. But while these methods provide a valuable snapshot of the overall quality of the experience, they offer little insight into what's influencing those scores.

Davies Consulting's interaction analytics, however, can and does. We listen to the voice of your customers across every channel – phone, email, social media and webchat – to understand in depth what the customer experience is really like.

For example, we can examine high, or low, scoring interactions across every channel to seek out the common patterns: from how the advisor handles the interaction to the ease for the customer. We can also deploy analytics to provide detailed, objective data about individual advisors' performance, using innovative metrics such as empathy scoring.

We then combine the hard evidence of the interaction analytics with other CX and performance data to create actionable insights that can make an immediate difference to your customer experience, by:

- **Providing highly targeted coaching and training** for individual advisors, based on an objective assessment of their current skills and performance
- **Redesigning incentive programmes**, to drive the behaviours that matter to customers
- **Pinpointing recurring issues around products and processes**, that can then be addressed by the wider business to drive satisfaction and reduce support requirements



After using analytics to examine their CX, our clients typically see a 20 point improvement in NPS.

Our Approach

We work with all the leading vendors, but are wholly independent. You can use us to supplement your in-house team – focusing on specific projects – or build a solution and train your analysts in our best practice methodology. Alternatively, you can choose our fully managed service that simply delivers you the report and recommendations for change.

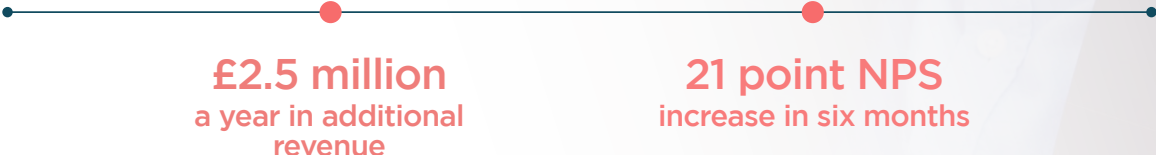
Delivering a 21 point NPS increase in six months

With NPS poor and churn high, our client knew it had to transform its customer service. We used interaction analytics to help it work out where and how it needed to change.

We provided detailed data on the drivers of dissatisfaction, based on exactly what customers were saying. That then fed into frontline training for the whole team, which was followed by further analysis of customer interactions to see whether advisors had adapted new behaviours. Where necessary, we recommended additional coaching from supervisors to address any apparent knowledge gaps.

In addition, the company directly reached out to some customers to resolve their individual issues, while at an organisational level, voice of the customer data was used to help prioritise strategic IT changes.

The changes had a rapid impact. Within six months, NPS was up 21 points – which equated to around £2.5 million a year in additional revenue: a substantial ROI on its use of analytics.



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a year in additional
revenue

21 point NPS
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Finding the root cause of a rise in refunds

An online retailer had seen a sharp increase in the number of refunds and exchanges its frontline service team had to deal with, but couldn't understand why. We worked with the retailer to examine the interactions, along with a range of other data, to find an explanation.

Our analysis highlighted that the primary driver of the rise in refund calls was that orders were being lost in transit by the delivery partner. Using the evidence we provided, the retailer was able to save more than £1.5 million on its refund processing, with the delivery partner providing a substantial reimbursement.

We also recommended changes to the retailer's lost in transit process: our analysis indicated that implementing these could increase first contact resolution for the organisation by 2%.



£1.5 million
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Get in touch

To discuss how our interaction analytics services could give you the impetus to make lasting changes to your CX, get in touch with us today.

Lee Mostari

Director of Insights & Analytics
Davies Consulting

+44 (0)7985 555 125

lee.mostari@davies-group.com

Michael Anderson

Vice President (US/Canada)
Davies Consulting

+1 647 929 9002

michael.anderson@davies-group.com



Davies Limited

Registered Company No. 06479822

Registered in England and Wales

Registered Office:

7th Floor, 1 Minster Court, Mincing Lane,
London, EC3R 7AA

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