Analytics

Applied data science for creating more value for CX

Engineering great customer experiences is becoming less and less complex with the emergence of predictive analytics.

More than ever, companies in all industries are investing heavily in tools and technologies that will help them get to know their customers in more detail and thereby provide an exceptional customer experience.

The use of Analytics, Data Science, and Artificial Intelligence tools are enabling companies to improve the customer experience by using algorithms that make it easier to analyze behaviors and feelings, predict needs, guide strategies, and teach machines from experience to provide an increasingly humanized service. Data science programs can help organization collect and leverage actionable data to guide business processes and improve operational results.

By definition, "Analytics" is the systematic computational analysis of data or statistics.

Briefly, there are four fundamental components for its full utilization:

1. Large amounts of data;
2. Computing power (processing, memory, storage, I/O, etc.) and appropriate algorithms;
3. Mathematical and statistical formalism;
4. Domain Expertise, which is the understanding of the fundamental aspects of the field under analysis.

Today, companies can legally collect smartphone and interaction data for financial transactions and other purposes, generating valuable insights into their customers. It is now possible to access a wide range of internal datasets on customers' interactions, transactions, and profiles; widely available third-party datasets that show behavior, including social networking activity; and new data on customers' health, sentiment, and location (in stores, for example) generated by the Internet of Things (IoT).

Forward-looking companies are increasing their Data Science, Analytics, and AI capabilities to achieve more meaningful connections with customers and identify CX opportunities in real time. Companies able to leverage these programs will gain significant competitive advantage in an already hyper-competitive market.

Data science improves business efficiency and creates greater value by helping companies enhance performance through analytics. A well-established analytics program can maximize profitability, mitigate risk, increase self-service retention, and minimize product recalls and complaints.

One example of the use of Analytics to strengthen the relationship with customers is BAI (Bradesco Artificial Intelligence), the Stressometer, an exclusive Atento statistical model that identifies and categorizes complaints over the most varied channels, and Digital Voice, which allows massive data analysis of voice channel interactions and the identification of opportunities to improve indicators and processes.

The Power of Data

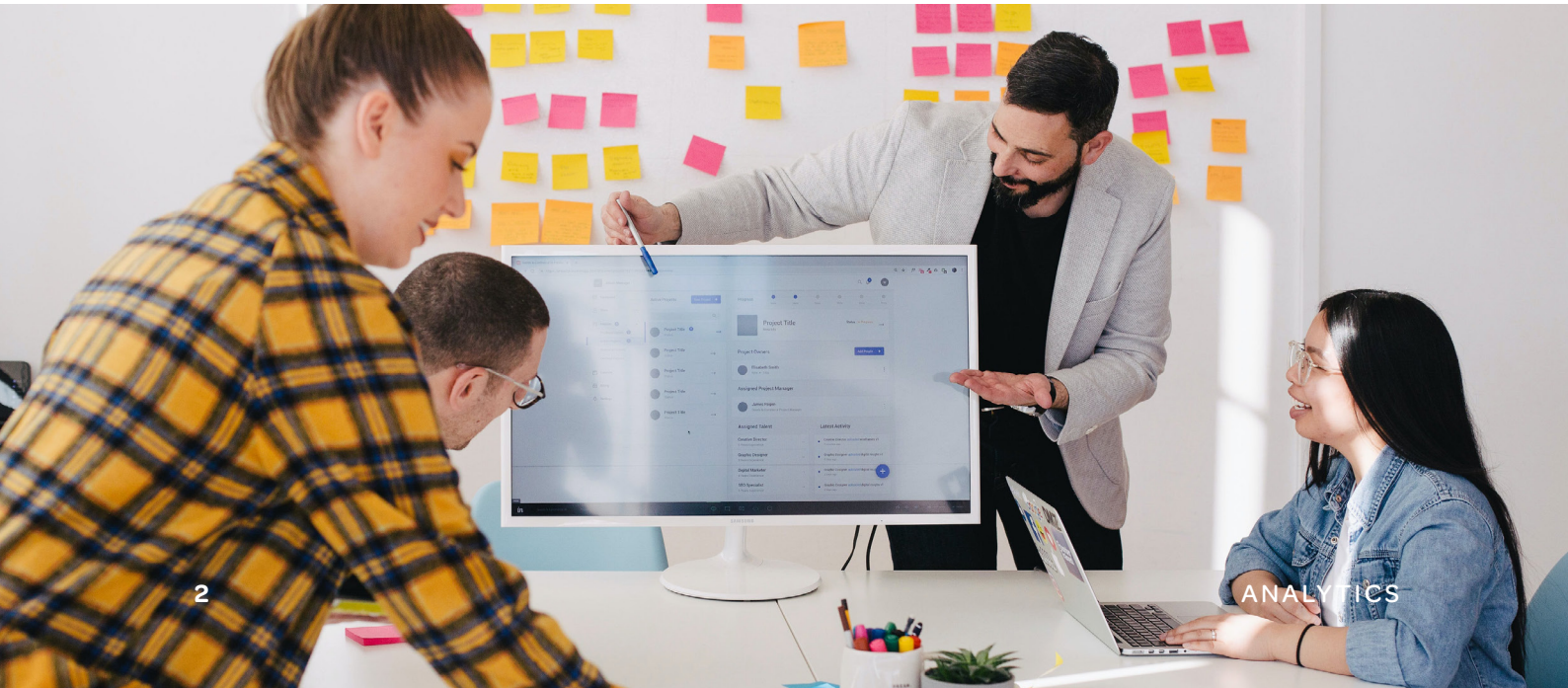
Because of the increasing digitalization of almost everything we see and use, the amount of data created and consumed has grown exponentially. And there is nothing on the horizon to indicate that it will slow down, as we have barely begun to explore 5G and research into 6G has already begun, in addition to IoT, augmented/virtual reality, the metaverse, and quantum computing.

According to statista.com, in 2022, almost 100 zettabytes (equivalent to the contents of 1 billion 1 TByte HDs) will be created and consumed; which is almost 15 times the volume of 2012. And by 2025, it forecasts an impressive 181 zettabytes.

This data is stored and presented in various forms: videos, images, text, spreadsheets, signal sequences, tables, etc. And, knowing how to interpret them using Analytics tools is important for guiding decisions and improving the consumer experience.

Companies will continue to have access to an ever-expanding depth of customer data, and knowing how to leverage it will be critical to advance their customer-centric agendas. However, surprisingly few companies know where and how data analytics can create business value.

The acquired customer data needs to make sense and not be combined at random, which is why it is essential to have a team of specialists capable of providing the best insights. Analytics create value when big data and advanced algorithms are applied to solve business problems. By doing this, companies can create an analysis strategy that delivers value to their business by identifying, scaling, prioritizing, and eliminating all applicable use cases.



The impact of data analysis on CX

Data Science programs have progressively become more accessible for companies to implement in customer experience initiatives. The right technology can generate rich customer insights that, used the right way, can inform and improve strategic decision making. That's why technology itself is not enough. An experienced data science team is crucial to interpret the data, enabling the creation of an accurate, quantified view of the factors that currently drive the customer experience. With the right technology and people, companies can create an integral view of each customer's satisfaction and value potential in real time.

The CX programs of the future will be holistic, predictive, accurate, and clearly linked to business results. Evidence suggests that there will be substantial advantages for companies that begin to build the capabilities, talent, and organizational structure needed for this transition.

In order for organizations to succeed in providing their consumers with the best relationship journeys, it is increasingly necessary to have a comprehensive view of the entire journey, as well as the ability to get deep, individualized information about customers' drivers of positive experiences. Brands also need to prioritize agility when creating personalized experiences using this information. This will be key for creating experiences that resonate with customers and make them feel unique.

At Atento, we constantly seek the best practices and industry-leading resources to generate valuable experiences for consumers and profitable results for our customers. These practices set us apart as one of the most innovative companies in our industry.

Some examples of the technologies we use are the Stressometer, a unique statistical model that identifies and categorizes complaints, and Digital Voice, which massively analyzes voice data and is able to capture business opportunities.

Our data analysis is made based on three models:

Descriptive Models: we observe the past data set and describe aspects that can summarize it or be relevant in the analysis, such as: mean, median, maximum and minimum values, standard deviation, skewness, distribution, correlation with other variables, etc.

Predictive Models: based on the data available, the idea is to extrapolate conclusions about the future or what is not present in the data. For example, by combining a high BMI (Body Mass Index), sedentary lifestyle, and age, one can predict with a good degree of accuracy whether that person will develop type 2 diabetes.

Prescriptive Models: directs us to the best strategy to change the future in our favor. For example, we would like the prices of the products or services we sell to approach infinity and the costs to produce them to approach zero. But with this combination, we would have no customers, employees or suppliers, and consequently have an nonviable business. Now, imagine a rich set of data that would show us over time many (or all) combinations of price, cost, and customer satisfaction. We could build a prescriptive model in which the optimization variable is the margin (price-cost), which would tell us at what price to sell, what inputs to use (cost), and for how many customers (those with satisfaction above a certain level form a loyal group that always buys).

Analytics for operational efficiency

Operational efficiency is a fundamental pillar for the sustainability and satisfaction of our stakeholders. Our business is capital and labor intensive, the latter being the most important. For this reason, internally, we employ the following techniques and methods to reach the optimal point of our efficiency.

Productivity:

We use time series to predict the most likely future and as a basis for our hiring, training, and vacation decisions. In this way, the amount of resources will always be compatible with the volume of work to be done;

AAT (Average Attendance Time):

Interaction Analytics to identify periods of silence or inaction and establish a link for improving the process, eliminating system performance bottlenecks, or even revealing a certain area in which most employees need a refresher training course;

Turnover:

PeopleAnalytics to detect signals, such as recurring delays, performance, engagement, etc., in order to predict that a certain employee will resign, and that we have the opportunity to act preventively in order to change that "future" that we do not want;

Acceleration of the learning curve:

PeopleAnalytics combines demographic factors, service type (sales, care, collections, or back-office), training path (engagement, attendance, test scores, etc.), and nesting cell so that the performance of new employees reaches the group average in the shortest possible time.

All data used in the above applications are generated and processed by Atento. When our customers decide to share business data with us, the scope of what we can do to positively impact business expands considerably. Even in a world regulated by the General Data Protection Regulation, the General Law on Data Protection, and other data protection guidelines, it is possible to share data responsibly, securely, and in compliance with legislation.

Why use Analytics tools?

1. Analysis of thousands of data points to create a hyper-personalized experience.

2. Reduced costs and increased competitive advantage over competitors.

3. Better performance with predictive models and people analysis.

4. Predictive and prescriptive analytics that create insights to maximize business.

5. Identification of opportunities to improve indicators and processes.

CX using Analytics in practice:

1. Stressometer for the Retail Industry - Brazil

Problem found: A large volume of complaints on a consumer support complaint portal (Reclameaqui.com.br) during Black Friday; one of the most important events for the retail sector. Here we saw a great opportunity to improve our relationship with our customers, who showed a high level of stress in their narratives.

Solution deployed: Stressometer
Strategy: To improve the relationship with customers who showed a high level of stress in their narratives, Atento used basic information extracted from the website to generate a database and form a word cloud that enabled consumers to be classified according to this data. As a result, it was possible to define priorities in customer service, preparing more appropriate and assertive answers for improving customer satisfaction.

Additionally, the company was looking for more than just a dashboard with results. They needed insightful information readily available to develop performance improvement plans and support their teams in the handling of specific cases.

Results:

Reduction in the total volume of complaints: from the number three company with the most complaints on the portal, we helped them improve to fifth place.

Improved consumer satisfaction ratings: from 207 posts rated "OK" to 634 rated "good" (before black Friday vs. post black Friday).

The volume of calls increased during the event, but we were able to handle the calls in accordance with the pre-established SLA. In addition, it was possible to increase the customer satisfaction index, as illustrated below.

2. Sales Prediction for Financial Services Industry - Brazil

Problem found: The operation had a high call-to-conversion effort, with mapping that indicated 80% of the mailing list "not likely" to purchase. With more than 100,000 names available for dialing, score-carding can assist in directing operations.

Strategy: Implementation of a statistical model that points out the probability of a customer's decision to purchase a specific product, based on their registration and behavioral profile.

Results:

Comparing the first month of the action with the historical quarter, we reduced the call-for-sale effort by 84%. Conversion grew 21.13% in December over the historical average for the year.