

LiquidVoice
Smart business analytics

BEST PRACTICE GUIDE:

ENABLING EXCEPTIONAL,
CONSISTENT & COMPLIANT
CUSTOMER EXPERIENCES

The Contact Centre Challenge

If you are a contact centre that provides critical services to your customers, or operate in a highly regulated industry, your challenge is how you deliver exceptional customer experiences while ensuring that each interaction is consistent, ethical and compliant.

It is likely that you record every interaction either for compliance or as best practice, but how do you leverage this in real-time to improve performance? To alert you to potential issues on current calls, spot indicators of vulnerability or flag non-compliance? How do you ensure that not only the interactions you record today

are compliant and secure, but also those historic recordings that may now sit on legacy platforms?

You have a wealth of data that you have captured; the smart approach is to use this to monitor and improve agent performance, to truly understand trends and customer preferences and to better position you for the future.

It is these challenges and many more that we look to address in this best practice guide.





Step One - Securing & Leveraging Legacy Data

Depending on the industry in which you operate, you will be required to retain recordings of customer interactions ranging from several years to the entire lifetime of the customer. Your historic recordings are likely to sit across multiple legacy platforms, in different formats and consist of both voice and text-based interactions.

Not only is there a cost and operational burden in maintaining these legacy platforms, but given that many of these

recordings pre-date current legislation, they are unlikely to be compliant. They contain personal data that needs to be encrypted or redacted, and possibly even toxic data that needs to be identified and remediated.

You are also sitting on a wealth of data, that due to its unstructured nature is not being tapped to provide valuable insights into your operation, your customers and future opportunities.

OUR APPROACH

Consolidate & Index

We use our tools & process automation to access your legacy recordings and consolidate these on a single platform with a single 'indexed' pane of glass. In doing so we enrich tagging to link elements of data across agents, customers and transactions.

Analyse & Secure

We inspect each element of data in terms of compliance, whether that be GDPR, the Privacy Act, PCI DSS or your industry regulations. We process this data to ensure compliance, redacting sensitive information, remediating toxic data and encrypting to secure.

Access & Share

We provide that single pane of glass that enables you to search your legacy data in the way required by your business. We enable you to transcribe voice recordings to create structured data that can be mined and analysed.





2 >

Step Two - Driving Consistent, Ethical & Compliant Customer Experiences

The challenge is to ensure that every interaction consistently delivers the best possible customer experience while also ensuring that you are operating ethically and in a compliant manner.

Whereas a lot of contact centres record interactions, many of these miss a significant opportunity to use this to improve performance. You should be leveraging your recording solution to provide real-time visibility into the interactions taking place across your contact centre.

Supervisors should be immediately alerted when it looks like an agent is struggling, and have those interactions flagged where there is a potentially vulnerable customer, a non-compliant transaction, or indicators of an unsatisfied customer.

By capturing every interaction and placing this into context with supporting data from your CRM or transactional systems, you are able to automatically inspect every element of the interaction and trigger alerts, actions and workflows.

OUR APPROACH





3 >

Step Three - Creating Invaluable Insights

With the need to comprehensively record every interaction and transaction comes the opportunity to leverage the wealth of data captured to generate insight that is invaluable for your organisation.

Dispute resolution can be streamlined, being able to quickly find all interactions related to a particular customer, agent or transaction and then review these in order to reach the right conclusions.

By leveraging analytics you are able to see the complete picture to spot trends in customer needs, customer preferences and their satisfaction with your customer experience. It gives you the ability to drill down on these trends to understand root cause or changing customer behaviour and to use this insight to action change that will drive efficiency, customer loyalty and service differentiation.

OUR APPROACH

Search & Replay

By ensuring that every interaction is tagged with detailed meta-data allows you to quickly find what you are looking for. By linking interactions by agent, customer or transactions enables you to quickly retrieve and be able to gain a holistic perspective.

Trends Analysis

We are able to analyse every interaction and smartly apply tools such as key word proximity and phrase spotting to identify potential areas of interest. We can identify trends in terms of customer needs, customer preferences and customer satisfaction, as well as channel and agent performance.

Root Cause Analysis

Our interaction analytics enables you to drill down on the detail that will generate actionable insights. We can identify trends within trends and enable you to pinpoint root causes and understand the action that can be taken to improve performance and quickly respond to opportunities.

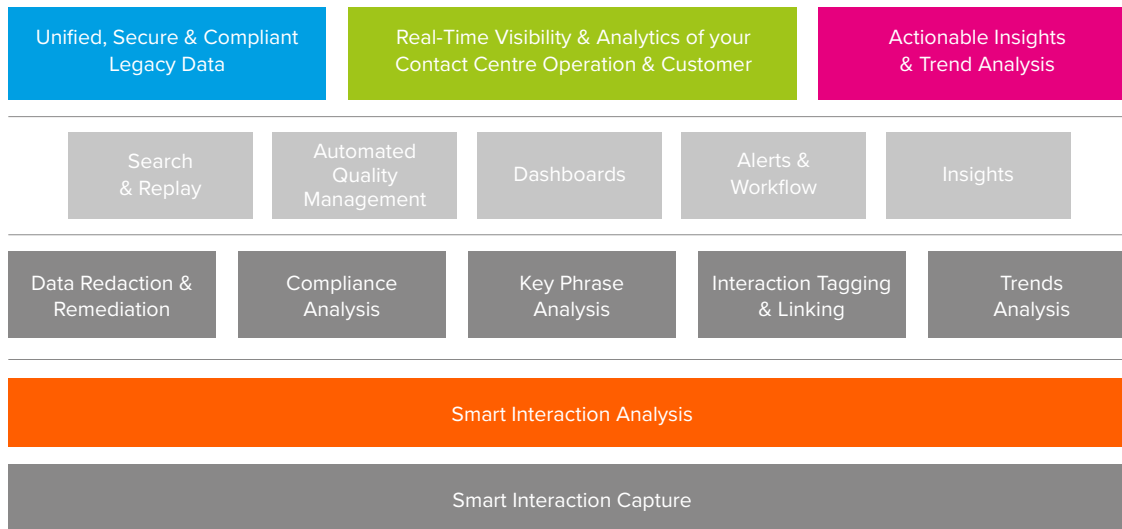
Addressing What's Important

We believe that any contact centre recording customer interactions should be harnessing the value of these to help them understand and respond to changing business and customer needs. Leveraging the full benefits of interaction analytics not only provides you with unprecedented insights into your operation, but ensures

you are able to deliver consistent, compliant and the best possible customer experiences.

Our focus is to provide a solution that takes care of the past, present and the future and addresses the goals and objectives that are important to you.

Liquid Voice **SmartExperience**



Driving Efficiencies

By understanding the end-to-end customer experience and driving continual improvement around agent performance and first contact resolution.



Reduce Risk

By ensuring that every interaction is compliant and ethical and having an effective tool to spot and address indicators of customer churn.



Deliver Value

By unlocking a wealth of insights and trend analysis that can positively impact not only operation performance but also the experiences you deliver for your customers.



How We Help You

Liquid Voice brings a wealth of experience of helping contact centres across the public and commercial sectors. We understand the challenges you face and have designed our solutions to specifically address these.

Advise

We apply this experience to quickly understand your specific needs and advise you not only of what is possible but what would deliver the outcomes that you are looking for. We work with your team to analyse the detail, leaving no stone unturned and architect a solution that fully meets your requirements.

Enable

Our technical expertise enables us to quickly provision, configure and customise your solution while minimising operational disruption. And with the ability to deploy as a cloud service or as an on-premises solution, we align with your current architecture and IT strategy.

Manage

Versed in supporting mission critical environments, it goes without saying that we deliver exceptional support, available 24x7. We also take this one step further by offering a comprehensive range of managed services that enables us to reduce the burden on your internal teams and provide cost-effective proactive management of your environment.

About Liquid Voice

Liquid Voice helps organisations to deliver a compliant, ethical customer experience.

We do this through exceptional Interaction Analytics that enables you to inspect every conversation whether they be voice or text- based. We then provide a range of applications that turn these powerful analytics into the insights that drive what is important for your organisation.

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