



Case Study

Interaction Analytics Leads to a Holistic Approach

ResultsCX provides insights into the customer journey

The Client

One of North America's most recognized footwear retail brands partnered with ResultsCX in 2020. Nationwide lockdowns and reduced workplace capacities did not change our client's need to prioritize the customer experience management. We launched support for phone, chat, and email support in a hub-and-spoke environment that balanced site-based support with our ResultsCX Home Office work-at-home model.

The Challenge

ResultsCX operates as a vested partner for every client. Meeting performance targets alone is never our end game. In August 2020, a cross-functional team of operations and analytics specialists assembled to identify opportunities to build new outcomes drivers into the program. The scope was a holistic one, spanning the entire agent journey and nuances of the customer experience.

The Initiative

ResultsCX conducted a 30-day Interaction Analytics study using speech analytics and delivered insights on top call drivers, customer sentiment, and reasons for repeat calls and transfers. During this timeframe, the top four call drivers were returns/exchanges, website/technical issues, order, and promotions/rewards. We analyzed every second of interaction within each of these call types to better understand the customer experience.

We uncovered opportunities to decrease overall AHT, reduce repeat calls, and increase customer satisfaction. We also identified customer pain points within each call type that could reduce call volume and improve customer experience through recommendations.

An example of the type of information that we provided back to the client:

Call Driver 1: Returns/Exchanges -

22% of the volume | **14%** dissatisfied when receiving the wrong item and due to refund delays | **16%** from repeat calls

Recommendations:



Revisit Shipment QC Process

Add or enforce steps to confirm correct product, size, and color in the warehouse quality-check process.



Online Size Chart

Add size charts to the site to help more consumers order the right sizes.

Our report went further to break down returns and exchanges volume by brand and presented low-cost recommendations for reducing these calls, and thereby eliminating a customer satisfaction barrier. We were also able to peel back layers within each call type to identify the percentage of silent time per call, which indicates knowledge or process opportunities.

After 30 days of analysis, the study returned actionable correlations between agent behaviors and customer sentiment. It also illuminated opportunities to increase call-handling efficiency and reduce operational costs for our client. We developed training and coaching plans to elevate agent performance in all focus areas with detailed insights in hand.

The insights we uncovered, most importantly behavioral success factors, were then incorporated into our new-hire training curriculum, ensuring all new agents were set up for success.

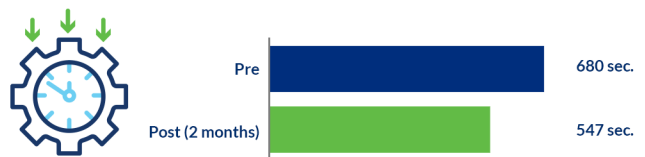
The Outcomes

Meaningful outcomes could be measured just a few weeks into our action plan. We implemented an on-the-spot coaching program, Real-Time Management in Motion, which led to a 67% decrease in time to proficiency for new hires. A new strategy for flagging and addressing causes of silent time on calls reduced silent time by 6% in just the first month. Combined efforts toward increasing call efficiency paid off with a 19.6% reduction in AHT over the first two months. As targeted training on agent behaviors linked to positive customer sentiment was rolled out, our customer satisfaction rate remained steady at around 91% before beginning an upward trend at the 75-day mark. During the same timeframe, we saw a 14% improvement in quality scores.

Speed to Proficiency



Average Handle Time (AHT)



Conclusion

This case illustrates the value of a holistic deep-dive into call drivers, studying behavioral correlations, expediting time to proficiency, and informing the client about the root causes behind avoidable calls. By unlocking a nuanced level of cause and effect behind customer sentiment, we helped our client gain a clearer understanding of the customer experience and made it better.