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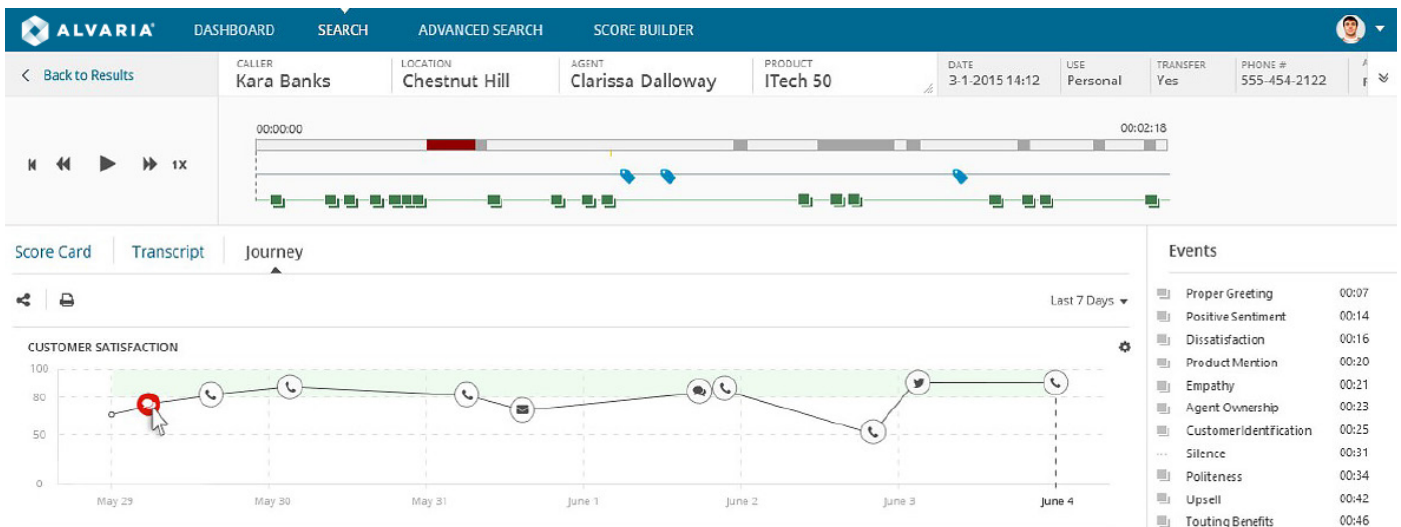# Customer Interaction Analytics Solutions for Retailers

Retailers are redefining their strategies to include multiple customer touchpoints across stores, websites, and apps to keep up with the increasing mobile shopping experience. And those that are solely e-tail have completely cut out face-to-face contact with their customers. This shift to the digital marketplace means retail/e-tail customer service is often the only direct contact between the shopper and the brand.

Incorporating customer interaction analytics within the customer service contact center is a proven way to improve customer satisfaction, increase brand loyalty, raise agent productivity and reduce the risk of compliance violations.

Alvaria Engagement Analytics technology helps you deliver these and other benefits to your customers. It gives you the ability to automatically monitor, record and score all customer contacts across multiple channels, including calls, chats, email or social media. Alvaria Engagement Analytics processes the structured and unstructured data to understand what your customers are saying and optimize their journey, so you can quickly respond to customer requests and complaints, all while protecting against compliance violations.

Monitor the Customer Journey Across All Channels

Shoppers today typically interact with a brand across a multitude of channels before they end up speaking to someone within a customer service contact center. For the majority of customers, calling the contact center may be their last resort, and they certainly will not want to go through their whole contact process with the agent. With Alvaria Engagement Analytics, customer service agents have all of the channel touchpoint information at their fingertips while they work to solve the customer's problem.

At an aggregate view, customer service leaders can leverage journey analytics to see where they can improve information or processes to help reduce customer complaints and increase self-service.

Improve Customer Experience

To improve customer experience, you must understand where the friction points are in your interactions and be able to drill down to the root cause. Analyzing 100% of interactions is the best way to determine where there is common dissatisfaction in your customer processes, and on-demand transcripts and playback provide all the data needed for evaluation and further training.

Anticipating customer needs based on common issues and adhering to best practices helps agents reduce average call handle times, minimize transfers, avoid disputes and escalations, and improve the first call resolution (FCR) rate. That all contributes to a positive customer experience.

Using customer interaction analytics:

- A hospitality company saw its best practice calls improve by 13% and its customer satisfaction rise by 26%
- A business services provider documented a 17% improvement in the use of correct language during customer calls, a 2.8%improvement in first call resolution and a 4% increase in customer satisfaction.

Discover Voice of the Customer Insights

Automated speech and interaction analytics can analyze 100% of customer conversations to learn how customers are responding to your company and brand. By analyzing millions of structured and unstructured data points from thousands of interactions with your customers, Alvaria Engagement Analytics helps you determine what customers want and what they respond to, both positively and negatively.

Are customers calling with complaints about a specific product? Why? Or calling to be added to a waitlist for a product that is flying off the shelves? Again, why? Alvaria Engagement Analytics can track product and campaign mentions to see where your efforts are paying off and where they need to be adjusted based on feedback coming directly from your customers.

Improve Collections Compliance

For collections calls on store credit cards, Alvaria Engagement Analytics tracks every call for Mini Miranda language, Right Party Contact language, Telephone Consumer Protection Act (TCPA) violations, abusive language from either party and other risky activity.

All Product items > Product > Features > Contact ID			
Product	_Sentiment ▾	Positive Sentiment Score	Negative Sentiment Score
Product avg	3.05 (10580)	4.37 (10580)	
No value	-0.04 (477)	3.75 (477)	
Samsung Galaxy	3.23 (66)	4.51 (66)	
iPhone	3.19 (4931)	3.61 (4931)	
Google Pixel	3.73 (883)	4.47 (883)	
OnePlus	2.99 (4203)	3.25 (4203)	
LG	5.24 (20)	6.64 (20)	

All Product items > iPhone X > Features > Contact ID			
Features	_Sentiment ▾	Positive Sentiment Score	Negative Sentiment Score
Features avg	3.71 (1991)	4.36 (1991)	-0.65 (1991)
Apps	3.32 (192)	4.08 (192)	-0.76 (192)
Battery	4.04 (445)	4.52 (445)	-0.48 (445)
Camera	4.11 (796)	4.43 (796)	-0.33 (796)
Connectivity	2.58 (103)	3.67 (103)	-1.09 (103)
Headset or Speaker	3.54 (28)	4.66 (28)	-1.12 (28)
Memory	3.21 (133)	3.69 (133)	-0.48 (133)
Screen	3.45 (1038)	3.82 (1038)	-0.37 (1038)

Increase Contact Center Efficiency

Using customer interaction analytics to automate and optimize customer contact is a proven way to reduce contact center operating costs. Alvaria Engagement Analytics automatically monitors and scores 100% of customer interactions. Automated scoring can save thousands of hours compared to the traditional manual process of selecting calls for analysis, listening to recordings, reviewing transcripts and then assigning a score.

Results can be reported by individual agent, group, type of contact and many other user-defined parameters. The insights gained from analyzing content, metadata, emotions, the amount of silence on calls and numerous other data points helps organizations optimize their training, processes and agent performance.

Using interaction analytics:

- One customer gained 800 hours per month in agent productivity simply by reducing silence on calls using the insight it gained from interaction analytics.

- A business services company reduced the time its supervisors spent preparing to coach call center agents by 40% by using contextual customer interaction data to pinpoint where each agent needed help.

An independent study of the impact of contact center technology found companies that used predictive analytics improved their employee engagement by 38% more than companies that did not.

Conclusion

Interaction analytics provides the path for retailers understand their customers, serve them better, and provide a consistently excellent customer experience across all channels. Alvaria Engagement Analytics is the rare solution that improves both internal and customer-facing operations. Use it to make your contact center agents more productive and to make your customers more satisfied and profitable.

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