



## Case Study

# Interaction Analytics Inform a Holistic Approach to Improving Customer Experience

Insights about call drivers and agent behaviors led to changes that lowered AHT and time to proficiency.

## The Client

One of North America's most recognized footwear retail brands has partnered with ResultsCX for more than a year, during which it has prioritized customer experience management. We provide support for phone, chat, and email support in a hub- and-spoke environment that balances site-based support with our ResultsCX Home Office work-at-home model.

## The Challenge

Operating as a vested partner for every client meeting performance targets alone is never the end game for ResultsCX. We assembled a cross-functional team of operations and analytics specialists to identify opportunities to build new outcomes drivers into this program. The holistic scope spanned the entire agent journey and focused on every nuance of the customer experience.

## The Initiative

To begin the effort to improve CX, we 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, orders, and promotions/ rewards. We analyzed every interaction within each of these call types to better understand the customer experience and uncovered opportunities to decrease overall AHT, reduce repeat calls, and increase customer satisfaction. Our exploration 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 broke down returns and exchanges volume by brand and presented low-cost recommendations for reducing these calls and eliminating a customer satisfaction barrier. We also examined 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.

Other findings, most importantly about behavioral success factors, were then incorporated into our new hire training curriculum, ensuring all new agents were set up for success.

## The Outcomes

Meaningful improvements were measured just a few weeks into our action plan. An on-the-spot coaching program, Real-Time Management in Motion, 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.

**67%**

reduction in Time to Proficiency

**Nearly 20%**

reduction in Average Handle Time



## Conclusion

This case illustrates the value of a holistic deep-dive into call drivers for studying behavioral correlations and expediting time to proficiency, as well as informing the client about root causes behind avoidable calls. An in-depth examination of cause and effect behind customer sentiment helped the client gain a clearer understanding of the customer experience and what was required to make it better.