

Case Study

Interaction Analytics Elevate CX for Reputable Retailer

The Challenge

Opportunities existed to make this client's excellent customer service even better, specifically:



Decreasing overall average handle time



Reducing repeat calls



Increasing customer satisfaction

The Outcome

Analysis powered meaningful improvements within weeks:

67%  decrease in time to proficiency driven by on-the-spot coaching



reduction in AHT with better call efficiency

6%  reduction in call silent time from new flagging/handling process



improvement in quality scores



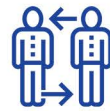
Uptick in customer satisfaction scores after 6 weeks of process improvement

The Initiative

A 30-day interaction analytics study examined:



Top call drivers



Correlations between agent behaviors and customer sentiment



Reasons for repeat calls and transfers



Technical customer issues



Issues with orders, returns, and exchanges