How to Extract the Top 3 Contact Center Customer Data Metrics that Matter

Making sense of Big Customer Data in the call center is crucial to knowing when and how your customers' attitudes change toward your brand – so you can pivot quickly, respond better, and continue to deliver excellent customer experience (CX) as your customers' needs evolve.

ttec®

Here are the top three metrics that matter most when it comes to assessing current-state contact center CX.

1 Measure Customer Effort Score (CES) + Context

It's not a mystery why contact centers seek to eliminate high-effort customer interactions. Transfers, requests to repeat information, and long wait times all translate to poor experiences that frustrate customers.

Reducing customer effort also decreases the number of "moment of truth" opportunities you have to dazzle customers with added value. The key is to balance the two – letting customers have autonomy over their respective journeys while also gathering extremely helpful information in less intrusive ways.
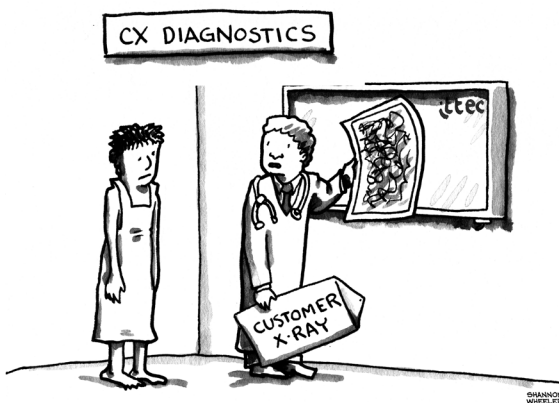
For example, customers may prefer to delete an account or end a subscription without speaking to a representative, but understanding why they want to cut off a communication channel is paramount. So, instead of forcing customers to speak with a representative (what you may want to do), offer them an alternative – like asking "why?" in their preferred channel.

▶ **BREAK DOWN THE DATA SILO**

When measuring CES, it's also necessary to have ways to gather contextual insight behind customer interactions to get an accurate picture of your overall customer experience.

How to measure Customer Effort Score

Ask customers this question, "On a scale of 1 to 7, how easy was it to get your issue resolved?" Their answer indicates how much effort was required for them to use the product or service and how likely they'll continue paying for it.

1 Extremely Easy	2 Very Easy	3 Fairly Easy	4 Neither	5 Fairly Difficult	6 Very Difficult	7 Extremely Difficult

CX DIAGNOSTICS

CUSTOMER X-RAY

©SHANNON WHEELER

"As you can clearly see."

DID YOU KNOW?

96%

of customers with a high-effort service interaction become more disloyal compared to 9% of customers who have a low-effort experience.

Gartner

2 Measure Customer Emotions at Scale

You can deduce a lot from a customer's pitch and tone on a call – but only on a case-by-case basis. Emotions are fluid, so it's hard to pin down underlying issues or identify winning patterns without layering emotions on top of a customer's journey as he/she interacts with your brand.

For example, a customer may give a "highly satisfied" score immediately following a conversation with an associate who resolved his/her issue, but that doesn't necessarily mean the customer is "highly-likely" to interact with your brand again.

Often, that same customer hangs up still harboring feelings of brand frustration because it was only the last associate (of several they spoke to) who actually resolved the issue.

▶ BREAK DOWN THE DATA SILO

In addition to measuring success and failures on a call-by-call basis, you must also have ways to match a caller's words with human emotions to improve the customer relationship.

One popular way to measure customer emotions

$$\text{Net Emotional Value} = \text{Total Positive Words} - \text{Total Negative Words}$$

This NEV score could end up being positive or negative, although the aim is to get it to be as high as possible.

Customers' emotional reactions to an experience have more impact on customer loyalty than how effective or easy their customer experience is.

Forrester

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3 Measure Your Metadata with AI + Human Interventions

"I need help with" is a common phrase customers use on the phone, and query-based speech analytics can easily call that out

– but creating a "help category" bucket is only the first step toward understanding full-circle CX. You need a human to look at what's being said next.

When an analyst identifies the most impactful words and phrases people (customers or associates)

use in conversations, he/she can teach machine-learning programs to search for more specific terms at scale – giving you and your associates access to even more actionable data.

▶ BREAK DOWN THE DATA SILO

In addition to using speech and voice analytics to correlate speech patterns with trending patterns quickly, don't take human intelligence off the table. You need both to unlock the full potential of a machine-learning model.

You need metadata to complete your CX transformation

Today's contact center industry leaders operate in a world where gathering big data, and collecting insights from the right kind of data, are two different, yet highly-correlated initiatives. They recognize the necessary role each plays in making CX improvements across every customer touchpoint – and they're winning the CX transformation race hands-down.

Is your data holding you back from transforming your CX? Take this quiz to find out START QUIZ