



Sentiment analysis boosts digital voice

WHITE PAPER

ATENTO



CONTENT

- 01 Digital voice: Value proposition
- 02 How does it work
 - 02.a Tagging
 - 02.b Retrieval
 - 02.c Quality Monitoring
 - 02.d Standard analytics
 - 0.2.e Full analytics
- 03 Results: efficiency improvements
- 04 Case: Large Essential Service provider
- 05 Takeaways

01 DIGITAL VOICE: VALUE PROPOSITION

The digital live voice interaction is a **unique opportunity** to get deeper insights from your customers, including learnings of what upsets and **amuses** each of them, and therefore boosting brand loyalty while reducing churn.

Challenges addressed by digital voice:

- Agents and drivers are the visible voices, hands, and faces of the organization and must be **coached** and **recognized** when contributing to the overall business results.
- **Random** sample **listening** reduces dramatically the chances of both identifying processes and behavioural opportunities and cannot generate a **robust metric** for decision making.
- Creating and applying a methodology to **measure** and **classify** customer sentiment is challenging and individual criteria, **bias** and judgment are unlikely to be controlled.



02 HOW DOES IT WORK?

We offer a complete ecosystem with different deliverables per solution to address multi factors.

02.a TAGGING SOLUTION

1. We extract and integrate different data via:



Phone

such as date, hour, extension



Agent data

such as Register number, Team leader, Service Center, Program

2. After capturing additional metadata on customer CRM via web services, screen capture or database integration, we tag it and add it to calls through statistical models.



Client identification data

such as Personal ID, CPF, RG



Identification data of business agreement:

Sales/Not Sales or Payment agreement / Not agreement



Contact identification

such as Ticket number



Contact Reason

3. Tagging is used for analytics, including contractual requirements for sales contacts redemption.



Contract

Contractual requirements for sales redemption with customer identification.



Data science

- ◆ Statistical models creation
- ◆ Propensity models creation
- ◆ Marketing strategy models creation

Business Insights

Insights Generation to leverage Sales, Billing, SLA, troubleshooting.



02.b RETRIEVAL

- Massive calls extraction to meet any customer or internal demands (EX: Speech, Stress level of customer, operation closure, others);
- Calls and info search filtered by business and hierarchy information, following compliance rules, improving efficiency and meeting customers' requirements.
- Extraction process optimization (eg. Unified extraction)
- Scheduling recurring deliveries, with no human and manual intervention supporting massive extractions or for ingesting calls into Analytics
- Integrate databases integrating metadata to calls and therefore improving data availability & quality for analysis.
- It allows call extractions based on tags, making possible the proposed DV model (adding X calls per Agents per month on Speech Analytics).

02.c QUALITY MONITORING AUTOMATION

- Productivity and workload management.
- Partial automation of the quality monitoring process.
- Centralization and ease access to information (including reports).
- Compliance with customer/contract requirements.
- Ensure the execution of minimum quality requirements (standards/benchmarks)
- Process Standardization.

02.d STANDARD ANALYTICS

We establish a standard and “easy to replicate” analysis with Speech Analytics, for specific KPIs and Operations. We develop automated templates and models for transversal implementation (with Quality and Reports) by following these steps:

- Identifying opportunities for customer business improvements;
- Automation of the quality monitoring process.\
- Enhancing accuracy in evaluations/analysis.
- Operating performance improvement:
 - ❑ Tracking new KPIs (Ex Non-Talk, Crosstalk, Sentiment);
 - ❑ Custom agent coaching;
 - ❑ Gainers and losers (good practices and opportunities for improvement - outliers)

Benefits:

- AHT Reduction (for variable Operations)
- Non-talk time management / Reduced time spent per speaker.
- AHT by contact reason.
- More sales, churn reduction, and better collection.
- Speech patterns development for gainers and losers.
- Fraud detection.

02.e FULL ANALYTICS

By identifying strategic operations, prioritized by financial results or revenue opportunities, we offer a solutions package with an emphasis on Data Science and external data analysis. Our full analytics include:

- Technical Support (Satisfaction...)
- Customer Service (Complaints...)
- Sales (Profile...)
- 360° Vision (customer’s journey)
- Penalties and bonification analysis to identify estimated savings.
- KPIs setting and processes to be analyzed.

03 EFFICIENCY IMPROVEMENTS

Monthly key results depict efficiency improvements

- 2x-3x more interactions analyzed
- 20% monitors reduction
- New KPIs to be measured: including non-talk, crosstalk, and sentiment
- Root cause analysis drives actionable insights with our highest standards
- 300k transaction monitoring per month
- +20k hours customer interactions analyzed
- +600 analysis generated for clients
- 2MM calls transcribed: speech to text
- 4k queries available for analysis and insights generations

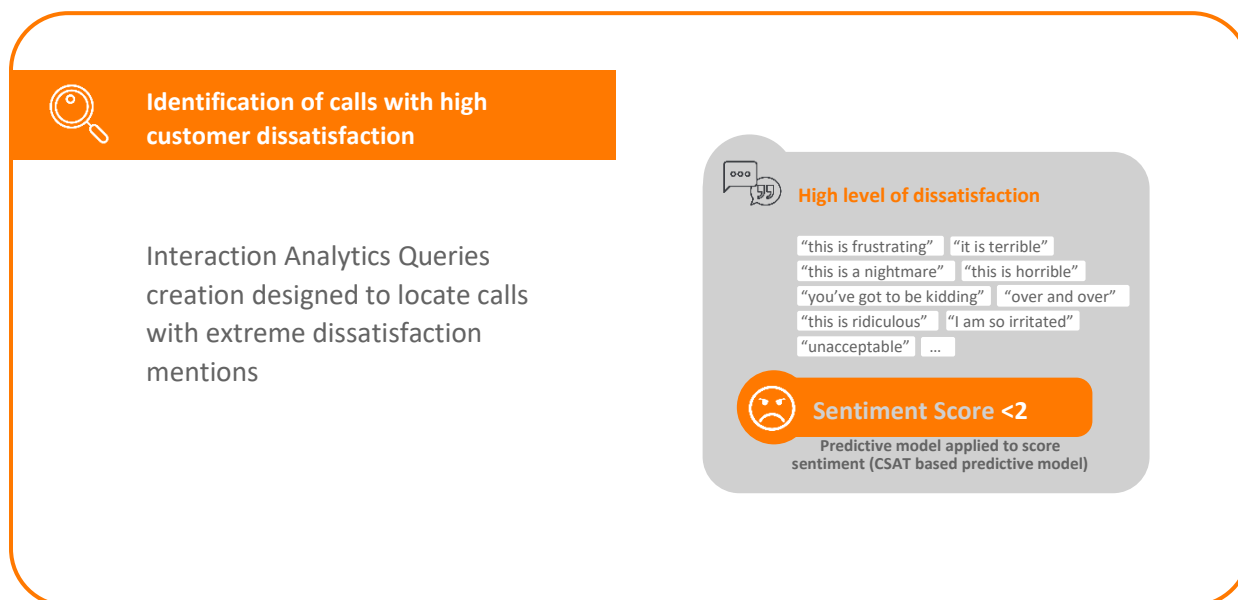
04 CASE: Large Essential Service provider (“XYZ”)

Challenge:

Ability to handle attrition for key loss opportunities, including but not limited to:

- Missing orders
- Process validation
- Service dissatisfaction

Process:





Analysis & Actionable Insight

Creation of **interaction** Analytics
Queries designed to locate calls
with extreme dissatisfaction
mentions



High level of dissatisfaction

"this is frustrating" "it is terrible"
"this is a nightmare" "this is horrible"
"speak to a manager" "over and over"
"you've got to be kidding" "this is ridiculous"
"my fourth time calling" "I am so irritated"
"speak to a supervisor" ...



Sentiment Score <2

DURATION



15
minutes

Average Handle Times are 90+% higher than in the general sample (7minutes+)

Main drivers for high duration and non-talk are:

- Trying to connect to shoppers/drivers and supervisors
- Negative and resistance from high attrition customers to accept excuses, compensations, etc.

NON-TALK



27 %

Average Non-Talk Time is 5%+. higher than general sample

This relatively small difference is due to holds been part of a great percentage of the regular and positive calls due to the need to contact drivers and to the ability of the agents in managing this operation (getting back as quickly as possible to customers).

Difficulty to get support

- Call/chat disconnection
- No supervisor available
- Need to call many times
- Don't understand agent
- Long waits (holds)

System logistics

- No driver available
- Repeated delivery postpones

App Web Page

- Repeat items entry (reorder)
- Not finding commands in the app or web page (cancel/edit)
- Pricing mismatch between
- Item availability mismatch

Store service

- No driver available
- No order available at agreed pick up time

Shopper/Driver Service

- Not following delivery instructions
- Long time in the car
- Dropping packages on the door

Rules and conditions

- No clarity in services terms
- Complex fees
- Free month renewal to regular



Operationalization of Outputs



Changes in customer messaging and communication strategies



Changes to standard policy, process and procedure



Agents upskill exercises & programmes
Shoppers/Drivers campaigns



Realignment of Internal Resources
Agents & Shoppers/Drivers



Identification of Relevant Calls

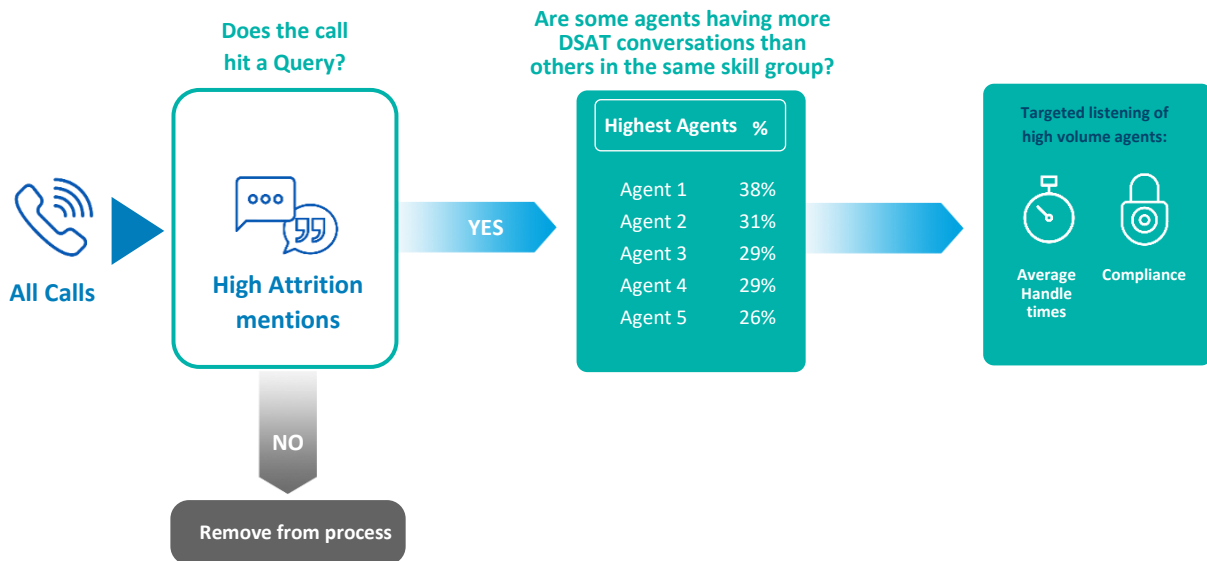


Analysis & Actionable Insight



Operationalisation of Outputs

Interaction Analytics Workflow designed to locate agents with high volumes of DSAT.

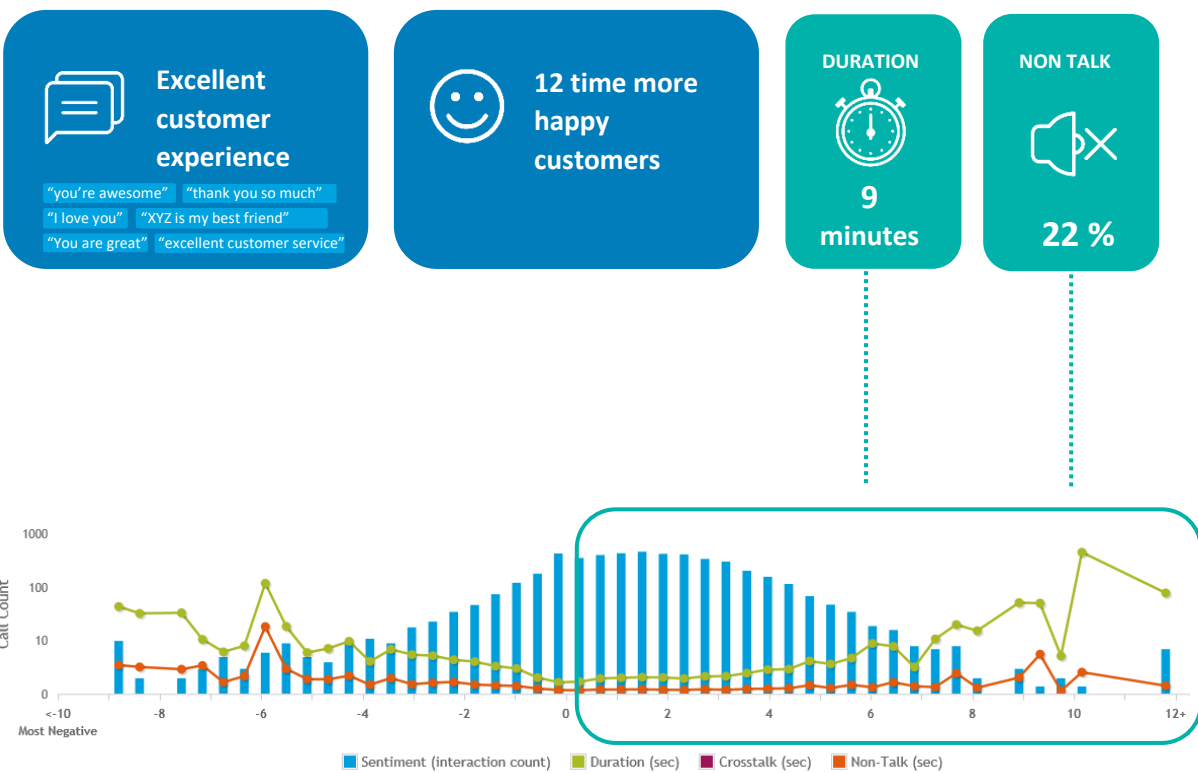


Results:

Expressions of extraordinary customer service



Sentiment Scores are used as a predictive model applied to score sentiment (CSAT based predictive model)



Most of the callers are happy with the service and the solutions provided by the customer care

Other themes COVID-19/Coronavirus



Interaction Analytics Queries designed to identify calls with COVID 19/Coronavirus mentions:

“
I’ve been with **XYZ** since the pandemic started...

I used **XYZ** almost weekly since the pandemic

I’ve used **XYZ** a couple of times in the past and today I am currently sick and with everything going on with the pandemic. I don’t want to go out and shop myself

Unless there is a vaccine for this pandemic, and I feel safe going into the grocery store...other than that...

For the situation with the corona virus I don’t want to send you an order that somebody else touched...

Because everything is so different with the corona virus

We have no choice but to use you because of the corona virus

She sends us a picture while she was shopping and it appears, she was eating while she was shopping for us. I can’t tell how in the middle of the pandemic this is unacceptable”

COVID-19/Coronavirus Mentions

- “corona virus”
- “covid nineteen”
- “pandemic”
- “corona/covid pandemic”
- “corona/covid outbreak”
- “self isolation”
- “quarantine”
- “been in self isolation/quarantine”
- “tested positive”
- “virus outbreak”
- “catch the virus”
- “lock down”
- “going into lock down”
- “world health organization”
- ...



05 TAKEAWAYS

- The Atento extractor process delivered an **optimized single front across multiple platforms in a seamless way**, allowing integration with the external environment, collecting customer calls to be processed into Speech Analytics.
- Digital voice offers an efficiency opportunity, **reducing retrieval assistants' headcount and eliminating human errors**.
- Sentiment analysis and visualization sentences are analyzed displaying **relationships & correlation among topics**.
- Business Intelligence reports provide **interaction analytics and an accurate performance view** for each category metric, supervised in real/time.
- Quality monitoring automation eliminates part of the monitoring process, controls productivity, and performs an **automatic behavioral analysis**.

Would you like to learn more?

[Contact us today!](#)



www.atento.com



ATENTO