

Case Study

The 3i Contact Management Informed - Intelligent - Insightful Led Execution Towards Enhanced Customer Interaction & Experience

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Using Predictive Analytics to improve customer satisfaction for a leading Consumer Brand

Enhanced Reputation Management for Brands by Identifying Customer's agony level

Introduction

Effective and efficient way of complaint management is an integral part of enhancing customer experience. Apart from the potential loss of customer and Brand reputation damage, research reveals an average cost of about \$250 to \$350 per complaint in terms of manpower, infrastructure and compensation.

To control this cost and enhance facilities, service led business houses must log and investigate all QRC (Query, Request & Complaint), calls and with special emphasis on complaints effectively, taking steps to enhance service and prevent future complaints. However many processes struggle with this. Complaints are often recorded manually or duplicated across multiple systems making analysis extremely difficult. Some are not logged with proper case description whereas some complaints are misunderstood by staff, leading to errors in the handling process - or the complaint getting discounted entirely. The complaint trail and customer's log in other touch points is also in isolation while considering the importance of the case. These hiccups also lead to taking long time to getting resolved and too many interferences.

This issue needs to be tackled for the sake of costs, reputation and ongoing customer service.

By decoding the crux of 'communications' through path and root-cause analyses of interactions, the service provider can better understand the voice of the customers and understand their psyche.

With the help of 3iContact Management, service providers can:

- Follow a customized approach to quick complaints resolution and overall management, based upon 'case segmentation' and business intelligence
- Increase efficiency of the handling process, through improved workflows, efficient resource utilization with intelligent technology entrenches.

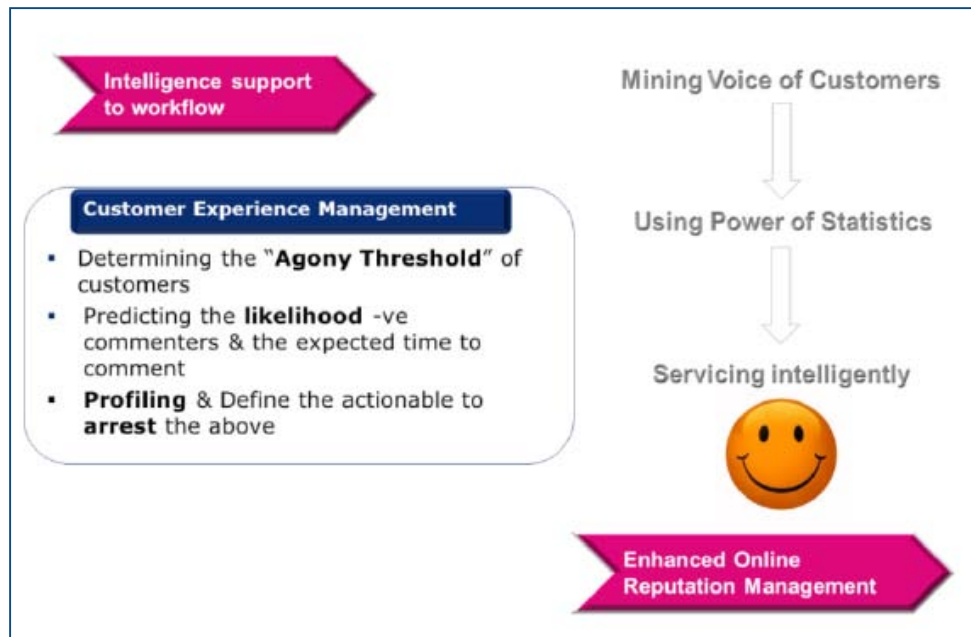
Business Situation

Monitoring social media sites is very important for any B2C brand management strategy. They used online forums and consumer complaint sites to monitor negative feedback about its brands. As digital media's broad reach is significant; it magnifies the audience, brand gets concerned that any negative comment could lead to loss of present and potential clients. While many companies in the retail space focus on responding to negative comments by treating comments as a customer service issue, our client went one step further by focusing on reducing the number of negative comments overall.

Historically the client monitored and extracted comments only from its own sites and sent them to the customer service team to address rectification. The customer service team issued trouble tickets, which were routed to specific departments that worked on resolving the customers' issues. This process seemed to be flawed for two main reasons :

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1. Consumer feedback on resolved issues was never carried back to the sites wherefrom the complaint originated. The negative comment remained alive for few days till no resolution from the company, or positive feedback on the resolution from the customer appeared.
2. The internal analysis (before model deployment) practice was largely focused on operational KPI measurement only, yet ignoring more important insights about customer's 'mindset'. These insights, if identified, could provide guidance for the proactive management of similar complaints and further process improvements to reduce the source of the customer dissatisfaction.



Solution Approach

The solution was worked out to assist our client in finding better process for collecting and addressing specific issues and also analyze the consumer data to provide insights for an improved customer experience.

The solution used an analytics driven approach to understand the different consumers behaviour dimensions that were the key drivers of negative comments about their brand. The solution addressed three major items as mentioned below:

Noise Extraction

Using crawler, the consumer postings were extracted, not only from the client's website and social media pages, but also aggregated posts from other sources including social networking sites, consumer blogs, forums and review sites.

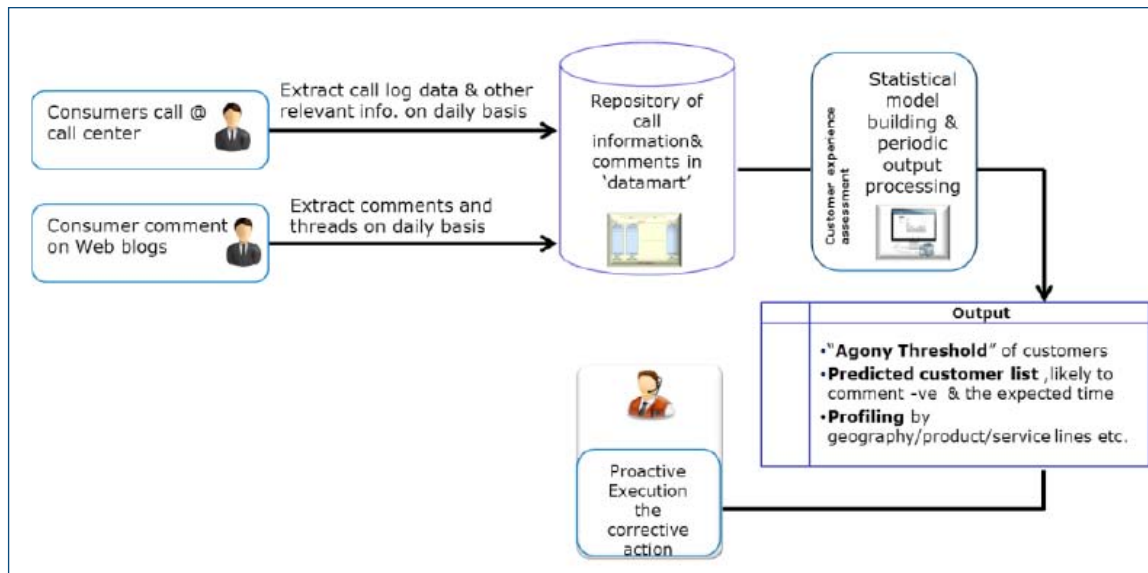
Data Collection and Warehousing

Information was collected, collated and tabulated relating to consumer engagement in our data mart including sales data, customer interaction history and customer details.

Key Driver Analysis and Trending

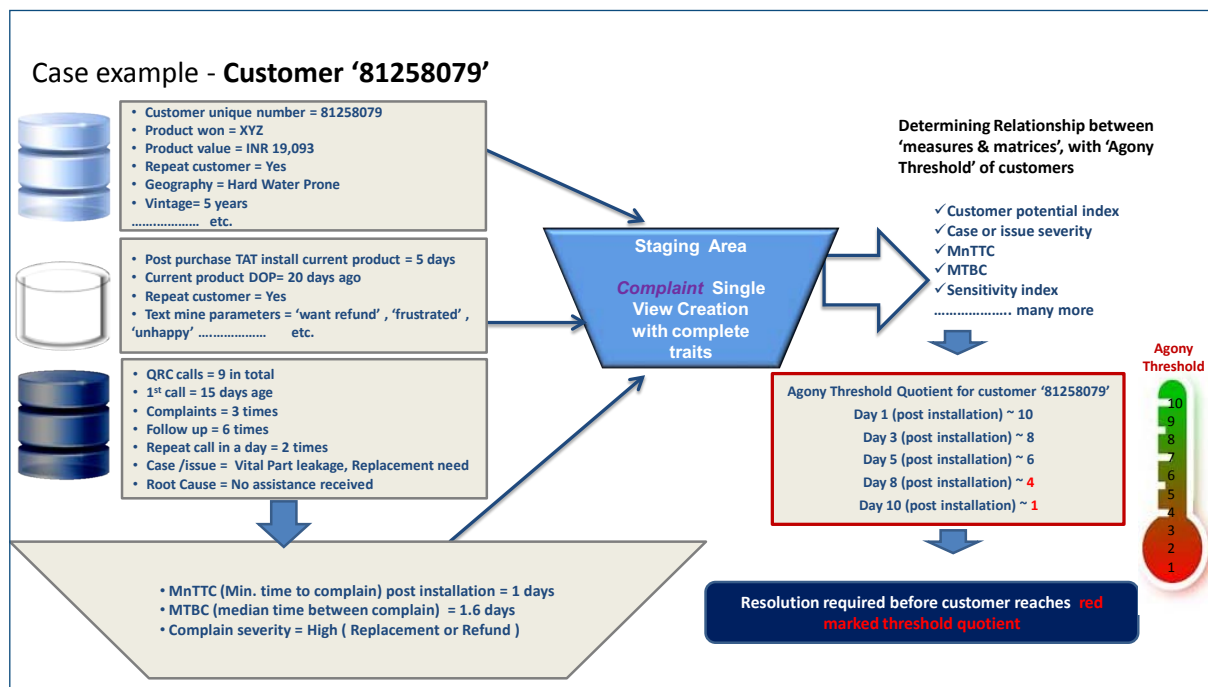
Descriptive analytics model was applied to the data which *identified key trends and patterns* of consumer engagement. As a next step information was segmented by category including geography, product, nature of complaint and life stages, determined consumer behavior dimensions that were key drivers for the negative comments. A positive comments key driver analysis was also done to judge indicators towards positive sentiments.

Using these drivers, a predictive model was built to determine the "Agony Threshold" of their customers, or the point at which they would become dissatisfied enough to lodge a complaint.



The model was deployed every day on a freshly mined dataset. This generated two lists of customers, those with negative sentiments and those with positive sentiments.

The client approached those with negative sentiments. The model was recalibrated once every quarter to align with changed variables like key drivers or degree of influence.



Major Results

Once successfully identified and implemented new processes that addressed our client's gaps and took proactive measures to ensure customer delight. By creating the analytical models which were necessary to predict Agony Threshold, the clients strengthened their relationships with their customer base. Key results include:

- >15% reduction in -ve brand comments month over month and increase in brand imagery scores. Proactive engagement with customers with negative sentiments and addressed wherefrom the complaint originated.
- Reduced complaint resolution time from 3 days to a few hours.
- Proactive interaction with customers to inquire and resolve issues related to products and services – customer satisfaction scores increased.

Identification of key complaint drivers helped in establishing a continuous improvement methodology to proactively improve gaps in products or services before the customers had a negative experience.

The solution provided the benefits as:

- Transformation of interaction approach towards cognizant based rather from SLA based
- Reduce the cost of complaints, with fewer complaints and more efficient handling leading to quick resolution.
- Proactively managed complaints and handling strategies, for improved business performance and reduced complaints in future and resulting in enhanced customer experience.
- Enhanced Customer experience hence retention