



NEXIDIA MANAGED ANALYTIC SERVICES

Product Analysis



INTRODUCTION

Launching a new product is an expensive and time consuming endeavor. To minimize risks, companies perform extensive customer testing, relying on quick feedback from customers to ensure that the product performs as expected. The sooner a company finds out about an issue, or discovers additional features that customers want, the sooner they can develop a corrective action plan. Product issues also significantly impact the call center. As new products launch and customers begin to call, it is imperative that agents know how to answer product questions quickly and correctly. Failure to do so will result in increased handle times, reduced resolution rates, and a drop in customer satisfaction. Companies also seek to reduce the number of calls that reach call center agents. If issues or questions can be addressed on the website, through an IVR system, or even on the product packaging, the savings to the call center are significant. However, without speech analytics, uncovering these issues and understanding how they get handled within the contact center is virtually impossible.

Customer surveys, reviews, and tracking sales numbers make up traditional methods companies use to gather product information. And while cost and the required time to gather results prohibit these methods, the product release impact is felt almost immediately in the call center, leaving them desperate for accurate information. Delaying the knowledge that is needed to modify scripts, provide new agent training and modify other customer touchpoints such as the website, yields significant financial ramifications. Being able to quickly and efficiently mine calls for customer feedback about new products is the key to ensuring a product launch gets handled successfully by the contact center.

THE ANALYSIS PROCESS

To perform a product analysis, Nexidia's Managed Analytic Services team first performs a call driver analysis to isolate the calls driven by the new product. After calls classification the team listens to targeted, relevant calls to study the root cause. The team also looks for more specific call drivers such as technical issues, defects, or trouble with a rebate. Armed with this information, companies can quickly form plans to reduce the call volume.

The Managed Analytic Services team evaluates how agents handle calls about the new product. The team reviews the average handle times as well as the talk times and non-talk times to see if agents have the knowledge needed to quickly address customer concerns. They also study resolution rates, to see if customers call back regarding the same product issue because of ineffective handling on the first call.

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Or, they may discover that while the first issue was resolved, a significant number of customers call back about a different issue related to the same product. Finally, the team studies up-sell and cross-sell techniques to ensure agents properly promote the new product. All of these discoveries help companies develop plans to provide better service at a lower cost to the call center. By using speech analytics and harnessing the power of a team who can quickly implement the technology to uncover meaningful results, companies are armed with the information needed to ensure a product launch runs smoothly.

AGILE SERVICE DELIVERY

Each customer is assigned a team of speech analytic professionals who perform all of the critical tasks necessary for operationalizing speech analytics—as well as providing the continuous analysis needed to adjust to changing needs. Based on the issues companies identify as key areas of focus, the Nexidia team conducts a structured analytical process. This process has been honed from years of experience working across multiple verticals with Fortune 500 companies, and draws upon the extensive call center experience of the team.

Nexidia's delivery method tailors to fit all customers, regardless of whether the technology is deployed through an On Premise license or through Nexidia's Hosted Services. The analysis process is delivered through Nexidia's unique method consisting of two week Sprints. Every two weeks, the Nexidia Analytics team conducts a series of analytic activities, based on the customer's specific topic of interest. At the conclusion of each Sprint, a review will detail:

- Work accomplished
- Analytics completed
- Findings
- Recommendations of any additional work or next steps

Nexidia will estimate the number of Sprints required to complete each specific types of analysis. The customer always maintains the flexibility to modify the direction and scope of the upcoming Sprint, based on need. This delivery method avoids long, drawn out projects with overwhelming results by delivering on clearly defined goals, with fast paced, yet flexible delivery dates and realistic action items for improvement.

GETTING STARTED

Nexidia ensures that global organizations have the easiest path to the benefits of speech analytics and getting started is faster than ever before. For more information, contact Nexidia at info@nexidia.com.

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