

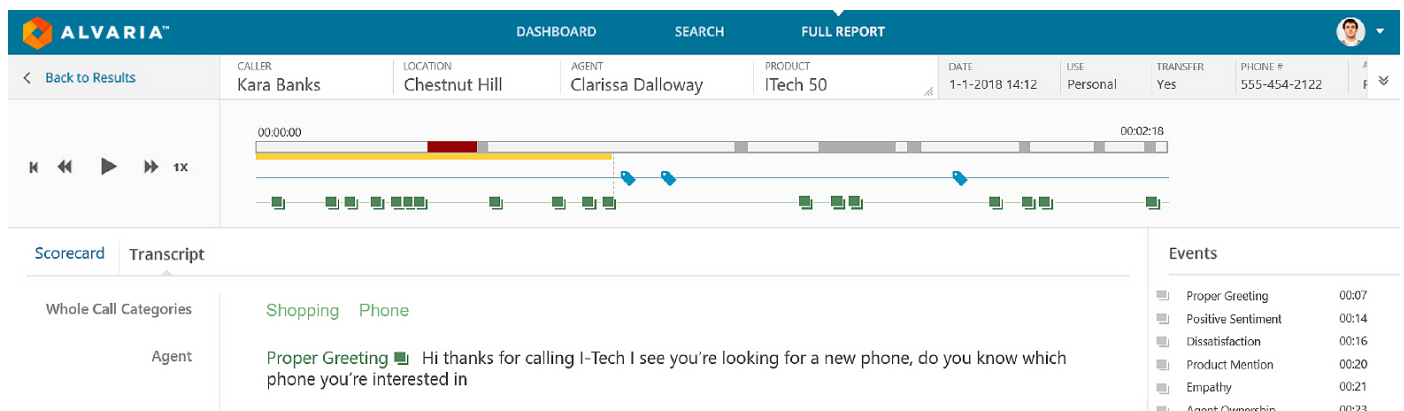
Customer Interaction Analytics Solutions for Retailers



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.



The screenshot displays the Alvaria interface for a specific call. At the top, navigation tabs include DASHBOARD, SEARCH, and FULL REPORT. The call details are as follows:

CALLER	LOCATION	AGENT	PRODUCT	DATE	USE	TRANSFER	PHONE #
Kara Banks	Chestnut Hill	Clarissa Dalloway	ITech 50	1-1-2018 14:12	Personal	Yes	555-454-2122

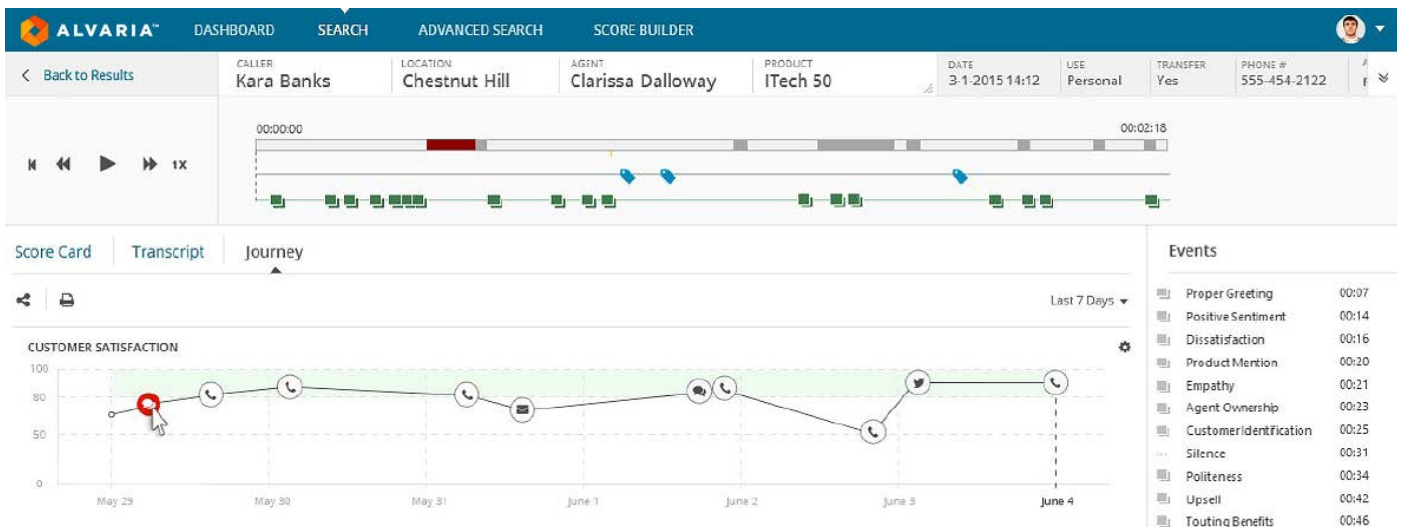
Below the call details is a timeline visualization showing the call duration from 00:00:00 to 00:02:18. The transcript is displayed below the timeline, with a 'Scorecard' tab selected. The transcript shows the following content:

Whole Call Categories: Shopping Phone

Agent: Proper Greeting ■ Hi thanks for calling I-Tech I see you're looking for a new phone, do you know which phone you're interested in

The 'Events' section on the right lists the following call events:

Event	Time
Proper Greeting	00:07
Positive Sentiment	00:14
Dissatisfaction	00:16
Product Mention	00:20
Empathy	00:21
Agent Ownership	00:23



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 Payment and Collections Compliance

Whether taking orders or managing return requests, contact centers dealing with sensitive payment information can rely on Alvaria Engagement Analytics to automatically redact credit card and other sensitive personal information from both the audio and transcript of

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)

all calls to adhere to PCI compliance rules.

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.

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.

About Alvaria

Alvaria is the world leader in enterprise-scale customer experience (CX) and workforce engagement management (WEM) solutions. Our name is derived from Latin for "hives" – nature's perfect form for millions of years – bringing you solutions that are scalable, resilient and secure, with efficiency, speed and pinpoint accuracy. ALVARIA™. Reshaping Customer Experience™. For more information, please visit www.alvaria.com. Follow Alvaria on Twitter at @Alvaria_Inc. #ReshapingCX

